

Auckland Transport

---

# Simplified Zone Fares

Consultation Report

3 July 2015

DRAFT

# Contents

Executive Summary .....	i
Introduction .....	1
Key messages.....	1
Negotiables and non-negotiables.....	1
Proposed Zone Boundaries.....	2
Proposed Fare Products.....	3
Consultation Activities.....	4
Results of the Consultation.....	6
Proposed Zone Boundaries (Question 1).....	7
Proposed Fare Products (Question 2).....	8
Other comments (Question 3).....	9
Summary of Decisions .....	11
Appendix A	Project webpage content
Appendix B	Brochure, Posters, DL Flyer, Britomart screen
Appendix C	Media campaign
Appendix D	eDM to AT Hop Database
Appendix E	Media release and twitter
Appendix F	Ambassador schedule and reports
Appendix G	Detailed summary of feedback and decisions

# Executive Summary

It is intended to introduce Simplified Zone Fares in 2016. This means that for people using AT HOP cards for bus and train journeys, instead of being charged a separate fare for each ride, the fare will be calculated for the total journey from A to B, regardless of whether you transfer between different services.

A public consultation period was undertaken between 11 May 2015 and 5 June 2015. The purpose of the consultation process was to:

- Inform 'people' of the changes'
- Consult to fine tune the boundaries and fare products
- To encourage participation in the consultation.

## Consultation activities

Information about the SZF and how to provide feedback was provided in a number of ways:

- Project webpage
- Online advertising
- Posters on trains, buses and ferries
- Brochures and DL flyers at all libraries across the region, all AT customer service centres
- Ambassadors/events at key interchanges, key routes handing out DL flyers
- Information on screens in Britomart
- Advertising – suburban newspapers 'advertorial', radio
- EDM to AT HOP database
- Media release
- Twitter.

Tools to consult, or receive feedback on the proposed SZF boundaries and fares were:

- Attendance at all night markets across the region and Otara and Avondale daytime markets – AT staff and Ambassadors (drop-in with display boards), DL flyers and brochures
- Online and hard copy survey.

## Summary of feedback

Overall 1563 responses were received during the engagement period, with over 2300 comments made on various issues. Key overall themes highlighted in the feedback forms are shown in **Figure 1**.

### Key themes raised about proposed zones

Based on the online survey and feedback from ambassadors and consultations at markets, key themes about the proposed zones were:

- General consensus for the proposed zones
- Good to have flexibility between bus and train
- Zones are geographically logical

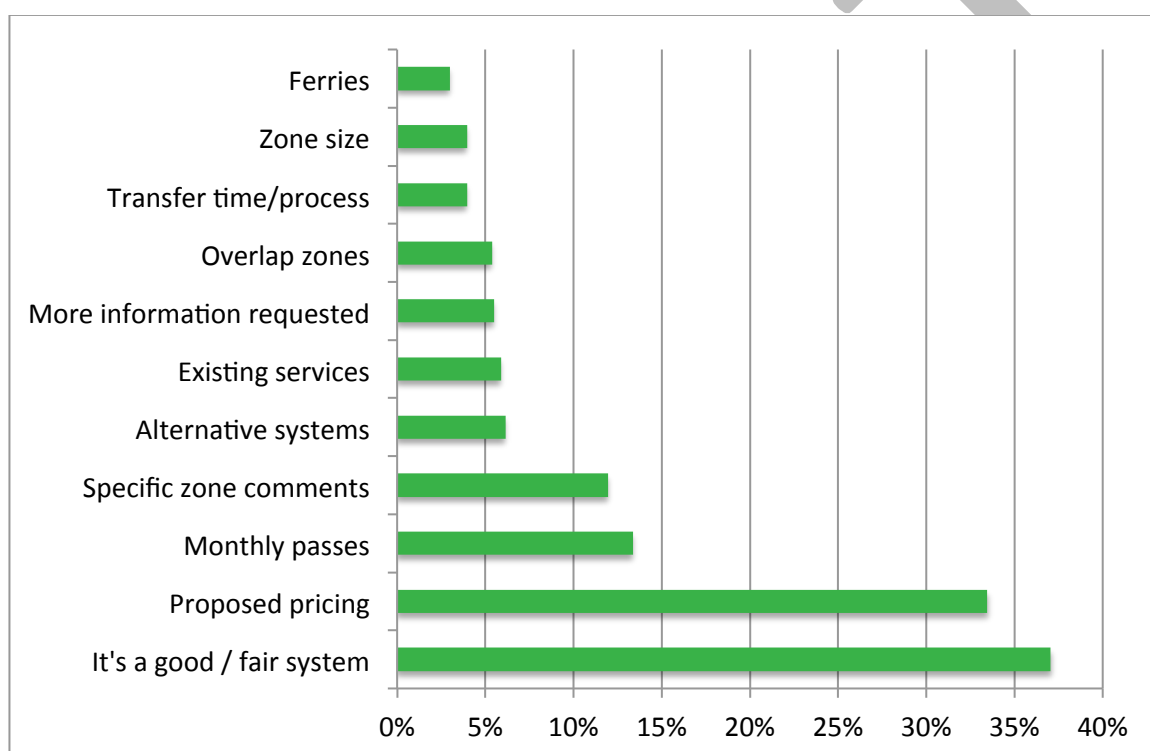
- Concern with traveling between two zones when only a short distance is travelled and the associated cost, particularly when travelling to and from school.

### Key themes raised about proposed fare products

Based on the online survey and feedback from the ambassadors and consultations at markets, key themes about the proposed fare products were:

- Easier to anticipate costs
- Support for the weekend family ticket
- Concern about monthly pass for those who only have to travel a short distance, compared to support from those people who have to travel longer distances
- Concern about increasing fares
- Concern about the changes to the cost for school aged children, concession holders and families use public transport.

**Figure 1 Key themes from feedback forms**



Decisions  
To be added.

# Introduction

Simplified Zone Fares (SZF) are to be introduced during 2016. This is the final stage of the AT HOP implementation and will enable customers to pay for a single 'journey', based on the geographic zones they pass through, even if they transfer between buses and trains.

At the moment customers pay for each trip they make on the AT Metro network. The new system will make it much easier for customers to work out how much they will pay to get from A to B. For a lot of people it will also make their journey cheaper, especially if they need to transfer between services as part of their journey.

The proposed structure of SZF has been put together following customer focus groups held in 2014. As the name suggests, it's based around 13 geographic zones. AT has consulted with the public of Auckland to see if any fine-tuning is required before the system is introduced in 2016.

The consultation will be around the 'zones' and the products included within the fare system (e.g. day passes, weekly versus monthly passes, family passes).

## Key messages

Key messages for the SZF consultations were:

- One journey – one fare
- This is the final stage of the implementation of AT HOP
- Simplifies the way fares are calculated
- Simplified zone fares is a fairer way of calculating fares.

## Negotiables and non-negotiables

The non-negotiables, that is, what was not for consultation was the fare structure. This included no consultation on pricing policy and how much it will cost.

The focus of the consultation was to find out what people think about the proposed zone boundaries and fare products.

## Proposed Zone Boundaries

**Figure 2** shows the proposed zone boundaries under the SZF. Further information on the proposed zone boundaries was provided on the AT website (refer to Appendix A) and on the SZF brochure (refer to Appendix D).

**Figure 2 Proposed Zone Boundaries**



## Proposed Fare Products

**Figure 3** shows the proposed fare changes under the SZF. Further information on the proposed zone boundaries was provided on the AT website (refer to Appendix A) and on the SZF brochure (refer to Appendix D).

**Figure 3 Proposed Fare Products**

PRODUCT	CURRENT	SIMPLIFIED ZONE FARES
Cash	Stage based,	Zone based
AT HOP money	Stage based	Zone based (up to 3 leg journeys)
Day Pass Including bus, train, inner harbour ferry*.	AB zone \$16 ABC zone \$22	Day Pass - all zone \$18
Monthly including bus and train.	A, B or C Zone (\$140)** AB, BC Zone (\$190) ABC Zone (\$250)	Monthly Pass - all zone \$200 - \$210
Monthly - child pass <i>Train only</i>	3 pass option \$80 - \$160	No longer available
Ferry Monthly Pass	No AT HOP offering	Inner Harbour Pass Mid Harbour Pass Outer Harbour Pass
	No AT HOP offering	Family Weekender 2 children free with every AT HOP paying adult on weekends and public holidays.

\*The inner harbour includes Devonport, Bayswater, Birkenhead / Northcote Point, and Stanley Bay.

\*\* For those people that currently have a monthly pass for zones A, B or C you will be travelling no more than 2 zones under the new system. Instead of purchasing a monthly pass you will save money just by using stored value under proposed Simplified Zone Fares.

These are pass products and not capped daily fares.

In the longer term, we are working toward daily and weekly fare caps for AT HOP card users. These caps would replace the daily and monthly passes.

If you currently use a monthly pass, see our [example journeys](#) to find your best option.



# Consultation Activities

A SZF specific consultation strategy was developed and approved by AT. The Strategy was implemented from Monday 4 May through to Friday 5 June 2015.

The strategy was developed to encourage people to provide feedback on the proposed zones and fare products associated with the SZF.

Information about the SZF and how to provide feedback was provided in a number of ways:

- Project webpage, refer to Appendix A
- Posters on trains and buses, refer to Appendix B
- Brochures and DL flyers at all libraries across the region and all AT customer service centres, refer to Appendix B
- Information on screens in Britomart, refer to Appendix B
- Advertising campaign – suburban newspapers ‘advertorial’, radio, refer to Appendix C
- eDM to AT HOP database, refer to Appendix D
- Media release and twitter comments, refer to Appendix E

Tools to consult<sup>1</sup>, or receive feedback on the proposed SZF boundaries and fares were:

- Ambassadors/events at key interchanges, key routes handing out DL flyers, refer to Appendix F
- Attendance at all night markets across the region and Otara and Avondale daytime markets – AT staff and Ambassadors (drop-in with display boards), DL flyers and brochures, refer to Appendix F
- Online and hard copy survey, refer to Appendix G

**Table 1** shows the consultation opportunities across the engagement timeframe. The location of Ambassadors and market dates are included in Appendix F.

**Table 1 Consultation opportunities over the engagement period**

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		11 May	12 May	13 May	14 May	15 May	16 May
Feedback form		✓	✓	✓	✓	✓	✓
Ambassador activity		✓	✓	✓	✓	✓	✓
Market event				✓		✓	
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	17 May	18 May	19 May	20 May	21 May	22 May	23 May
Feedback form	✓	✓	✓	✓	✓	✓	✓
Ambassador activity	✓	✓	✓	✓	✓	✓	✓
Market event	✓		✓		✓	✓	✓
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

<sup>1</sup> The definition of consult is based on the IAP2 Public Participation Spectrum - To obtain public feedback on analysis, alternatives and/or decisions. (<https://www.iap2.org.au/resources/iap2s-public-participation-spectrum>)



	24 May	25 May	26 May	27 May	28 May	29 May	30 May
Feedback form	✓	✓	✓	✓	✓	✓	✓
Ambassador activity		✓	✓	✓	✓	✓	
Market event							

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
	31 May	1 June	2 June	3 June	4 June	5 June
Feedback form	✓	✓	✓	✓	✓	✓
Ambassador activity						
Market event						

A range of consultation opportunities were undertaken across the majority of proposed zones. The majority of the consultation opportunities occurred within the proposed City zone followed by Isthmus, Waitakere, Manukau North, Manukau South, Lower North Shore, Franklin and Hibiscus Coast.

A consultation opportunity was either one or more SZF Ambassadors handing out flyers (of which 43,269 were distributed) and explaining the changes, or static stands at markets. Appendix J provides further information on feedback received from SZF Ambassadors and Appendix K provides a summary of market activities.

DRAFT

# Results of the Consultation

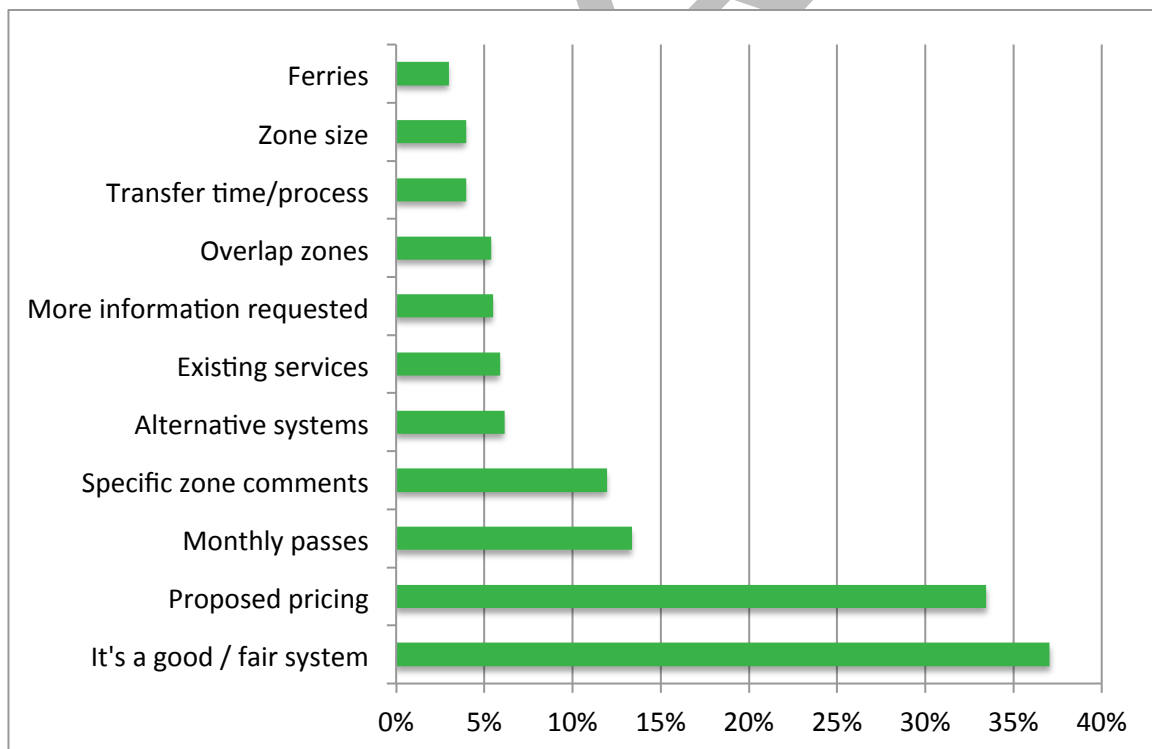
Results of the community consultation on the SZF culminated in the completion of 1,568 feedback forms of which 6 were received as hard copies.

Regardless of question, key themes in responses were:

- Concern with zone overlaps when only a short distance is travelled, particularly when travelling to and from school.
- A need to incorporate ferries into the proposal.
- Change in pricing with many supporting it, but a lot of comments regarding the changes to monthly passes and the costs associated with those.
- Those commuters who will have their fares increased are generally not supportive of the proposal
- If there is going to be an increase in fares, commuters would like to see an increase in service delivery (time, quality, frequency, reliability).
- Concern whether a 30 minute transfer time is enough, particularly on the weekend or if a service is delayed or cancelled.
- There is support to have Orakei train station included in the city zone.

Figure 4 shows the main themes raised from all survey feedback received.

**Figure 4 Key themes from all survey feedback received**

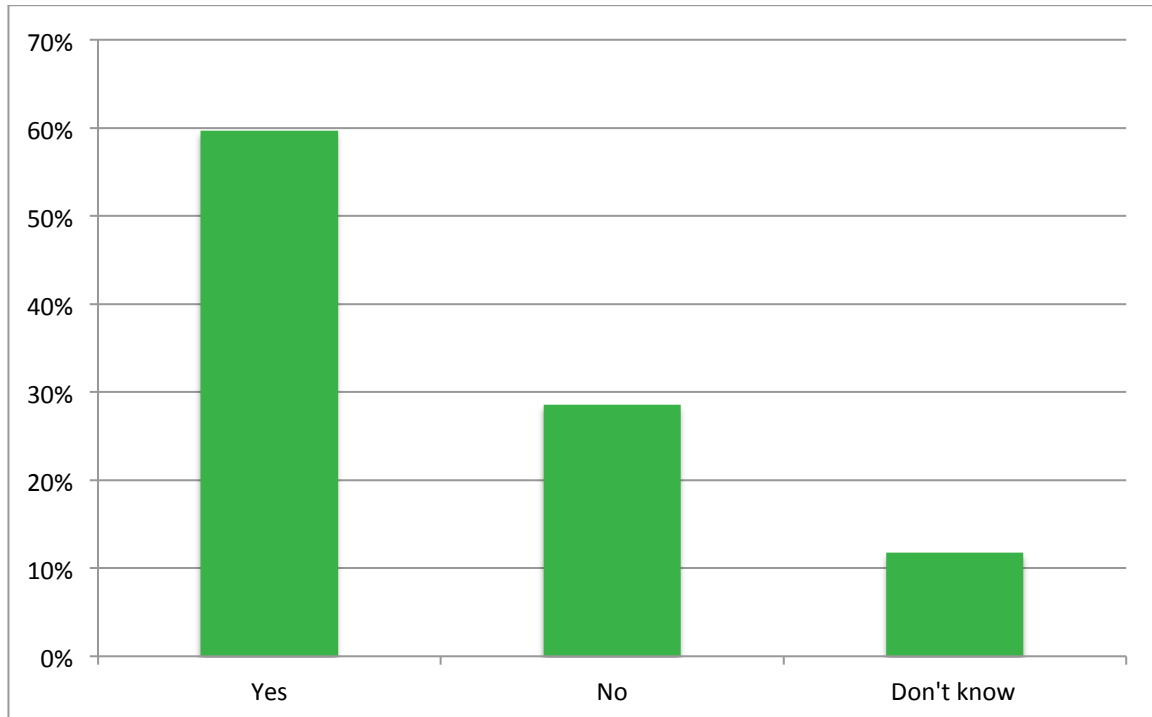


A summary of the key themes raised is outlined below, with a more detailed summary of the surveys provided in Appendix G.

# Proposed Zone Boundaries (Question 1)

Of the 1563 responses, 1547 people answered Question 1.

**Figure 5 Responses to Question 1: Do you think the proposed zone boundaries are about right?**



Based on the online survey and feedback from ambassadors and consultations at markets, key themes about the proposed zones were:

- General consensus for the proposed zones
- Good to have flexibility between bus and train
- Zones are geographically logical
- Concern with zone overlaps when only a short distance is travelled.

About 60% of people who completed the survey thought the proposed boundaries were about right. Of those who responded, around 38% provided comments. Key themes were:

- Boundaries are generally fair
- It's good to have flexibility between bus and train
- Agreement with 10km intervals
- Zones are geographically logical
- Concern with zone overlaps when only a short distance is travelled
- Will lead to an increase use of public transport
- Concern that Orakei train station is not in the city zone
- Increased ease in calculating fare.

About 30% of people who completed the survey thought the proposed boundaries were not right. Key themes were:

- Concern about the increased cost of fares
- Concern that Orakei train station not in the city zone

- Concern with zone overlaps when only a short distance is travelled, particularly when travelling to and from school.
- Concern about the size and location of zones
- Concern there are too many zones
- Concern the 10km interval is not adequate or appropriate
- Proposed alternative – actual distance (i.e. kilometres travelled) rather than zone travelled.

About 10% of people who completed the survey were not sure if the proposed boundaries were right or not. Key themes were:

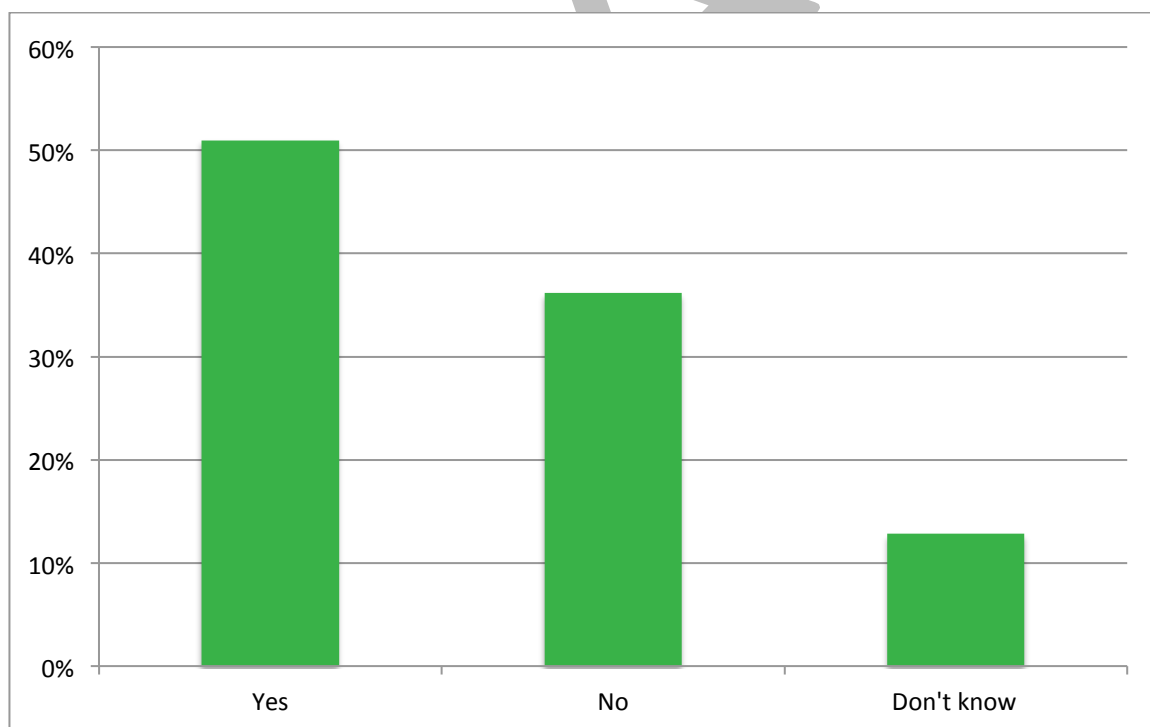
- Concern about the increased cost of fares
- Not enough information, not explained very well or further detailed clarification required
- Concern with zone overlaps when only a short distance is travelled.

There was a considerable amount of feedback about school travel and a lot of identical feedback about the Murrays Bay Intermediate School. Based on the responses from parents in this area, they are an existing and organised stakeholder group who may take this on as an issue.

## Proposed Fare Products (Question 2)

Of the 1563 responses, 1540 people answered Question 2.

**Figure 6 Responses to Question 2: Do you think the proposed fare products are about right?**



Based on the online survey and feedback from the ambassadors and consultations at markets, key themes about the proposed fare products were:

- Easier to anticipate costs
- Support for the weekend family ticket

- Concern about monthly pass for those who only have to travel a short distance, compared to support from those people who have to travel longer distances
- Concern about increasing fares
- Concern about the changes to the cost for school aged children, concession holders and families use public transport

About 50% of people who completed the survey thought the proposed fare products were about right. Key theme were:

- Easier to anticipate costs
- Pricing of monthly pass for number of zones travelled
- Proposed changes will encourage commuters to use AT Hop card
- “Simple, sensible, logical”
- A good range of products
- Support for weekend family travel
- Ferries need to be included in proposed products/zones
- Concern whether the 30 minute transit times is enough if services are delayed or cancelled

About 40% of people who completed the survey thought the proposed fare products were not right. Key themes were:

- Concern with increasing fares
- Transport options need to be better integrated
- Concern that ferries are not included
- Concern about the changes to the cost for school aged children, concession holders and families use public transport
- Concern whether the 30 minute transit times is enough if services are delayed or cancelled
- Concern with the proposed monthly tickets - some commuters just want to pay for their journey (presume this would be less than monthly ticket) and others want to pay equal to the longer distance commuters – issues of equity.

About 10% of people who completed the survey were not sure if the proposed fare products were right. Key themes were:

- Lack of clarity on cost of fares and ‘products’
- Concern with the proposed monthly tickets - some commuters just want to pay for their journey (presume this would be less than monthly ticket) and others want to pay equal to the longer distance commuters – issues of equity.

## Other comments (Question 3)

Key themes raised in Question responses, in no particular order:

- Cost of fares
- General support
- Don't change current system
- Monthly passes
- Journey time and transfer time - 2 hours is not enough time to complete a journey and a 30 minute transfer period is not enough time with delays and unreliability in the current service

- Comments on boundaries (majority on the boundary of the proposed city zone and the inclusion of Orakei)
- Good to have parity between trains and buses
- Concern ferries are not included in the SZF system
- Suggestion to have either actual distance travelled, capped fares (e.g per day/week/month) or a flat fee for all travel
- Issues relating to concession fares, particularly school age and university students and Gold Card holders
- Comments on existing services, including suggestions to improve current service delivery
- Comments regarding AT HOP Card management, in particular increasing the number of outlets where they are available and can be topped up
- Suggestions to create incentives to use public transport
- Comments on car parking associated with public transport
- Suggestions to make it easier for tourists to use public transport
- Suggestions to rename proposed zones, in particular the Isthmus zone (this received a lot of feedback from people at market events where we could engage with people).

DRAFT

# Summary of Decisions

To add

DRAFT

# Appendix A

Project webpage content



To add

DRAFT

## Appendix B

Brochure, Posters, DL Flyer, Britomart screen

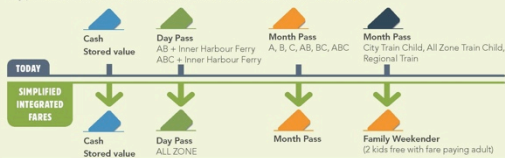
**Proposed New Fare Products**  
Changes to bus and train passes

As well as simplified zone fares, a much simpler set of fare products is also proposed.

AT HOP card users will have the choice of using the stored value on their card to pay for each journey, or a simple monthly pass that will allow unlimited bus and train travel across all zones. A day pass is also proposed allowing unlimited all-zone travel on buses and trains, plus inner-harbour ferries.

**What is going to change?**

We are proposing a single day pass and a single monthly pass. Both of these proposed passes will allow travel on all zones for buses and trains, and the day pass will also allow travel on inner harbour ferries.



A new Family Weekender pass is also proposed. If introduced, it will allow two children to travel free with each adult using an AT HOP card during weekends and public holidays. This pass would be available to AT HOP card users only.

You will also still be able to pay using stored value on your AT HOP card or cash the same way you do now.

**Will it include ferries?**

It is proposed that the daily pass includes inner harbour ferries. The inner harbour includes Devonport, Bayswater, Birkenhead / Northcote Point, and Stanley Bay.

**How much are passes going to cost?**

Proposed cost for Single All Day pass, all zones = \$18  
Proposed cost for Monthly Pass, all zones on buses and trains = \$200 - \$210.

**Changes to Ferry passes**

Ferries are not fully integrated into the simplified fares product suite yet.

At present the different ferry operators offer a range of weekly and monthly passes. These are different across all ferry operators. We are continuing to work on how we can bring ferries into the simplified zone fares system but it will take some time.

We are proposing monthly ferry passes which can be partly incorporated into simplified zone fares. There are three monthly ferry passes proposed:

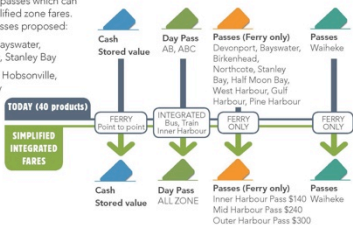
- Inner harbour – Devonport, Bayswater, Birkenhead / Northcote Point, Stanley Bay
- Mid harbour – Beach Haven / Hobsonville, West Harbour, Half Moon Bay
- Outer harbour passes – Pine Harbour, Gulf Harbour

Prices and timings for these new ferry passes are still to be confirmed.

**How much are passes going to cost?**

Prices for the three new ferry monthly passes have not yet been finalised, and there will also be further discussions with ferry operators.

**Waiheke Island would remain a single fare outside of any non-operator passes.**



**We're making it easier for you to pay for travel**



**What are we doing?**

To support the new, more connected public transport network being rolled out across Auckland, we are redesigning the current fare stage system and introducing a Simplified Zone Fare system.

We are also changing the fare products and making it easier to find a product that works for you, whether you are a frequent traveller or a visitor.

**HAVE YOUR SAY**

We want you to tell us what you think about the proposed zones and the fare products. Find out more information below then provide your feedback either online at [www.AT.govt.nz/simplifiedzonefares](http://www.AT.govt.nz/simplifiedzonefares), or by completing a hard copy form which you can get by calling 09 365 3553

**Consultation closes on Friday 5 June 2015.**

After we have finished the consultation and confirmed the zones and fare products, we are aiming to implement the new system in mid 2016.

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

Find out more: 0800 10 30 80 or (09) 366 6400  
[www.AT.govt.nz/simplifiedzonefares](http://www.AT.govt.nz/simplifiedzonefares)



**What is Simplified Zone Fares?**

Simplified Zone Fares allow us to realise the full benefit of the New Network, which means greater frequency, reliability and connectivity.

Simplified Zone Fares mean that for people using AT HOP cards for bus and train journeys, instead of being charged a separate fare for each ride, the fare will be calculated for the total journey from A to B, regardless of whether you transfer between different services.

**Simplified Zone Fares details**

**Why are we changing the fare structure?**

We are making fares easier to understand. In the past you have told us the current system is complex and can be difficult to understand, especially for those who are not regular users of public transport. It is also inconsistent with the current route-based fare system, resulting in different fares for similar trips. There are also some anomalies between stages and relatively high fares for longer distances, while short distance fares are relatively cheap.

**Where are the proposed zones?**

A proposed new public transport zone map has been prepared that has 14 zones. Zone boundaries are generally at 10 km intervals from the CBD, so that radial trips of similar distance will pay the same fare. Fares will be calculated according to the number of zones travelled through for your entire journey, and you won't be penalised for transferring between bus and train services and train services.

**How much will it cost?**

We are still working through exactly how much the fares will be so we have shown a range of fares in the table below that will give you an idea of how much fares might be when we implement the new system in mid 2016.

**How does it compare to the current system?**

At present, depending on how far you travel, you pay for up to 8 stages. You also pay a different fare for each of the stages and pay each time you transfer between buses or buses and trains.

With Simplified Zone Fares when you use your AT HOP card you pay the same amount for each zone you travel through and you pay a single fare for a journey. You'll also only pay once for each zone you travel through as part of your journey, so if you travel back into a zone you've already been through, you won't pay any more.

**Can I still buy cash fares?**

You will still be able to buy cash fares, but you will need to pay for each transfer you make, just like you do now.

**CHECK OUT WHAT YOUR FARES MIGHT BE**



ROUNDED INDICATIVE ZONE FARES					
Concession	Adult		Child		Tertiary
	AT HOP	CASH	AT HOP	CASH	AT HOP
CityLink	\$0.50	\$1.00	\$0.30	\$0.50	\$0.40
1 Zone	\$1.70 - \$1.80	\$3.00 - \$3.50	\$0.99 - \$1.10	\$1.50 - \$2.00	\$1.25 - \$1.45
2 Zone	\$3.00 - \$3.30	\$4.50 - \$5.00	\$1.70 - \$1.90	\$2.50 - \$3.00	\$2.30 - \$2.60
3 Zone	\$4.80 - \$5.00	\$7.00 - \$7.50	\$2.70 - \$2.90	\$4.00 - \$4.50	\$3.60 - \$4.00
4 Zone	\$6.00 - \$6.50	\$9.50 - \$10.00	\$3.45 - \$3.80	\$5.50 - \$6.00	\$4.60 - \$5.20
5 Zone	\$7.70 - \$8.20	\$11.50 - \$12.00	\$4.40 - \$4.70	\$6.50 - \$7.00	\$5.90 - \$6.50

DL Flyer

**WE'RE MAKING IT EASIER FOR YOU TO PAY FOR TRAVEL**

**HAVE YOUR SAY**

**SIMPLIFIED ZONE FARES**

Consultation is open 11 May - 5 June 2015

Have your say at [AT.govt.nz/simplifiedzonefares](http://AT.govt.nz/simplifiedzonefares)

To support the new, connected public transport network being rolled out across Auckland, we are redesigning the current fare system.

Simplified Zone Fares means that for people using AT HOP cards for bus and train journeys, the fare will be calculated for the total journey from A to B, regardless of whether you transfer between different services.

For more information and to tell us what you think go to [AT.govt.nz/simplifiedzonefares](http://AT.govt.nz/simplifiedzonefares) or call (09) 355 3553

**AT Metro**

AT HOP 1491  
Terms of use and registered prospectus for the AT HOP cards are available at [AT.govt.nz/hop](http://AT.govt.nz/hop) or at the Transport Information Centre, Britomart. The obligations of Auckland Transport under the AT HOP cards are unsecured.

HOP1491 AT150173 HAVE YOUR SAY\_DL\_v3.indd 1

7/5/15 9:44

Poster

**WE'RE MAKING IT EASIER FOR YOU TO PAY FOR TRAVEL**

**HAVE YOUR SAY**

**SIMPLIFIED ZONE FARES**

Consultation is open 11 May - 5 June 2015

Have your say at [AT.govt.nz/simplifiedzonefares](http://AT.govt.nz/simplifiedzonefares)

To support the new, connected public transport network being rolled out across Auckland, we are redesigning the current fare system.

Simplified Zone Fares means that for people using AT HOP cards for bus and train journeys, the fare will be calculated for the total journey from A to B, regardless of whether you transfer between different services.

For more information and to tell us what you think go to [AT.govt.nz/simplifiedzonefares](http://AT.govt.nz/simplifiedzonefares)

**AT Metro**

AT HOP 1491  
Terms of use and registered prospectus for the AT HOP cards are available at [AT.govt.nz/hop](http://AT.govt.nz/hop) or at the Transport Information Centre, Britomart. The obligations of Auckland Transport under the AT HOP cards are unsecured.

HOP1491 AT150173 HAVE YOUR SAY.indd 1

AFFET

**Simplified Zone Fare System**

**FEEDBACK FORM**

We encourage you to provide feedback. Please either complete this form and freepost it back to us, or go online to [www.AT.govt.nz/simplifiedzonefares](http://www.AT.govt.nz/simplifiedzonefares) and complete the online feedback form.

Please provide your responses by 4:00pm, Friday 5 June 2015.

**Feedback on zone boundaries**

The zone boundaries have been drawn at approximately 10 km intervals from the city centre, taking account of key destinations. The new system will calculate fares according to the number of zones travelled through.

**1. Do you think the proposed zone boundaries are about right?**

Yes  No  Don't know

Why?

.....

.....

.....

**Feedback on fare products**

A much simpler set of fare products is proposed. Cash tickets will still be available, but they will not allow for journey-based fares. AT HOP users will have the choice of using the stored value on their card to pay for each journey, or a simple monthly pass that will allow unlimited bus and train travel across all zones. A day pass is also proposed, allowing unlimited all-zone travel on buses and trains, plus inner-harbour ferries.

**2. Do you think these proposed products are about right?**

Yes  No  Don't know

Why?

.....

.....

.....

**3. Do you have any other comments about Simplified Zone Fares?**

.....

.....

.....

**Personal Information**

Providing your address details is optional, however providing us with the name of your street helps us better understand how Simplified Zone Fares could affect you. Please provide your email address and phone number in case we need to contact you with any queries about your feedback.

Name .....

Organisation .....

**POSTAL ADDRESS**

Street Number ..... Street name .....

Suburb ..... Postcode .....

Email ..... Phone .....

Privacy: Auckland Transport recognises privacy is an important matter to all people. You can be assured any information you share with us will be treated with strict confidence, and will not be released to the public or third parties.



# Appendix C

Media campaign

To add

DRAFT

# Appendix D

eDM to AT Hop Database



SIMPLIFIED ZONE FARES - MAY 2015

DATE SENT: MON 11 MAY 2015 1:00 PM



Hi Craig

As a regular passenger on AT Metro services, we wanted to give you some important news. We're redesigning the current fare system and we want your feedback.

## Consultation on Simplified Zone Fares - Monday 11 May – Friday 5 June 2015

To support Auckland's [New Public Transport Network](#), we're redesigning the current fare system to Simplified Zone Fares. We are aiming to introduce the new system in mid-2016.

### **What is Simplified Zone Fares?**

For people using AT HOP cards for bus and train journeys, the fare will be calculated for the total journey from A to B, regardless of whether you transfer between buses and trains on the way. This will make it much easier to work out the total cost of your journey.

When using your AT HOP card, fares for most trips will be similar, but longer trips will be cheaper. We've worked hard to keep HOP fares as low as possible, so we are proposing some increases to cash fares.

**Consultation on Simplified Zone Fares runs from Monday 11 May – Friday 5 June 2015.** For more information and to have your say visit our [website](#).

**HAVE YOUR SAY**  **CLICK HERE**



## [New Public Transport Network](#)

Over the next few years, we are moving to a simpler and more integrated public transport network. This will deliver a new network of buses and trains that will change the way we travel around Auckland.

For more information on the New Public Transport Network watch the video.



TOTAL MESSAGES SENT

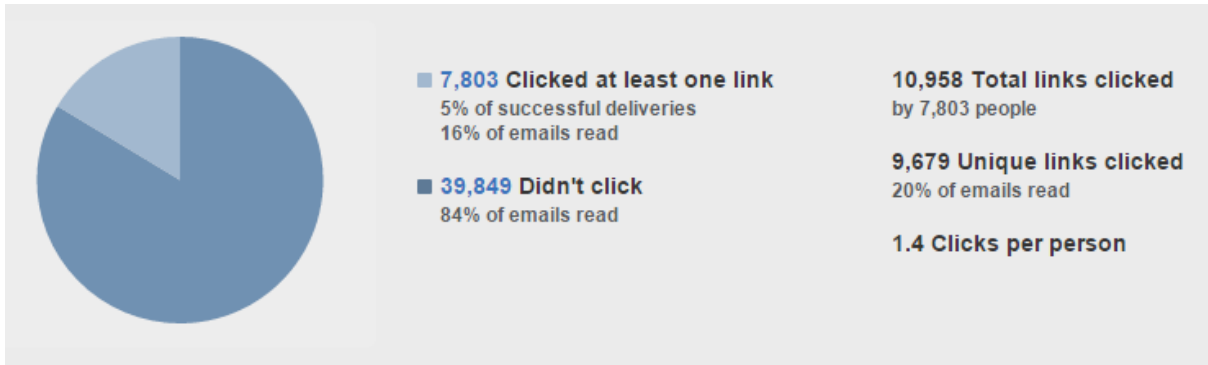


151,837

OVERVIEW



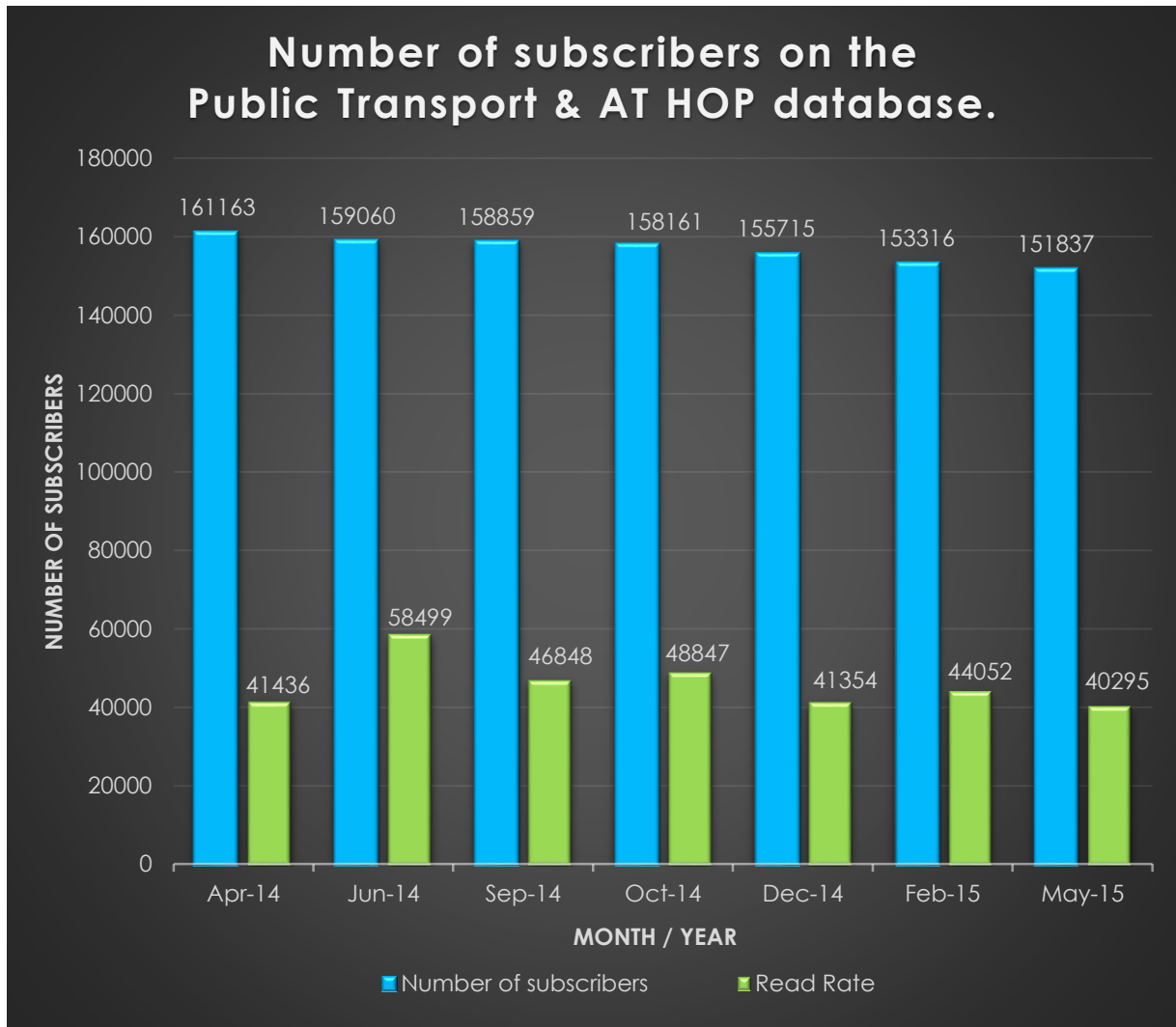
## LINKS CLICKED



## TOP LINKS

Link name	Unique	Total
website -Simplified Zone Fares	3,624	4,224
Auckland's New Public Transport Network - YouTube	3,464	3,831
New public transport network	1,112	1,227
Simplified zone fares	529	647

## PUBLIC TRANSPORT & AT HOP DATABASE



## WHAT WORKED FOR THIS ISSUE

- Adding direct links to the Simplified Zone Fares webpage.
- Adding a video – The video received 3,060 unique clicks.
- Adding a “have your say” banner in between the texts that clicked through to the Simplified Zone Fares webpage. The orange have your say bubble with the words “Click here” on the banner is bright and stands out, it encourages subscribers to click through to the webpage.

## Appendix E

Media release and twitter

## Appendix F

Ambassador schedule and reports

Market reports

			Monday 11-May	Tuesday 12-May	Wednesday 13-May	Thursday 14-May	Friday 15-May			
AM				0600 - 1000 Manukau Bus Interchange	0600 - 1000 Pakuranga Plaza bus stops	0600 - 1000 Northern express - Albany	0900 - 1300			
				0600 - 1000 Puhinui Train station	0600 - 1000 Botany Town Centre bus stops	0600 - 1000 Northern express - Sunnynook	0900 - 1300			
				0600 - 1000 Papatoetoe train station	0600 - 1000 Otahuhu Transport Centre	0600 - 1000 Northern express - Constellation				
				0600 - 1000 Otara Bus interchange	0600 - 1000 Pukekohe Train station	0600 - 1000 Northern express - Smales Farm				
					0600 - 1000 Pukekohe Bus station	0600 - 1000 Northern Express - Akoranga				
					0600 - 1000 Papakura Train station	0600 - 1000 Takapuna Transport centre Lake Road				
					0600 - 1000 Te Mahia train station	0600 - 1000 Bus stops near Highbury shops, Cnr Highbury Bypass & Birkenhead Ave, Birkenhead				
						0600 - 1000 Bus stops near Glenfield mall, Glenfield				
						0600 - 1000 Bus stops near Verrans Corner, 34 Birkdale Road, Birkdale				
							1000 - 1400			
				1000 - 1400 MIT Otara Campus, Newbury Street, Otara						
				0600 - 1400 Manukau Train Station/MIT Manukau Campus						
				1000 - 1400 Airport Shopping Centre, near Countdown, The Warehouse						
PM		1500 - 1900	Takanini Train station	1500 - 1900 Middlemore train station	1400 - 1900 Otahuhu Transport Centre	1600 - 1900 Bus - Akl Uni - stop 7145	1600 - 1900			
		1500 - 1900	Manurewa train station	1500 - 1900 Mangere Bus interchange	1600 - 1900 Downtown Ferry terminals (roaming)	1600 - 1900 Bus - Civic Theatre - stop 7086	1600 - 1900			
		1500 - 1900	Papakura train station	1500 - 1900 Otahuhu Bus/train interchange	1600 - 1900 Britomart Bus Stops - all in vicinity, trains	1600 - 1900 Bus - AUT - stop 7038	1600 - 1900			
		1500 - 1900	Homai train station		1800 - 2100 Botany night markets	1600 - 1900 Bus - Wellesley St west - stop 7091	1600 - 1900			
						1600 - 1900 Bus - Albert St - stops 7081 & 7087	1800 - 2100			
						1600 - 1900 Bus - Victoria St West - stops 7097				
						1600 - 1900 Bus - Symonds St stops -7158, 7160, 7162, 7164				
						1700 - 2100 Bus -Northern express - Albany (westfield late night)				
Sunday 17-May	Monday 18-May	Tuesday 19-May	Wednesday 20-May	Thursday 21-May	Friday 22-May					
AM	0630 - 1200	Avondale markets	0600 - 1000 Orakei train station	0600 - 1000 Onehunga train station	0600 - 1000 Newmarket train station	0600 - 1000 New Lynn interchange Bus & Train	0700 - 1000			
			0600 - 1000 Orakei bus stop - Orakei Rd near train stn	0600 - 1000 Onehunga Bus	0600 - 1000 Mt Eden Train station	0600 - 1000 Glen Eden train and Town centre (5458 & 5429)				
			0600 - 1000 Meadowbank train station	0600 - 1000 Te Papapa train station	0600 - 1000 Mt Albert Train station	0600 - 1000 Henderson Interchange Bus & Train				
			0600 - 1000 St Helliers shopping area	0600 - 1000 Penrose train station		0600 - 1000 Fruitvale Station				
			0600 - 1000 Mission Bay shopping area			0600 - 1000 Sunnyvale station				
						0600 - 1000 Sturges Road station				
						0600 - 1000 Ranui station				
						0600 - 1000 Swanson station				
						0600 - 1000 Waitakere station				
						0700 - 1000 Te Atatu shops (stop 5091 & 5086)				
	0700 - 1900	Britomart train station		0700 - 1900 Britomart train station	1000 - 1400 AUT City Campus, 55 Wellesley Street, City	0700 - 1900				
	0700 - 1900	Britomart buses/Takutai square		0700 - 1900 Britomart buses/Takutai square		0700 - 1900				
						1000 - 1400				
						1000 - 1400				
PM	1800 - 2100	Glenfield Night markets	1500 - 1900 Orakei train station	1500 - 1900 Greenlane train station	1500 - 1900 Grafton train station	1500 - 1800 Henderson Interchange Bus & Train	1800 - 2100			
			1500 - 1900 Orakei bus stop - Orakei Rd near train stn	1500 - 1900 Remuera Train station	1500 - 1900 Baldwin Avenue	1800 - 2100 Onehunga night markets				
			1500 - 1900 Eastridge Mall Kepa Rd - stop 7854	1500 - 1900 Newmarket train station	1500 - 1900 Avondale train station					
			1500 - 1900 Glen Innes Town centre (bus/train interchange)		1500 - 1900 Avondale Town Centre					
			1500 - 1900 Panmure train/bus interchange							
Sunday 24-May	Monday 25-May	Tuesday 26-May	Wednesday 27-May	Thursday 28-May	Friday 29-May					
AM			0700 - 1100	2 Symonds St 7145	0600 - 1000	Downtown Ferry Terminals (roaming)	0600 - 1000	Manurewa, Bus Stops on Great South Road outside Southmall (185-200 Gt Sth Road) - Ambassadors		
			0700 - 1100	83 Symonds St 7149			0600 - 1000	Otara, Bus stops on East Tamaki Road near MIT		
			0800 - 1200	Mayoral Dr near Aotea Centre 7076				0600 - 1000	Onehunga Bus Interchange - 4 ambassadors, 2 on each platform/side	
							0600 - 1000	Bus Stops on Dominion Road near Dominion Road Shops 980 Dominion Road, stop 8431 and 8428		
		1000 - 1400	AUT South Campus, 640 Gt Sth Road, Manukau	1000 - 1400	Unitec Campus, Mt Albert					
				1000 - 1400	AUT North Campus, 90 Akoranga Drive, North Shore					
				1000 - 1400	Auckland University campus, quad					
	PM		1600 - 1900	Bus - Akl Uni - stop 7145	1500 - 1900	Newmarket bus stops	1500 - 1900	Downtown Ferry terminals (roaming)	1500 - 1900	Manukau Bus Interchange - ambassadors to cover both platforms/sides of the road
			1600 - 1900	Bus - Civic Theatre - stop 7086	1500 - 1900	Albert St, 7072	1500 - 1900	Bus - Albert St - stops 7081 & 7087	1500 - 1900	Bus Stops near Papakura Train Station, Railway St West, Papakura
			1600 - 1900	Bus - AUT - stop 7038	1500 - 1900	Albert St, 7074	1500 - 1900	Bus - Victoria St West - stops 7097	1500 - 1900	Remuera Train Station - at least two Ambassador to cover both sides of the platform
		1600 - 1900	Bus - Wellesley St west - stop 7091	1500 - 1900	Albert St, 7075	1500 - 1900	2 Anzac Avenue, 7140			
		1600 - 1900	Bus - Albert St - stops 7081 & 7087	1500 - 1900	Albert St, 7077	1500 - 1900	2 Symonds Street, 7144			
		1600 - 1900	Bus - Victoria St West - stops 7097	1500 - 1900	Mayoral Dr near Aotea Centre 7076	1500 - 1900	36/38 Symonds Street, 7152			
				1500 - 1900	Albert St, 7079	1500 - 1900	36/38 Symonds Street, 7152			
				1500 - 1900	Albert St, 7081	1500 - 1900	110 Symonds Street, 7159			
				1500 - 1900	Civic Theatre 7086	1500 - 1900	110 Symonds Street, 7159			
				1500 - 1900	Civic Theatre 7055	1500 - 1900	Bus - AUT - stop 7038			
			1500 - 1900	Queen Street 7058	1500 - 1900	Bus - Wellesley St west - stop 7091				
			1500 - 1900	Victoria St East 7022	1500 - 1900	Bus - Akl Uni - stop 7145				

# Market summaries

Wednesday 13 May, Botany Night Markets

5.00pm – 9.30pm



- We were setup and ready by 4.45pm located with the 'non-food' stands at the end of an alleyway between the food area and the non-food area so people had good visibility of us
- People started arriving at 5pm, but there were very few people on the non-food side of the market until around 6.30pm.
- Ambassadors arrived at around 6.30pm (half an hour late due to traffic)
- Ambassadors roamed the markets for a while handing out brochures and feedback forms as a pack. After 7.30pm Ambassadors were located closer to the stand.
- Quite a few people came over to find out more after they had received a brochure and an 'elevator pitch' about SZF
- From conversations it appeared that many people in the Botany/Howick area would be winners with the new system with fares almost halving for many. There was a lot of support and disappointment it was not going to be rolled out until 2016.
- A common issue raised was the lack of all-day and/or free parking around key bus stops and train stations. This was noted as a current deterrent to many people in using Public Transport. There is no all day parking around Botany Town Centre or Pakuranga which are main bus stop 'hubs' and very limited parking at Panmure bus/train interchange.
- Tertiary students who lived in Dannemora/Botany/Half Moon Bay area and attended the Otago MIT campus very very supportive as their trip will be all in one zone.

For next time:

- It would be good to have a Chinese speaker as many of the people were Chinese and we had a lot of trouble communicating with them – if not a Chinese speaker, then project information translated into Chinese.



5.30pm – 10.00pm



- We had a great spot near the food and where a lot of people walked past
- Overall people were supportive, most people were more proud of the fact they owned a car and drove
- There wasn't much resistance to HOP cards and those that currently paid cash were still supportive of the proposed system and then enquired more about the HOP card. They were happy you could top up at any train station, but the main issue appeared to be where you buy them from and where you top them up if you get the bus not train. When looking at the AT website for where to get a HOP card it did not appear there were many places people could go to get one.
- Quite a few people indicated they were going to get a HOP card
- Spoke to a man who commutes into the city early on weekdays. He has to drive from Manukau to Otahuhu to catch the train that leaves at 4.50 am so he can get to work on time. Claims that up to 20 or so people do the same each morning now. He would like to see the first train leave from Manukau around 4.30 am so he wouldn't have to do this.
- At Papatoetoe market around 50% people we spoke to were not public transport users, however many of them were still happy to hear about the proposed system.

Sunday 17 May, Avondale Markets

6.30am – 12.00pm



- As with Papatoetoe, people were proud of having a car and driving so not very interested in PT.
- For many because parking is free where they work and there are a lot of bus stages at present it is cheaper and quicker to take the car. One example given was a bus from Avondale to the Mt Wellington area across Isthmus – it costs around \$7 and takes 1 1/2 hours so the people I spoke to drive. Even with SZF and a \$170-180 fare for the same trip they would probably drive as 1 1/2 hours on the bus is too long
- Really quiet, we only spoke to around a dozen people over the 6 hours we were there – the weather was horrible with regular showers and freezing cold so that did not encourage people to stop.
- The message -making it easier to pay for fares - was confusing to quite a few people – they thought we were selling HOP cards. Spruiking a “New Fare System” made more sense and people understood it much more readily
- Those that we did talk to were interested and supportive of the system
- Apparently the train timetable for electric trains has been changed to be 3 mins earlier – this is not supported by SuperGold card holders as the train two elderly ladies get is now just before 9am instead of just after.

For next time

- It would be good to have a gazebo – we didn’t as it’s too difficult for one person to manage on their own. It’s all outside and in bad weather people are more interested in getting what they need to then leaving.

Sunday 17 May, Glenfield Night Markets

5.30pm – 10.00pm



- Overall people were very supportive and there was quite a bit of interest
- A lot of people were very supportive of being able to get the bus from Glenfield to Takapuna then to Devonport as a single journey within the one zone
- Students at Rangitoto College living in Lower North Shore are disadvantaged – esp those from Campbells Bay, etc which is close to the zone boundary. Fares will go from 1 stage to 2 zones. For parents with several kids this is a huge increase. Consider Rangitoto as an isolated part of the overlap zone
- Having a Chinese speaking Ambassador was awesome – he spoke to a lot of Chinese people who were really interested, were aware of the proposal, but could not understand the information in English.



## Saturday 23 May, Otara Markets

### 6.30am – 12.00pm

- The weather was really bad, freezing cold and very wet. It rained constantly.
- We had an area inside in the Community Centre, but because of the bad weather there were very few non-food stalls. It would not have made a difference if we were outside, the non-food stall area was almost empty.
- Other than other stall holders in the Community Centre, we spoke to one other person the whole time we were there.

## Saturday 23 May, Pakuranga Night Markets

### 5.30pm – 10.00pm



- Pakuranga markets are traditionally the busiest of all the night markets. We had a good space with a lot of people walking past.
- There was not a lot of interest, but those who were interested were very supportive and interested.

## Appendix G

Detailed summary of feedback and decisions

# Key themes for Question 1

“Do you think the proposed zone boundaries are about right?”

Notes:

- Percentages will not add up to 100% as respondents may have more than one theme in their response.
- Spelling and grammatical errors in comments from respondents have not been changed.
- Although there was a high percentage (60% of completed surveys) in support of the proposed zone fares, there were still some concerns raised.

Key themes for 'yes' responses to Question 1

Key theme	Example of comment	AT Response
Fair/make sense 47% of those who provided comments	A high percentage of respondents commented that the proposed boundaries seemed, fair, reasonable and consistent.  Comments included:  “Simpler system is great! Boundaries between zones seem fair and as consistent as possible between areas.”  “The proposed boundaries appear fair and reasonable.”	
Zones are geographically logical 16% of those who provided comments	The boundaries seemed geographically logical, taking into consideration the Harbour or are similar to the existing stages or previously existing boundaries.  “They appear to be logical geographical areas that are easy for people to understand”  “Good that they follow old Council boundaries in some parts - makes it easier for people to understand and remember.”  “I travel from north shore to CBD each day so the harbour bridge is a natural boundary.”  “Logical and similar to current stages”  “The zone boundaries at the moment match, around about, what the stage boundaries are. I think this will mean it will be pretty easy for people to estimate how many zones”	
Agreement with 10km intervals 8% of those who	If there were going to be zones, then 10km zones would be reasonable.  “I think the 10 km intervals from the city centre is fair and justifiable. Most other cities have a similar zoning system.”	

Concern with traveling between two zones when only a short distance is travelled (zone overlaps not big enough)

4% of those who provided comments

There was concern when respondents had to pay the cost of travelling between two zones when only a relatively short distance was travelled.

“Seems reasonable, but zone overlaps could be bigger to make it fairer for short distance travel across boundaries.”

“They look ok but I think there should be a way in which an extra stop outside a zone doesn't result in paying an extra zone fare.”

“Potential lack of parity for short trips across zone boundaries. A buffer of about 2km between zone boundaries which would allow trips less than 2km to be charged at a single zone fare could be a good idea.”

There was also concern raised that the zone overlaps were not large enough:

“I think the overall boundaries are correct however I think a lot more work is needed on the overlap areas. At a minimum they should be 1-2km either side of the actual boundary otherwise some people will be penalised heavily due to the boundaries. An example would be in Greenbay/Blockhouse bay where there is no overlap so someone travelling just a few km from Greenbay to Blockhouse bay would pay a two zone fare. Another option would be a short distance fare where a single zone fare is charged for any trip under a certain distance.”

Support for the overlap zones

2% of those who provided comments

There was support for the overlap areas.

Comments included:

“Easy to calculate fare stages. Southern divisions seem reasonable, like the overlap areas e.g. Manukau City Centre”

“I really like the crossover areas”

Will lead to an increase use of public transport

2% of those who provided comments

Because the zones make it easier to understand how the AT systems works, there could be an increase in the number of people using trains and buses.

“Based on distance, it looks like a good start. It also encourages people to take public transport from long distances because it's cheaper than driving and parking. Also, it may encourage people who use public transport for short distances to begin cycling or walking rather than paying for short distances. In a few years, have another look to see if the zones are fit for purpose.”

“Because it may help to increase the use of public transport: 1) people don't have to pay each time they have to change buses for a certain distance. 2) If a membership can be offer to people who need to commute everyday to their work place, a kind of a special deal that might also give people an incentive to use more public transport. 3) which allowed more regular buses at certain place during heavy traffic hours.”

Concern that Orakei train station not in the city zone

2% of those who provided comments

There was concern about the short distance travelled by train between Orakei and Britomart but there were in different zones, causing an increase in price of travel.

“However fares such as train journey from Orakei to Britomart which is a very short trip at present would increase in fare which I believe is unfair”



mean it will be pretty easy for people to estimate how many zones they may have to travel through when making an unfamiliar trip.”

“Appears quite straightforward and provides better certainty on cost.”

Other

5% of those who  
provided comments

Other comments included:

- Naming of zones
- Cost of travel
- Comments on AT HOP cards
- Questions on personal travel requirements

DRAFT

comments

Of those comments, the majority wanted to see the zone increased in size and Orakei (12%) then other centres to be included. There was support for joining the city and Isthmus zones (4%) to be combined. There was also support for the city zone to be recognised as a transit zone, for those people who are travelling through the zone rather than as a destination (2%).

36% made up of:

- 12% include Orakei the city zone
- 5% city zone needs to be bigger
- 4% Newmarket should be included in the city zone
- 4% City and Isthmus should be one zone
- 2% Epsom should be included in city zone
- 2% Kingsland in city zone
- 2% city should be a overlap zone for people traveling through it to another destination
- 1% Westmere should be in the city zone
- 1% Remuera should be in the city zone
- 1% Grafton included in city zone
- 1% city and lower north shore to be one zone

Comments included:

“Changing the fare boundary at Orakei is unfair. This is one stop to the city on this line.”

“City and Isthmus zone should be one zone, otherwise the fare for crossing those zones is unfairly expensive even though the traveling distance is not so far comparing with other zone or other cities' public transportation system in other countries.”

Concern about the increased cost of fares

The second most responses as to why the proposed zones were not appropriate were based on the increased cost of public transport because of the new zones. These responses included concerns of the increased cost of monthly tickets (4%) and the increased cost families/school aged children (5%) to travel on public transport during the week.

34% of those who provided comments

In general, those people's whose public transport costs would increase because of the proposed zones did not support them, compared to those people whose costs would decrease supported the new proposed zones. Comments included:

“too expensive”

“I am at less than 10 kms from city centre but I'm going into 2 zones and monthly pass will cost a lot more.”

“Please please please don't increase prices anymore especially for near 1 zone locations. It's milking us of all money we have.”

Zone concept is confusing/too complicated/inconsistent/unfair/keep

Nearly 20% of respondents found the proposed zones complicated, inconsistent or unfair (16%). There were also references to keeping the existing system, as it was easier to understand (2%).

only a short distance is travelled, especially to and from school

13% of those who provided comments

a change in zone (hence increased fare) but only by one or two stops. This was a particular issue raised by parents for their children using buses to attend school. Comments include:

“There should be larger zone overlaps on the boundaries. This will prevent high costs applying to short journeys that cross the borders between zones. This is particularly relevant for the North Shore zones which are very small compared to most other zones (due to the geography of the North Shore being narrow a stretching away from the central city. The current zones are biased towards travel to the central city. The overlap for the North Shore zones should be set up so that a journey from Albany to Takapuna is only a single zone. A journey from Albany to the central city will still be 3 zones. This will achieve both the original plan of a single zone for the North Shore (to encourage travel within the North Shore) and the new set up which avoids the unfairness of having a 2 zone journey to the city from Albany. Although simplicity is important, it is equally important not to let the desire for simplicity overwhelm the solutions that will result in the best outcomes.”

“The changes will affect families like us bussing from anywhere South of Maxwellton Drive to the school (which we are only 2 blocks away). This area is proposed to be in a different zone to the school, hence the fair becomes 2 zones, which will increase fares by at least 70c a ride on the hop card, which work out to \$280 more a year per child!”

There were a lot of comments from parents of students from Campbells Bay School in Castor Bay on the North Shore concerned that many of the students would now be required to pay for a two-zone trip to get to school. The zone boundary appears to take no notice of the school catchment.

Short/single stop trips not catered for  
9% of those who provided comments

Linked to the above concern was the situation when only a short trip across two zones was undertaken, particularly when the short trip was under the 10km distance (proposed zone intervals). Comments include:

“It only caters to commuters on multiple stops. Not on a short or single stop/journey.”

“There needs to be a short journey fare preferable to avoid penalising short journeys that cross boundaries. Not including ferries in these simplified fares complicates the system and has a huge negative impact on the commuters that have the fewest number of options.”

Changes to proposed North Shore zones

7% of those who provided comments

There were a number of changes recommended for the proposed north shore zones, these included:

- 2% concern north shore zones are smaller than other proposed zones
- 2% lower north shore zone should be bigger (include Albany)
- 2% combine upper and lower north shore
- 1% increase overlap between lower and upper north shore

Comments included:

“North Should cover all the way up to Albany in one Zone.”

“The concept is right but the north shore is split into 2 creating a confusing shared zone. the North Shore should be a Single zone, just price it to work.”

6% of those who provided comments

suggestion was to start the 10km interval from where the journey starts rather than from the city (as this could be possible using existing GPS networks).

Propose to fare based on kilometres travelled rather than zones

There were quite a few suggestions (6% of all responses to the question) to base fares on kilometres travelled rather than zones travelled through.

6% of those who provided comments

Size of zones

Only 5% of respondents made a direct comment on the size of zones. 3% commented that the proposed ones were too small and 2% commented that the proposed zones were too big.

5% of those who provided comments

Other

Other comments, outside the scope of the question about the proposed zones included:

6% of those who provided comments

- Would like to see improved service delivery
- Comments on AT HOP cards
- Cost of fares

DRAFT

further detailed clarification required

62% of those who provided comments

provided.

The main reasons for this position were:

- 22% said they needed more detailed maps, where to access them and how to use them
- 15% provided a general comment that they couldn't/didn't understand
- 11% didn't have enough information for their particular travel situation (a detailed journey planner was suggested)
- 6% wanted to understand the rationale of the proposed zones

"It is not explained very well, is it 2 zones or 3 zones from the city to Henderson who know you have not made it very clear, if it is 3 zones then we will be paying more for a service that is substandard with numerous trains being cancelled on a regular basis"

"I have no idea... you think you might have explained the zones clearly but you haven't. After reading through all the material, I still have absolutely no idea how many zones I will travel through. And just in case you think I am being silly, I look after comms for a large corporation. Very messy presentation."

"Your map provided does not provide enough information. Whilst the 10km intervals seem logical, it needs to be clear how that translates on the map. Are the colours zones?"

"Not enough information, but looks promising. Can you please provide a new fare calculator for train stops. My commute is from Pukekohe -> Glen Innes. It looks like I could get off at Panmure and be charged one zone less?!"

Concern about the increased cost of fares

14% of those who provided comments

Of the comments explaining why the respondents could not/didn't know if the proposed boundaries were about right or not, 14% said it was because they were concerned the cost of public transport would increase.

"As in your examples provided, the fares are jumping up rather than going down."

"I would like to see the prices of the fares go down, as you have got it from the Britomart, I live out south, so the price would be the same every time so it wouldn't change anyway!!! In the booklet it says \$1.70 for the AT HOP card holders say from Old Papatoetoe to Manukau!"

"We currently live in the middle of a stage. My kids (primary school aged) and I bus to school every morning. We currently walk 12mins to get to the bus stop where it costs only 1 stage to school. We then travel about 2km by bus (1 stage). If the prices go up with the proposed zone boundaries, we will no longer be able to afford to do this trip. I am worried that this will affect us detrimentally. We currently only travel about 1/2 a stage by bus, I would prefer a system that charged actual distance travelled rather than zones. I understand that this might be tricky for cash fares but it should be possible for AT HOP Card users, shouldn't it?"

Similar to the existing system

4% of those who provided comments

4% of respondents did not see a difference between the proposed zones and the existing system, so were did not know if the proposed zones were about right or not. Comments included:

"Will the prices go up for those closest to the city centre?"

"At this stage I am unsure, I use Public Transport everyday to get to and from work and if it is going to be cheaper for me then I am for it but if it going to cost more, it is something that I oppose."

“Also can you explain the zone overlaps? What their function is, and why the Constellation Zone overlap is so large?”

Other comments

Other comments that may be of interest to Auckland Transport include:

- A request for an explanation of why the Isthmus zone is called Isthmus?

DRAFT

## Key themes for 'yes' responses to Question 2

34% of those who agreed the proposed products are about right provided a comment in support of this view, with almost 45% of these people providing comment saying concerns raised relating to specific issues with pricing being the main issue commented on (10% of people who provided comments). Monthly passes, integration of ferries a few comments.

Key theme	Summary	AT Response
Day Passes 6% of those who provided comments	Day passes are supported and is seen as supporting both the tourism industry and those who travel occasionally into the CBD. Several comment queried the need for the day pass to be all zones. "A day pass is a great idea for visitors to the city. Other much larger cities have it and it's a great idea." "There should be a version that not 'all zones', but a two-zone only that's cheaper" "When travelling overseas one of the advantages of transport in many cities is the Day Pass. This would be hugely advantageous to visitors to Auckland as well."	
Family / Weekender Pass 3% of those who provided comments	Family weekender passes are supported. "Great to have family pass option again, to encourage families to use PT and for kids to grow up using PT." "The weekend family pass is a very good approach to allow families to get involved in buying an AT HOP card. Grandparents, parents and housewives/stay at home mums will also find it beneficial getting into the AT HOP card world, making this city a safer place to travel in." "It is more fair that the existing situation where a family pass does not exist and it can cost a family a lot of money to get from Manukau City Centre to Weymouth. Say \$20. A lot of people try once and then use a car. The multi trip HOP option is a lot better too."	
Integration of Ferries 5% of those who provided comments	All of those that raised ferries as an issue requested they be included within SZF when implemented. Ferries need to be included in the zones, even at a different price. This is not integrated fares unless ferries are included and AT should be accelerating the availability of ferry services (new and existing) as a sensible and cost effective mode of transport that doesn't congest roads. Much cheaper than bus lanes." "The only exception to these products is the inclusion of the ferry. Please make a concerted effort to have these included weekly / monthly AT HOP products."	
Impacts on Gold Card holders 1% of those who provided comments	Several people supported the products, but on the proviso there were no impacts on Gold Card users: "Generally they are reasonable, but there is no mention of intentions for Gold Card users ... Surely there is quite a good proportion of such users." "Would Super Gold Card concessions still be available?"	
Products are good 43% of those who	Of those that agreed the proposed products are about right and provided comments, most of the comments noted how the proposed products were simpler and easier to understand. Comments included:	

“Journey is a much better and fair way to travel, helps the public and more convenient. Has huge potential to reduce single passenger vehicles trying to get across town now that they can do a single journey for lower fares.”

“Much easier to understand, and good value for money”

Monthly passes  
9% of those who provided  
comments

While people supported the proposed product suite, there were a number of comments about the proposed monthly pass querying the pricing and whether an all zones pass is needed. Comments included:

“There should be a version that's not 'all zones' as well. The proposed solution for a single zone only works if there are two trips a day. I regularly use more trips - dropping children off at school/daycare, running errands during the day etc. I can do all of that using my current monthly pass, won't be able to achieve the same savings with the new product (unless the more expensive one is purchased).”

“However I feel the pricing of the monthly pass is wrong. I currently pay \$190 dollars for my monthly pass and don't feel I should have to pay more money when I really wont see any benefits from this. I can see why you prosed \$200 as it sits right in the middle of the 3 prices, but if you look at the proportion of people who will benefit from this I'm guessing its going to be disproportionate to those having to pay extra for additional features they will probably never use.”

However those making more than 2 trips per day and those using the monthly AB zone passes are likely going to be paying a bit more with the only proposed 'maximum fare' type products being the all day pass and the monthly all zones pass, both of which are more expensive than current options.

“I agree with the fare products proposed however I think there is a loss of functionality in usefulness in going to a single monthly pass option. It means the pass is likely to be un-viable for those from suburbs closer to the city while those further out can benefit from it. This issue would also apply to daily/weekly caps. While it would add complexity, I feel there needs to be options for those that don't travel long distances every day. In addition I feel the single monthly pass option at \$200 - \$210 is too much of an increase considering most other fare options are decreasing. I would also like to see longer term pass options offered i.e. 3 month, 6 month or even annual passes like are found in many overseas cities.”

“I like the idea of simplifying it. Will there be a separate monthly pass for tertiary students? It would be even better if the monthly cap was automatically applied, without having to pre purchase a pass.”

“I think the products being offered are right, but that the monthly pass is only justifiable for those travelling on longer journeys, as the proposed cost would not make sense if travelling two or fewer zones. Whereas today a lot of people travelling in those two zones use monthly passes, which makes budgeting easier.”

“I think more could be done on monthly pass options. The pricing makes them only attractive for people doing long commuter journeys.”

“Yes, although you could be a bit more reasonable with the monthly passes - you could continue to offer single zone or single combination of zones monthly passes. The jump to the all zones simplified product is very steep.”

“It's unclear why the monthly pass has to be all zones. Wouldn't it be cheaper to have one - three zones passes and an all zone pass? Few people will benefit from an all zone pass.”



daily fare? If you do a lot of trips on a particular day but don't have a day pass, will you only be charged up to the value of a day pass fare? If the passes were automatically calculated in this way they would be far more valuable to customers. They would allow for spontaneity of some types of travel to be coupled with the convenience of public transport. For example deciding whether to buy a monthly pass or not would be difficult to evaluate for people who don't always use PT. If they knew that there was a ceiling limit to monthly fare charges, without having to figure out whether to buy a monthly pass, I expect they'd be more likely to use PT on a more regular basis"

"I would like to see capped fares instead of passes fast tracked such that when zone travel exceeds the daily pass amount the fare is capped at the daily capped rate. This could be extended to monthly fares also (I don't feel weekly capping is required)."

"Wouldn't it be easier to cap daily AT HOP expenditure at \$18, or monthly at \$210? That way you only need one product instead of three, and people don't need to pre-plan so far in advance. As long as they've got a card they can have a busy month on public transport without having to think too hard about it."

"Happy with the pay a single fare for the journey rather than by leg/trip concept. Fares for each Zone seem fine. Support the encouragement of the AT HOP card over cash. Move to daily/weekly capping needs to occur relatively quickly. "

"You mention removing the monthly pass eventually, please indicate how the weekly cap would work across all zone travel for commuters from Pukekohe. Need to encourage more out of peak hours use of the network with enticing products and offers."

"Only disappointment (if any) is the lack of automatic day/monthly capping. Would like to see this implemented from day one."

"Really like the idea of moving towards capped weekly/monthly fares."

"You mention removing the monthly pass eventually, please indicate how the weekly cap would work across all zone travel for commuters from Pukekohe. Need to encourage more out of peak hours use of the network with enticing products and offers."

"Daily and weekly fare caps for frequent AT Hop card users is a positive move. Your comment above that AT Hop users will have the choice of using the stored value on their card or a simple monthly pass across all zones - surely cash ticket buyers will have this second choice as well? Your phrasing of the sentence suggests one might need to produce an AT HOP card to qualify to purchase a monthly pass."

"Day Pass pricing is too high compared to other cities. In Wellington it is only \$13 for a Day Rover Pass across the whole network."

"The cost for an all day pass seems a little high - ideally around \$12-14 would see more reasonable (and probably allow for a better uptake of this option)."

"The daily fare is a bit too high to be attractive to anyone. It should be ~12-15\$."

"However, you need to consider things like weekend travel for leisure. For example, we live in Blockhouse Bay, and if my wife and I want to go into the CBD for an event at a weekend, we go by car. Why - cost. The petrol and parking

with four separate costs. The new system will be cheaper.”

“I do have one question. Will children have to pay adult price in the future? There doesn't seem to be a replacement in proposed products. I'm sure that kids will still need to take public transport to go to school or get around. It seems counter-intuitive to NOT educate kids to use public transport as part of daily living.”

“This sounds great. But I'd like either a student or tertiary weekly/monthly pass to come back, similar to what was in place in 2012-13 this was a great product for what I'd assume would be public transports largest consumers. I had noticed a similar program has been put in place for the HOP cards, but it is too expensive and is often cheaper to just keep loading money into the HOP card. I feel like AT HOP is reluctant to accommodate students such as myself who can't afford to spend \$200 month on a pass of which we don't know we will use to its full value, please change this.”

“Yes, simple to understand and fit with how people will use them. I think it is very important to work towards a capped daily limit though, to make it easier for people to use and understand the system which will encourage more people to use it. Melbourne's transport system is a good model to look at, pricing-wise.”

Bus / train services  
2% of those who provided  
comments

A number of people took the opportunity to provide comment regarding current PT services. These comments have been passed onto the PT team.

“One problem I do foresee is that often the buses are full from Highland Park Stop in the morning and with the focus on long journeys, I wonder if there is enough capacity! It might be nice to have cheaper fares over 3-4 stages but standing for 45 mins first thing in the morning isn't nice!”

“I have answered yes to this question based on the assumption that improved feeder services will be implemented to ease parking & congestion around Park 'n Rides - eg there is only a bus every 30 mins that provides transport to Albany bus station, even during peak hours. Whole journeys need to be considered.”

“I think the changes will be an improvement, as long as they keep the X buses, start buses earlier in the weekdays (5.30am at the latest) and have buses through the night (hourly is fine) especially on Friday and Saturday nights for people who don't want to drink drive or spend \$80 on a cab. It is hard to give constructive feedback though until the timetables are released. But need a lot more buses during peak times, even if this means dropping to half hourly during the day when most people are at work. If the bus services are not there, people will not get out of their cars.”

“It would be nice to have the start of 15 minute bus runs from 0530 hours due to a lot of people including myself are shift workers and the frequency of buses running don't really meet our needs especially if one bus breaks down we will not be on time for work or if you just miss your bus the next one doesn't suit. Also between 2300hrs and 2400hrs when shift work finishes or you are late off work the frequency of buses is so slow and late it is extremely frustrating waiting at the bus stop due to infrequent buses. A couple of time I've just had enough of waiting and walked home which takes an hour. Can you look also at these times running the 15 minute service for these times.”

Weekly pass  
1% of those who provided  
comments

Several people were supportive of introducing a weekly pass.

“A weekly pass would also be helpful.”

is given - either have the correct change, or accept that you will lose the extra money. This will speed up bus loading times, and encourage people to use the AT hop card - really everyone should be using the card, even fairly casual public transport users.”

“Better secure bike storage at all locations will further encourage people to leave their cars at home.”

“School Buses should be exempt”

“Currently there aren't enough options - just a HOP card (and also not enough places in Takapuna to top up)”

“Good pricing especially cheaper trips for long distances. Easy to understand the price. Only real issue is that with such high cash fares more AT HOP top up stations are needed. Currently unless you go to the city or catch a train it's hard to find a place to top up.”

“You will need to expand the number of outlets where HOP cards can be topped up. At the moment they are too few. Many of the previous dairy outlets have not been given access to the ability to add cash to HOP cards.”

“I think in addition to the day-pass, multi-day passes (2, 3, 5 and 7 day passes) would be very useful to tourists and visitors to the city.”

“I think the unlimited daily and monthly passes are really important to have available. They will be great for those who use public transport many times each week, but will also be attractive to tourists - we used an unlimited public transport two week pass in New York and it made life so much easier.”

“We definitely need to have a day pass and a monthly pass option, hopefully the price points on these will be reasonable.”

“Maybe there should be a 7 day unlimited trip card too.”

DRAFT

retention of the current monthly product suite

30% of those who provided comments

The majority of comments from people who did not support the proposed fare products objected to the way the monthly passes are proposed to work. Many wanted the current 'zonal' system of passes to be retained and saw limited value in an all-zones pass.

"Why are you doing away with a single stage monthly pass. I have to say that my monthly pass was much cheaper before the move to hop cards. Under urban express it was \$100 now it is \$190 and you are proposing to increase it to \$200+"

"Contrary to the statement on your fare products page: "For those people that currently have a monthly pass for zones A, B or C you will be travelling no more than 2 zones under the new system. Instead of purchasing a monthly pass you will save money just by using stored value under proposed Simplified Zone Fares" Some current users of the A, B or C zone monthly passes users are strictly worse off, assuming that a user travels to and from a destination every day of the year (including weekends). On average a person would have to travel three zones to make a monthly pass worthwhile. A, B or C zone: Assume these users now have to pay for two zones, anyone only travelling one zone under the current system would have been travelling one stage under the previous system and therefore would not be using a monthly pass. Using the lowest point on the fare range \$3.00.  $\$3.00 \times 2 \times 365 / 12 = \$182$  per month on average. This is a \$42 a month increase on the previous monthly pass of \$140 AB, BC zone: The majority of users of these cards will now shift to a monthly pass and pay at least \$10 more dollars. The only group for whom the new fare products work are those who previously had to buy the ABC pass which given the distribution of Auckland's population must be quite small. The cost benefit analysis of the pass does depend on assumptions around frequency of travel, however surely Auckland Transport should be incentivising increased patronage of the public transport network and reducing reliance on private cars for daily transport (including weekends)."

"Frequent travellers in the current Zone A are grossly penalised by the simplification of the Monthly Pass zones. Their cost will go up from \$140 to \$200-220. This is unfair. There should be two monthly passes; one for people travelling within five zones (under new system) at about \$150 and one for people travelling all zones at about \$200. If you simplify too much, you will also penalise (and lose) too large a percentage of customers. On the positive side, day passes are good."

Price

18% of those who provided comments

Price was the second most prevalent reason for not agreeing the fare products are about right. Comments were generally that fares are too expensive and do not encourage PT use. There is a lot of support to introduce capped fares as part of the new system and not at a later date. Comments included:

"To be honest I think the fares are currently too steep and the simplification doesn't seem to make it any more affordable unless you're on an indirect route that requires a change in bus/train. I currently get on one bus that takes me door to door, so the simplification isn't really going to reduce or change my costs at all. Also, you can find cheaper all day parking in the city than the cost of two zones or more return, and if you get a straight run the cost of petrol is negligible. It is often quicker to drive (depending on where you are coming from and at what time) and you have the flexibility of dictating when you come and go. The benefit of PT is that you avoid congestion and can maybe read a book en route (if you don't get carsick). The cost-benefit of catching a bus or train needs to be clearly tipped in favour of PT, or convenience will win out every time."

"The proposed fare products assume too much in how often people would need to catch public transport and how

fares the same rate, then I'm completely against the proposed system. Penalise the casual/cash fare users if you must. They are such a nuisance and make people wait while they fiddle about with their cash and slow everyone down. This also has a negative impact on bus schedules. There is no reason to be using cash on the bus anymore!"

"2 things: It can't be efficient to bring in new passes only to replace them later. Please go straight to automatic caps (it's not that hard, really) and save us all the expense of developing these more complicated temporary products. The HOP discount should be flat, not a percentage. The inconvenience to others cause by cash paying passengers is not at all related to the distance the bus will be travelling, in fact it is probably most wasteful/annoying on the City Link. No cash fare should be under a dollar."

"Would prefer a daily/weekly cap system instead of day or monthly passes. Monthly passes are not worthwhile unless you usually travel at least 3 zones. There is no loyalty reward for those with a shorter usual commute."

Ferries  
7% of those who provided  
comments

There is considerable support for inclusion of the ferries within the SZF system with a number of people stating their lack of support for the proposed products is because ferries are not integrated. Comments included:

"Ferries should be included in the zone system. Need single zone & 2 zone daily & monthly passes. I'm not sure why tertiary students still need subsidising. If kept them how about adding Unwaged fares linked to community services card. 30 min transfer time too short. What if service is delayed?"

"Ferries should be included. Most commuters will probably only use one zone of travel, but it will confuse tourists who regularly ride to Devonport, etc. My response is caveated that if it makes it more expensive, then fine to exclude the ferries!"

"Ferry MUST be included otherwise this makes no sense, e.g. to travel from Lower North Shore to City by bus and ferry!! Tag stations in Devonport are currently a joke. What does it matter where I travel to when I start and tag on in Devonport (A or B should not matter) as I tag off when I arrive and the fare can be easily calculated then. Seems to be the wrong system....."

"I live in Half moon bay and use the Bus, Ferry and Train. I catch the bus to Panmure station and go to the city, one fare would be really good. I often catch the ferry, but it is frustrating to see buses arriving and leaving empty, the reason is the ferry is expensive (most people don't mind paying this), but to add on a bus fare to get to the ferry terminal makes it uneconomical, so they drive to the ferry terminal causing traffic jams and parking problems. Why can't you include the bus and ferry price in one (the buses are empty in any case and wouldn't cost anymore, and I am sure people will use them). The council is looking at building a new ferry terminal at half moon bay, which is a joke, doesn't solve the basic problem of getting people there. Well done on joining trains and buses, look forward to the same with ferries."

Concessions  
4% of those who provided  
comments

A number of people raised concession fares as an issue they wanted address, particularly student and child concessionary monthly passes. Comments included:

"There needs to be a tertiary student monthly pass. It is a real gap in the system, and one that irks my (student) daughter and her friends."

"Children should be charged a flat fare to encourage use of the bus rather than parents driving them to and from school."

"I am not sure whether the fares available is sufficient. The fares do not mention 'Students' so what high prices are fares going to be charged to be travelling on slow public transport. Also are smaller fares available i.e. 3 hr fare? Also the fact that removing 'child' as a valid fare is ridiculous for the families that may use public transport over the weekend. Are you trying to improve the system or make the system worse?"

"I think it is a step in the right direction - but I think also that concessions or passes should be applied automatically with the system triggering application of a pass where single trips would exceed the cost of the pass."

"I think there should still be a monthly child pass as I know a lot of children travel by train to school and families can't afford the adult rate."

"I write to comment on proposed Simplified Zone Fares variation. I have lived in the central city for about 20 years, and I now have a SuperGold card. I believe it was disingenuous to put the proposed limitation on hours of free transport for seniors where most people are unlikely to find it and possibly object. It should have been listed in the summaries of fare proposals. I am not a major user of public transport, but I do occasionally use my card for a ferry, bus or train trip. As I read the changes proposed in the RPTP, you are considering what to me would be a very major change to the SuperCard concession by preventing its use for free travel between "peak hours," not specified but presumably between about 3 and 7 pm. There really is nothing minor or tweaking about this for those people who cannot afford the fares or who may, for good reason, feel insecure about returning to the city well after 7pm. It is simply not reasonable to expect someone to make an out-of-town trip on public transport (many do not drive) and leave to return home before 3pm, or wait until they will be returning in the dark. We seniors are an increasing part of the population, and many of us continue to lead an active life just as long as we can. This may include visiting family living elsewhere, or traveling to a volunteer job, or getting to a doctor or other appointment that may make a return before 3pm impossible. Some users may be more willing to give up driving a car when their abilities deteriorate; and, of course, some are unable to afford a car or simply choose not to own one. I think Auckland should continue to encourage seniors, who have paid rates and other contributions to society, to lead active lives by retaining the lifeline of the transport concessions; it should set an example for the rest of the country."

Boundaries

4% of those who provided comments

Despite this question being about the proposed fare products, many people provided comments about the proposed boundaries, in particular the calculation of fares for journeys that travel through a zone and back to the original zone, simply because of the service route (ie Isthmus – city – Isthmus). There were also comments related to the proposed changes at Orakei.

Comments included:

"If fares are calculated based on how many zones are travelled through, there is a flaw in that most trips between two locations in the isthmus will require passing through the city. If the start and end points of a journey are in the same zone, it seems unreasonable to have a higher fare due to the only available options passing through another zone."

"If you travel a short distance but cross a boundary then it costs too much. I like that the fares get added up if you transfer to another bus or train but if you only take one trip it shouldn't cost more than it does now - single trips should still be charged in stages not zones crossed."

they will go a lot further. Simple solution, make Mt Eden and Grafton stations zone border stations for people getting on/off at these stations, the same as Newmarket and Kingsland. I thought one of the biggest challenges for Auckland's transport was to make public transport more affordable to discourage people driving cars to work. My proposal would positively affect a large number of people, including school kids from St Peters and Auckland Grammar and all of the hospital staff and people who work in the Grafton/Newmarket area. Also people travelling from New Lynn would pay for just one zone, which I think is fair."

"Not everybody work in the city. People would like to work in local. It's great for someone has to travel long distance, but still would like to have some benefit for using public transport even shorter distance. I feel like I am penalised by living just cross the boundary line."

"People living just outside a zone boundary are charged extra purely for crossing the line, no matter how short their journey. Also, the route 655, 625, 605 and 635, their route changes zones at Newmarket. And if you get on the bus at Remuera shops to the city, you will pay extra for no reason. My point is that passengers should pay for the number of stops they travel. I do not appreciate that the fares are always rising. The fares shouldn't be more than 50 cents per stop but... if you only travel a few stops they will be a proportionate price. Also, the more you travel, the more you should save on each single stop. Another point is, drivers deserve more for having the important responsibility for driving the passengers safely."

"Don't disincentivise the 100's of commuters who drive all the way to Orakei station to get a 1 stage fare. STOP THIS NONSENSE."

"First of all, the Orakei train station is within 6.5km of the city so how does it end up beyond the first 10km zone? Second, "aligning the bus and train fares" is invalid as the Orakei train station isn't anywhere near any of the houses in Orakei. Why would anyone bother to catch the train when it costs the same and you have to walk 30minutes to get to it?"

"I have an additional comment to those I made earlier. AT says that Orakei train station is within the 2-stage bus route. However, the 2-stage begins/ends at the intersection of Remuera and Upland Roads, a long way from Orakei station. Orakei Station is similar to Newmarket in that it is the first station at which the train stops on leaving Britomart. Therefore, both fares should be the same."

#### Services

A number of people took the opportunity to comment about current services. Comments included:

3% of those who provided comments

"I prefer the system we have now, where I get on the bus and can stay on there for my entire journey. With the new system going to work on the "feeder" bus, when I get off, if I miss the frequent bus I could be waiting up to 15 minutes for the next one. When I return home and get off for the "feeder" bus, if I miss this, I could end up waiting 30 minutes for the next one. Even 10 minutes is a long wait in the early hours of the morning and late at night, especially on wet cold days. So with the new system, I could end up adding up to 45 minutes extra waiting time. This would certainly put me off using the public transport system. I would seriously consider going back to using my car. It also seems unfair that the frequent buses are going to be more regular. These "frequent" routes are generally main roads where there are numerous buses (link, Metrolink, Howick & Eastern) using them, therefore several options anyway. Where I live, I only have the option of Howick & Eastern. To me it seems this change is going backwards and discouraging people from using public transport. When someone is use to getting on a bus and not having to get off until their final destination, it is not going to like to have to get off and wait for a connection

"I think monthly zone A to B fares is about right, I dont wanna pay any more than what i am paying for. And what exactly am I paying for currently is as follows: Express bus service in the south running from Papakura always gets stuck in traffic and can hardly be called express as it gets onto motorway after half its journey i.e from Manukau, with no express bus lane unlike Northshore. Train service which hardly runs on time. Train which every now and than gets stuck, what's worse is the electric train getting stuck during heavy rainfall - Leaky trains, not just drops of water splash of water running down the aisle. Every 2nd day there is some train crew fault, what exactly does this mean, is there a fight between train driver and train manager or one of them is absent from work!!! When train stops at a station train managers would wait for passengers who are walking slowly to the train as though all passengers on the train have paid for this. I thought we paid for the service to run on time!!! Pukekohe gets the oldest of the old train, every now and than its last 2 carriages are not working! Doors are stuck, passengers are forced to get of at wrong stations as a result. I am sorry but we are already paying for such shit why should we pay extra for more shit??"

"I think the bus services should be improved before any bus fares prices go up. I travel every day on buses from the Hibiscus Coast that are ALWAYS overloaded (65 people have been counted on one of these journeys) and going along a motorway. They are always overcrowded in the afternoon as well. How can AT justify a monthly fare increase when passengers already pay too much for a journey to the city, with no improvement to service. I have also noticed the fares did not go down in price when the price of petrol went down."

Changes to cash fares and the cash / HOP differential

Comments relating to cash fares ranged from people supporting not allowing cash during peak times to speed up services, to people opposed to the increase in the cash fare. Comments included:

3% of those who provided comments

"Cash should not be allowed in peak transit times am and pm. If cash is allowed then it should not be taken on the bus, it should be an off bus transaction."

"Firstly, cash tickets could very easily be used for journey based fares under your simplified system, simply by the ticket dispatcher noting on their computer the person's final destination and providing a transfer ticket, like they used to. That you won't do this seems more in line with your policy to discourage people from using cash, rather than an actual technical inability to do so. I have noticed that your proposed cash fare prices have increased dramatically from your current ones. Given that you are not extending simplified fares to cash tickets, there doesn't seem to be much justification for this, with regards to enacting simplified fares. I also feel that the cash fare prices are punitive to casual users and tourists. Tourists using public transport may decline to use your service if it is overpriced, as I have done in other countries. And since you can clearly operate the network on the AT HOP prices, anything more than 20% extra is excessive. Most of your proposed cash fares are than 30 - 50% more than the AT HOP prices."

"I dislike that people with cash have to pay so much more. Many people are nervous of setting up cards and online banking - again this penalises them. There may be many reasons why a person has to use money rather than having a card and it seems very wrong that they should be charged extra to do so. And such an excessive extra charge is ridiculous."

"I think it is unfair to "punish" journey based travellers just because they choose to use cash rather than a plastic card that holds you to ransom as you can only use this on the transport system and if you lose the card you are



Queenstown does a much better job. The \$24 that it costs in Sydney for a day pass (which includes nearly all ferries and trains all the way out to the Blue Mountains) makes Auckland's \$18 day pass look like a very bad deal indeed."

"The cost of a cash fare will put off many people from using the bus services particularly if they have an alternate means of transport and passes such as a day pass must be able to be purchased on-line and validated on the first bus that a person is required to travel on for a particular day."

"Why not have a cash ticket that you buy for travel through 1, 2, or 3 zones, and which can then be used for multiple trips within the 2 hour time frame, the same as for a HOP card. Adelaide had a system like that as far back as 1995."

Transfer  
2% of those who  
provided comments

There are a number of comment regarding the journey duration and the transfer time. Many respondents feel that service reliability does not make a 30-minute transfer viable at this time. Comments included:

"Great idea to allow transfers. However given the reliability issues and timetables, I think the 30 minute transfer window needs to be changed to 1 hour."

"Instead of having a 'single journey' fare, a time based fare (say 2 hours) with unlimited transfers would be better. This removes any problem with, for example, cancelled trains, and changing to a bus, which would add a transfer, or if there are delays and more than 30 minutes passes before you are able to tag on the next vehicle for the rest of the journey. Also I see that daily caps are proposed longer term. I think they would be much better if they were implemented now. It gives much more flexibility, and it means a public transport user doesn't need to pre-plan their trips beforehand to see if a daily pass or monthly pass would save them money. A daily fare cap could just be about double the cost of a single journey/2 hour time-based fare, and a monthly or weekly cap calculated in a similar fashion."

"Keeping a 'change of service' count seems overcomplicated to me. Why not just leave it at a 2 hour duration with unlimited changes within a zone? "Up to two transfers, as long as you tag on within 30 minutes of tagging of your previous service" - Have I misunderstood this. I'm allowed to travel up to two hours, but have to tag on within 30mins of a previous tag? Seems overcomplicated. Services are often not that frequent on weekends. Could easily miss a service over that 30min barrier? Why not just leave it open for two hours?"

"The 2 hour window to complete a mutli-stage journey with only 30 min tag on/off time between change overs won't work while there are such frequent delays on both trains and buses. If a connecting service is delayed (or cancelled completely as they often are), the passenger has to wait more than 30 mins. In such a case, would the AT HOP system recognise a continuous journey. I would be worried about being overcharged. For example, my husband often travels from Papakura to North Shore Hospital in Takapuna via the train and 2 buses. His journey often takes longer than 2 hours due to delays and cancellations so how would that affect the stages and fare price he is charged? I am also concerned that it will be difficult for any passenger with a HOP card to know if they are being charged fairly for their journey if it is delayed and they don't comply to the 30 min change over and 2 hour total journey time. I think this aspect hasn't been considered well enough. Also, what happens when the tag machines are out of order? Surely it makes more sense to just tag on at the start of your journey and tag off at the end, regardless of how often you change in between, like on the London Underground, but this may need to be more than a 2 hour window."

2% of those who provided comments

“Again the current model works and AT have spent a large amount of time and effort to get to this point. There will be more confusion around the new zoning and fares.”

“Not enough information for comparison.”

“You say "Simplified" fares, and yet you could pay, using your examples \$3.00 to \$3.30 for two stages, or in another example \$3.00 to \$3.50 for one stage. I just don't understand how this is "Simplified". Sounds like a word that has been chosen to ease fears but does not accurately reflect what you are doing.”

“Before there were exact fares for number of zones, now you have a variable fare for each zone. That's not more simple and that isn't easy to factor in how much you will pay. That makes it MORE complicated. What a farce!

I do not see any target and vision in the new fare and zones.”

“I read through the info and my immediate conclusion was that nothing has been simplified at all; it has instead been made far more complicated. Good luck explaining this system to the high percentage of Aucklanders with English as a second language.... I'm REALLY not looking forward to having to wait through that conversation multiple times per trip on the already very late buses!”

“More information/detail is required. Right now it just looks like a marketing campaign.”

“What is a "product" in this context? You need to define them before you ask questions about whether they are right!”

Alternative systems suggested

Several alternative systems were proposed, such as:

- A 10 ride discount, 4 day working week etc
- The Melbourne system where you don't tap off if you stay within your zone
- Use of a monorail system which is better and more fulfilling to our needs for today and tomorrow should be considered rather than buses and using up more of our natural resources or whatever is left of it in this world.
- A single flat bus-only fare. e.g. London.
- Packaged products should be on pre-purchased km of travel

2% of those who provided comments

The New York Transport System, U.S.A

Days passes are expensive  
2% of those who provided comments

Single day and multi-day passes are suggested as being attractive for visitors. However, the proposed day pass is considered by many to be too expensive. Comments included:

“I don't see anything listed that is simple and straightforward for a visitor to Auckland, like a 3-day go-anywhere pass with a route map thrown in. Visitors don't want to mess around with understanding something as complicated as a HOP card. When I visit a strange city, that's the first thing I look for.”

“At \$18 the price of daily pass is too expensive compared to Melbourne. A daily cap like Melbourne should be introduced at the start instead of being implemented later. The daily cap should replace the daily pass at the introduction of simplified fares. The simplified fares AT HOP journey should be introduced as a two-hour fare.”

know just how inconvenient it can be).

“Maximum fare for day (cp) or day pass is simpler but should be cheaper e.g. Melbourne approx \$8. Even 2 x 5 zone fares in your proposal < day pass. Day pass proposed should be cheaper to encourage patronage.”

“I like the 3 day pass too from back in the day.”

#### Other comments

Other comments included:

- Proposed system is no good
- The family deal is a move in the right direction. Thanks for that. I guess it would be ungrateful of me to ask you to look at Sydney's Family Fun Day Sunday deal.... (For \$2.50 per person, your family can enjoy unlimited travel all day Sunday in Sydney, Newcastle, the Blue Mountains, the Central Coast, Hunter and Illawarra areas, by train, bus, ferry and light rail. And you don't need to buy a card to do this.) You need to normalise public transport (when I tell my neighbours in that I use the train they look at me like I'm from outer space), the best way to do this is to encourage use from a young age with family fun trips but I don't think the proposed deal goes far enough.
- I would also add a group travel fare product for 3 or more adults for example. In this way, such a fare product would incentivise group travel via public transport as opposed to using a motor car or hiring a taxi. This could take the form of a group travel pass for 4 adults or 3 adults.
- The range of top-up outlets need to be improved, especially at major bus stops / ferry terminals.

DRAFT

Key theme	Example of comment	AT Response
<p>More information requested, could not understand information provided, or did not read information</p> <p>34% of comments</p>	<p>Most people who responded “I don’t know” regarding fare products felt they did not have the information in order to respond to the question. Aside from people who did not appear to have read the information on the website before responding, feedback was mainly focussed around providing scenarios for specific areas or information about services that crossed zones.</p> <p>“I can’t see any particular logic in using an arbitrary 10km difference in radii or even why circles are such a good idea. It seems a bit childish to be honest. I suppose that radii make crosstown travel relatively cheaper as i assume i could go right round the city within one belt getting on and off as I pleased for a one zone charge. I must admit that this does indeed replicate car travel and would be the main reason people would use their car instead of trying to make a crosstown journey by bus.”</p> <p>“Most of it seems logical but as I live in the Isthmus my only question is how does this system cope with travelling through another zone to get to a destination in the same zone. eg. If I am travelling from Meadowbank to Kingsland, both the start and end of my journey are in the Isthmus zone. If on this journey I go through the city zone as part of my journey will this be counted in my fare? How may zones of travel will it be?”</p> <p>I use the Outer Link a lot. I cannot see any example which shows me how the new fare structure will work for this route. It has the potential to be much more expensive and perhaps this is why you have not given it as an example.”</p>	
<p>Price</p> <p>17% of comments</p>	<p>As with the above, it appears people provided feedback without reading information on the website (“Hard to comment when no prices have been provided”, “Not sure of the fares prices yet??? I don't know what you mean by fare products either!!”).</p> <p>Fare caps are supported and consideration of the cost of passes. Comments included:</p> <p>“Have an incentive for commuters to use public transport. In Sydney once you have spent a certain amount each week, travel is free. If the incentive is compelling enough people will leave their car at home.”</p> <p>“Why is pricing for cash higher than a HOP card? Wont this be driving away those people who have no need for a HOP card but may want to make the odd train or bus trip? I have several examples of family members taking their car to the city because of the high cost of cash train fares.”</p> <p>“Would be nice if HOP users paid a little bit less rather than more for a short journey. I like the idea of a day pass, as I used to use the Discovery pass a lot. It would be very nice if the monthly pass wasn't \$250 but more like the \$180 it used to be when traveling from Helensville, etc (why I used the discovery pass). I can't afford \$250 a month.”</p> <p>“Yes but the new system needs to ensure that there is good discount when buying a monthly pass. The difference in price between monthly passes and single trips charged on AT Hop Card have reduced. I would to see monthly passes cheaper. It is also disappointing that the new gates at Britomart/Newmarket and New Lynn and 'on bus' validating machines don't 'take' paper tickets, that AT choose those machines without special slots and tickets are so old fashioned and obsolete. And in 21st century paper tickets have to be manually collected.”</p> <p>As with previous questions, monthly passes received quite a few comments with most of these directed towards</p>	

need to go through all zones, I may end up being disadvantaged.”

“I don't feel that they have been clearly explained. For example, I currently buy a monthly pass on my AT Hop card from Papakura into Britomart at \$190 and you are proposing an increase to \$200-\$210. Is this going to be the same for someone travelling within the current zone A? If so, you are charging someone in zone A an additional \$60+ a month and I do not feel this is being fair to the consumer.”

“I feel like there should be a more affordable monthly option.”

“I like that its not longer ABC work it out fares for day passes... but I think for the monthly pass it may be a bit unfair to the frequent transport users in the inner city/isthmus areas and will just work out cheaper not to buy a monthly pass.”

“I like the proposal of charging for the full length of the journey rather than the individual stage The theory that replacing the current A, B or C zone passes as commuters will save money travelling on a max 2 zone journey seems flawed. At a proposed 2 zone ticket price of \$3, you could take up to 46 2-zone trips a month before a monthly pass saves money. At a proposed 2 zone ticket price of \$3.30 you would be paying more money than a monthly pass after only 42 trips - 21 return trips. This assumes no weekend travel and only work related travel. At this close a cost, I would prefer the convenience of a single monthly payment. If the removal of the current single zone monthly passes (no new 2-zone monthly pass options) came in along with daily or weekly or monthly fare caps on a hop card, this would make sense.”

Integration of ferries into the system

15 % of comments

The integration of ferries into the system was requested by a number of people. Comments included:

“Ferries to popular ferry locations such as Devonport / Rangitoto and Waiheke need to be integrated to attract more people (tourist and locals) to make the journey.”

“Bus things seem ok but most interested in ferries and buses on Waiheke. There is no provision for these currently in this plan. Will hop cards still be bale to be used on Waiheke?”

“I believe that the inner harbour ferry zone should also be classed in the monthly pass if you are expecting \$200-\$210. With the zones being introduced will the cost of travelling two zones increase? At the moment I travel from Northcote to the city for \$3 on my hop card and to Takapuna for the same price.”

“I think a little more thought could possibly go into this area, but I'm not sure what as I do not catch a ferry. However I know a lot of staff live in Whangaparaoa and catch the ferry to the city, as car travel is diabolical along the Peninsular, they should also be able to get some benefit from catching the ferry. At present your "products" are only for travel from Albany south by bus and the inner harbour ferries.”

“It looks like it would make the sorts of trips I take cheaper, or at least keep them at about the same price, but I'm not sure that it will work so well for everyone. It also seems like a shame that the ferries aren't included. Hopefully that can be rectified sooner rather than later. Speaking of ferries, does the proposed ferry pass also include use of the connecting buses at all? E.g. 813 for Devonport ferry, and 803 for Bayswater ferry? (like the old Devonport-Bayswater Pass used to cover). Where I live, I often have to use the ferries for transport, and then the connecting bus. If the ferry pass included the connecting buses, I would be very interested in it, but I doubt I would take it up if they aren't. as I imagine it would end up working out more expensive in the end.”

people drive and pay to park, as this can easily be claimed back on expenses, even when public transport may have been more convenient (e.g. Devonport to city)”

“Fares should be based on the journey travelled - if a flat fare is adopted then short journey passengers are subsidising those patrons taking longer journeys which is unfair relative to the portion of the network each patron is using.”

Services

Improvements to, or increased reliability of, services was noted by some respondents. Comments included”

4% of comments

“The idea has merit. But whether it will work will depend on tuning the solution correctly. Changing buses between destinations can be annoying and make journeys longer due to increased overall waiting time. I like the idea of ring bus routes, like the current Link buses. If the rings intersect properly/in the right places between bus rings, it can be very efficient. Another good example that works really well, but will probably be cost-prohibitive in a high-wage country like NZ, is the Thai songthaew system. In cities such as Chiang Mai on the main songthaew routes one sees several songthaews appear each minute. It is extremely effective in terms of efficiency, because you never have to wait more than 20 seconds or so. But probably too expensive for here (it could be run with smaller, more frequent buses or vans rather than pickups with benches, which Kiwis would probably find inconvenient).”

“To win many Aucklanders over I think making sure this system is reliable is the most important thing.”

“Unless these changes, i.e. boundary changes and increased fares, lead to a higher quality of service and consumer experience then I think that they're largely pointless. There have been two increases in bus fares (AT HOP and cash fares) in the last 18 months and I don't see how they, and now further increases, are justified on the basis of the following: i) Oil prices have declined substantially over this period of time. ii) There has been no corresponding improvement in the quality of the service provided. Regarding point ii), what I mean by 'no improvement in the quality of service' is that on the 274/277 route not enough buses are running to cope with the commuter demand at peak times, i.e. a bus user should not have to wait longer than 10mins for a bus (i.e. buses should turn up on time as scheduled), they should always be able to get on the bus (i.e. no 'Bus Full' signs), and they should be able to get a seat.”

Concession fares – students, gold card holder, children

Concession fares for students, children and gold card holders are supported. Comments included:

“A monthly pass for tertiary users would be good.”

3 % of comments

“I have only ever used cash fares or more often my at hop card money, but I am assuming that people use the monthly passes, A, B or C Zone (\$140), AB, BC Zone (\$190), ABC Zone (\$250) and might find the accumulation of them all unsatisfactory as the price for a, b, or c zone option will go up a lot. However I think the option for two children to travel free with adult is a good option (depending on what child is counted as age wise). However I feel as students often use the services more, there should be a plan for students, not just a small discount like there is now, as some students travel from far west/east into the CBD.”

“There are more products you can think of offering - example: special fare passes for students or senior citizens or people with disabilities; or may be special discounts for people who opt for public transport in comparison to their vehicles (looking at reducing carbon footprint).”

Other comments – cash,

There were a number of one-off comments regarding a variety of issues, including:

cities have a special visitors day pass or maybe a weekly pass allowing them to travel on trains and buses but that might not start until 9am and might not work after say 4:30pm so visitors could take advantage of off peak travel but won't be adding to the rush hour congestion. They would need some kind of temporary card as a lot of people might object to paying \$10 for a HOP card then won't have time to get a refund before they leave Auckland."

"You will need to expand the number of outlets where Hop cards can be topped up. At the moment they are too few. Many of the previous dairy outlets have not been given access to the ability to add cash to Hop cards."

DRAFT

## Key themes for 'yes' responses to Question 3

### Notes:

- Percentages will not add up to 100% as respondents may have more than one theme in their response.
- 843 people responded to Question 3.

Key theme	Summary and Examples of comment	AT Response
<p>Cost of fares</p> <p>29% of those who provided comments</p>	<p>The majority of responses to Question 3 were based on the cost of fares. Most of the 29% was made up of:</p> <ul style="list-style-type: none"> <li>• 12% did not like the increase in fares associated with the SZF</li> <li>• 8% don't like the potential increase in fare for travelling a shorter distance (close to CBD) or between 2 zones</li> <li>• 2% didn't like the most recent fare increases</li> <li>• 1% were not sure if their fares would increase or not</li> <li>• 1% said it would be good to pay less fares, particularly those travelling longer distances</li> </ul> <p>Responses included:</p> <p>"too expensive for short distance travel"</p> <p>"The proposed zone fare system is still unfair for who live around the zone boundaries."</p> <p>"Overall it looks ok for people that take long journeys. Anyway, please be more specific about the expected fares as soon as you can thanks"</p>	
<p>General support</p> <p>26% of those who provided comments</p>	<p>Of those who provided a response to Question 3, 26% stated their general support for the SZF.</p> <p>"Seems sensible overall. Simple is better when the majority are saving money as well."</p> <p>"Looks good. Can't wait for integrated fares and the new network."</p> <p>"Make it happen as soon as possible."</p>	
<p>Suggestion to have either actual distance travelled, capped fares (e.g. per day/week/month)</p> <p>6% of those who provided comments</p>	<p>Of those people who provided responses to Question 3, 6% provided alternatives to the proposed zone system.</p> <p>These alternatives included:</p> <ul style="list-style-type: none"> <li>• 3% suggested fares should be on actual distance travelled (not zones), which respondents thought was possible given the current AT Hop infrastructure.</li> <li>• 3% suggested fares should be capped on a daily, weekly, monthly or annual basis.</li> </ul> <p>Responses included:</p> <p>"daily and weekly fare caps are a better product."</p> <p>"Have you considered capping daily costs to say 2.5 journeys in a zone. This way a basic commute cost is not reduced and it encourages public transport once you are there rather than driving. Also set costs so travelling by</p>	



technology to its capability and unnecessarily perpetuates many anomalies. The AT HOP card system knows at which stop a passenger gets on and off a bus or train and obviously this will continue to be used for the proposed Simplified Zone Fares enabling a transfer within a zone to be made without a fare penalty. However people who have a relatively short journey (For example Kelston to Avondale) will gain nothing from this proposal unless their journey is aligned with zone boundaries. I propose an alternative scheme for AT HOP users that is just as simple to understand, just as simple to implement, completely within the capability of the infrastructure already in place, and imposes no artificial boundaries when using an AT HOP card. Fares should be based on the distance travelled - a very simple concept to understand. So the example given above of Kelston to Avondale would be charged for that distance, and a journey from Avondale to St Lukes (a similar distance) would be charged a similar amount. This contrasts with the proposed fares where one journey would cost almost twice the other despite them being of similar distance. This would bring a far higher degree of fairness to the fares than is evident in either the current or proposed fares. On the other hand, for cash fares it is difficult to avoid some form of zone based system."

Monthly passes  
5% of those who provided  
comments

Of those people who provided responses to Question 3, 5% made specific comment on monthly passes, with 4% wanting to keep the existing zone monthly passes.

Responses included:

"Also need zone-based monthly passes - for example a bus only cbd monthly pass, a zone 1 monthly pass would include all ferry/bus/train trips for isthmus, cbd and lower north shore, and so on going out from the cbd. The above are needed because an all-zone monthly pass is too much for 95% of commuters."

"I don't like that the monthly passes have become for all zones because it pushes the price up of the current 2 zone passes. For example I travel between zones A and B only so with the new structure in place it will be silly for me to buy a monthly pass as it will cost a lot more than just loading cash on my card and using the new end to end rates."

"Overall the multiple zone fares seem to be calculated better but the convenience of the monthly pass is no longer cost-effective for those who only use the current single zone, ie the A zone."

Concern ferries are not  
included

Of those people who provided responses to Question 3, 5% made specific comment on how the ferries were not included in the SFZ. All the responses supported ferries being included in the SZF.

5% of those who provided  
comments

Responses included:

"About time. Looking forward to ferry being incorporated as these fares seem overpriced."

"Great idea. Supported in principle. Allow for review and alteration to zones if costs versus use don't match well enough. Good luck. Get the ferries on board ASAP. They need to conform to be part of the transport system so they can be part of journey options!"

"I do believe that Mid and Outer Harbours should be included in the "Day Pass" system as for the Inner one. This would be in line with the current expansion of Auckland city, the housing zones development (more and more far from the unaffordable CBD/Isthmus area) and the "council no car commuters goal"."

Comments on AT Hop  
Cards

Of those people who provided responses to Question 3, 5% made specific comment on AT Hop cards. The majority of these comments, 3% recommended that AT Hop cards be easier to purchase and top up. Suggestions given

that paper tickets shouldn't have any expiry on them. It is now impossible to buy more tickets and have them in the wallet. I wanted to buy some tickets for my parents a few years ago just after the new system was introduced. It was very inconvenient for them. I don't understand the whole 2hour expiry concept. Also availability, where you can buy tickets is very limited, something with customers"

"The idea seems fine and in line with what other cities are doing. I must stress that the current AT Hop card system is not fit for purpose and needs to process transactions in real time for it to become a truly useful and preferred way of travel."

Suggestions to improve current service delivery

Of those people who provided responses to Question 3, 4% provided comments on how the current public transport system could be improved. The majority of these were:

4% of those who provided comments

- 1% suggested to decrease the number of cancelled and delayed services (bus and train); and
- 1% suggested integrating the bus, train and ferry timetables to decrease the wait time between services.

Comments included:

"I have absolutely no problem with you increasing fares, however, if you are going to do this perhaps you need to look at providing a far better reliable service that suits your customer base. Considering you are servicing the public and they are PAYING for this service I have to say for me it seems like a waste of time and if prices go up and services don't improve I will start using my car. I use buses every day. I have a car which I choose not to use due to congestion etc and its a SLIGHTLY lesser stressful situation to be in than driving, however, when the bus I catch (and the only one I have the option of catching) is sometimes near on 45 minutes late AND I have only 1 stop I can get off at before the bus gets back onto the motorway (I am referring to getting off on Patiki Rd) and have to walk right around to the other side of Rosebank Rd, I personally don't believe you have the right to increase your prices for a quite frankly crap service. If you added MORE buses to the services running from Henderson Transport Centre to Patiki/Rosebank Rd, put more bus stops on Patiki Rd/Rosebank Rd so that I don't have to add an additional 10 minute walk to get to work when I am already 1/2 hour late then I would happily pay DOUBLE what I pay now!"

"I think it's good to have similar sized zones and integrate all modes of travel, but you also need to integrate timetables so bus and train complement each other instead of competing (on the more remote circuits)."

30 minute transfer not enough time

Of those people who provided responses to Question 3, 3% provided responses on the 30 minute transfer time between services. Of the 3% all stated that the 30 minutes would no be long enough. Reasons included delayed or cancelled services, on regional routes or on weekends.

3% of those who provided comments

Comments included:

"30 minutes limitation for transferring might be not enough on weekend, because some buses run every 30 minutes but if the bus stop to transfer requires a long distance walk or even in city, it might not be able to catch the next bus within 30 minutes including walking time and waiting for the bus schedule."

"Also, the 30 minutes between legs may not be enough. I often take the 555 from Constellation Station and this bus can be delayed by more than 30 minutes as it's route is overly long (Highbury to Albany via everywhere). It is the only bus serving Triton Dr in Rosedale. For a 30 minute gap to be viable, ALL services must operate on a much more frequent basis "

between trains and buses	parity between trains and buses.
3% of those who provided comments	<p>Comments included:</p> <p>“About bloody time! It has been so frustrating. I live not far from Glen Innes Train Station and go to Britomart for work. It has cost a different amount depending on whether I take bus or train. And the times I have taken the bus to the train station have been ridiculous in terms of the extra cost. So great to see this happening and I'm glad there are plans to roll it out to ferries”</p> <p>“I like the idea for having same fare for any kind of transport system.”</p>
Comments on existing services	Of those people who provided responses to Question 3, 3% provided comments on the current public transport system.
3% of those who provided comments	<p>Comments included:</p> <p>“Safety on buses to and from Whangaparaoa, plus extra services required”</p> <p>“some services are already well and truly at over-capacity; making longer trips cheaper will likely make some of these trips even more dangerous as you overload buses and trains even further. Many times I have thought that if the bus I was on hit something or rolled over, there would be many many serious injuries and probably fatalities as people got thrown out the windows. You have the data from the AT cards and payment systems, you should know when buses and trains get overloaded and yet one gets the feeling that what you do now is blatant criminally negligence - if anyone else did what AT do, OHS would have them in court so fast (and claiming you didn't know with all the data AT have would not be a defence!).”</p> <p>“I think more frequent busses are necessary. There are buses which come hourly and this is quite limiting.”</p>
Don't change current system	Of those people who provided responses to Question 3, 3% provided responses that stated that there was no reason to change the current system.
3% of those who provided comments	<p>Comments included:</p> <p>“If its not broken it doesn't need fixing.”</p> <p>“It just seems unnecessary to change what is already working.”</p>
2 hours not enough time to complete a journey	Of those people who provided responses to Question 3, 2% provided responses that stated that 2 hours was not long enough to complete a journey.
2% of those who provided comments	<p>Comments included:</p> <p>“2 hours is NOT enough to complete some journeys, for example from Orewa to Papakura! You must also account for train delays and traffic jams. I recommend a 4 hour journey limit, to exclude return travel of course.”</p> <p>“Extend the total journey time to 2.5 hours (180 minutes) as some travellers may be on long intermediate trips (e.g. Southern train of up to an hour) and the start and end connections may take time, which easily add up to 2 hours if the connections are on non-frequent services.”</p>
Comments on boundaries	Of those people who provided responses to Question 3. 2% provided responses on the proposed zones. The

smarter than that. It'll disincentivise the 100s of commuters who drive to Orakei Train Station to get a single stage fare. It is commercialism gone mad!"

Suggestions to create incentives to use public transport

2% of those who provided comments

Of those people who provided responses to Question 3, 2% provided suggestions on incentives for people to use public transport. Most of these incentives were based on a loyalty type program, where after a certain number of trips a free trip(s) were provided to simply decrease the cost of public transport or continue/increase discounted off peak travel fares.

Comments included:

"Incentive things so kids can use buses to get to school and parents can afford it otherwise no will ever use get into the habit of using public transport. It must be cheaper and easier than using your car otherwise forget. Our kids will stop using `public` transport if these increased costs go ahead."

"Need to reward long term commuters not necessarily long distance and loyal Public Transport users"

"You need more provocative initiatives to motivate people to use public transport. There should be a capped fee per day, i.e. within a day your travel will add up to a maximum of \$10, then travel for the rest of the day is free. And, if you take 8 consecutive paid trips a week, the rest of the week is free."

Other comments

Other comments that were 1% of comments were:

- Concern for impact on school aged children
- Concern for potential changes to Gold Card Holders
- Comments on car parking associated with public transport
- Suggestions to make it easier for tourists to use public transport

DRAFT

**Business is  
better with a  
little twist**



 **Call Us**

 **Find Us**

 **Email Us**

 **JUST ADD  
LIME**

[www.justaddlime.co.nz](http://www.justaddlime.co.nz)