

Integrated Fares

Project Control Group Meeting
Monday 13th July 2015

Family offering – options analysis

Day Pass – technical decision – impact on proposition

Orakei station

Technical solution status



Decisions required

1. Family offering- Select preferred technical option/proposition
2. Day pass – approve changed proposition due to technical approach
3. Orakei train station – stay within Isthmus zone or move to City Zone

Family offering - proposition

- Proposition – in our public consultation, the family offering was described as:
Family weekender
2 children free with every AT HOP paying adult on weekends and public holidays
- Proposition very positively received during the consultation
- Important we don't refer to this as a "pass" as this has connotations that you have to purchase something
- What is a "AT HOP paying adult"
 - Does this apply to Super Gold passengers (Grandad travelling with grandchildren on weekends)?
 - Does this apply to Students (uni student with brother/sister)?
 - Does this apply to a Day Pass or Month Pass user?
 - Does this apply to a cash ticket purchaser?
- No specific development is being done by Thales for a family offering, so we must utilise existing (or upcoming) system capabilities

Family offering – options (1)

- 3 potential technical approaches have been identified:

#	Option	Description
1	Children off system	Children travel with an adult <ul style="list-style-type: none"> - Bus – adult tags on, child gets “count key” - Rail – adult goes through gate, kids go around
2	Kids free with AT HOP	Children must have an AT HOP card, with child profile loaded (registered) – then can use PT
3	Paper ticket	Purchase paper ticket which allows 1 adult and 2 children.

Family offering – options (2)

- Each of the 3 options has some benefits and issues

#	Option	Positive	Negative
1	Children Off system	<ul style="list-style-type: none"> ✓ Consistent with messaging in public consultation 	<ul style="list-style-type: none"> × Problems with gates × Difficult to capture patronage (non-gated to non-gated train station) × Increased risk of abuse – “that’s my dad there!”
2	Kids free with AT HOP	<ul style="list-style-type: none"> ✓ Promotes uptake of AT HOP – on-going “customer lifecycle” benefits ✓ Fully capture patronage and origin-destination data ✓ No issues with gate lines in train stations 	<ul style="list-style-type: none"> × Different proposition than what was consulted on × Revenue leakage of unaccompanied children travel on PT (\$100-\$300K p.a) × Having to purchase a card (\$10) and put \$5 on it may be a barrier for infrequent PT users (and can we call it free travel?)
3	Paper ticket	<ul style="list-style-type: none"> ✓ Simple proposition for existing or new users of PT ✓ Consistent with messaging in public consultation 	<ul style="list-style-type: none"> × No origin-destination data × No ability to limit availability of the ticket to just weekends and public holidays

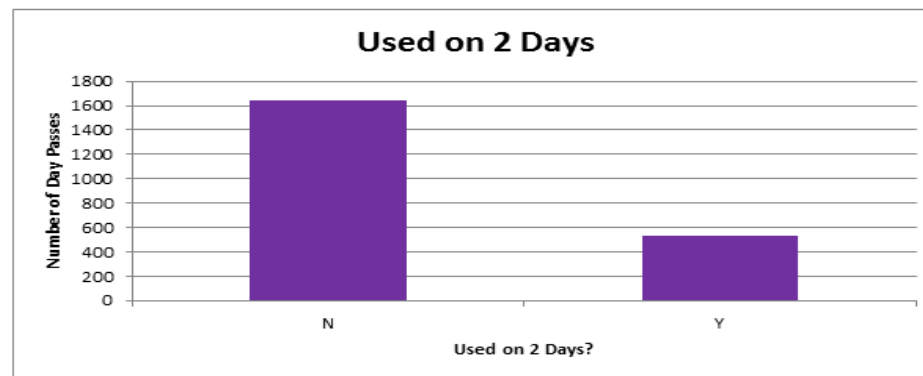
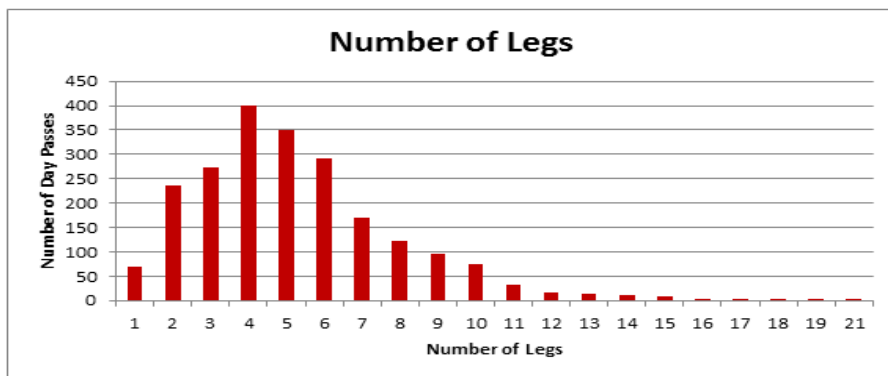
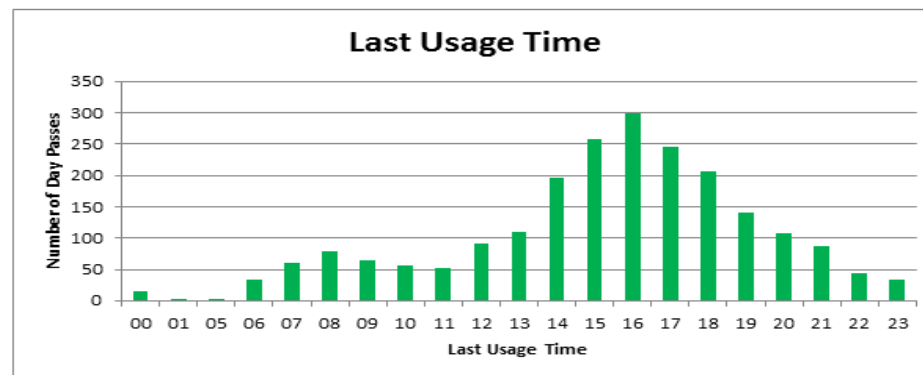
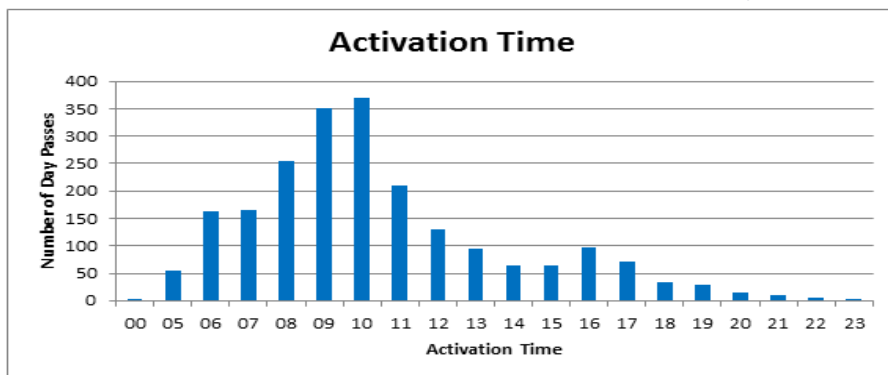
DECISION – Select preferred option.

Day Pass – changed proposition

- As you know, we are going from the current 2 day passes to a single all-zone bus/rail and inner harbour ferry pass for \$18 per day
- The current day passes have fixed apportionment at sale – all revenue is apportioned according to agreed percentages
 - This method of apportionment does not support PTOM
- We are proposing to change the current day pass to utilise the same apportionment/settlement functionality as current month passes – scheme-based apportionment based on actual travel
- This will require a change to the proposition as the day pass will need to be limited to the day when it is first activated, not a sliding 24 hour timeframe as with the current pass
 - See in the next slide likely impact on users

Day Pass – usage analysis

- 2,180 day passes sold on 1,136 cards between 1 May and 15 June
- 72% activated in the morning, 83% last tag on in the afternoon
- 25% of cards are used on 2 days



DECISION – Approved change proposition



Orakei Station

- During the consultation we received substantial feedback on the increase in fare from Orakei train station (1 stage to 2 zone)
- Barry Mein has written a paper outlining this issue, potential options to resolved (attached).

Option	Simplicity	Equity	Impact on existing customers	Impact on travel behaviour	Revenue impacts
1. Current proposal (Orakei in Isthmus Zone)	✓	✓	X	✓	✓
2. Orakei station in City Zone	X	X	✓	X	X
3. Shift City Zone boundary east	X	X	✓	X	X
4. Orakei Station as a zone overlap	X	X	✓	X	X

- The 3 main reasons supporting leaving Orakei in the Isthmus zone are:
 1. Simplicity and equity – Orakei is clearly outside of the city boundary and the boundary cannot easily be moved without creating inequity between bus and train
 2. Orakei is not a destination or a transfer point – unlike Newmarket passengers are not travelling to Orakei to work or to transfer between services
 3. Only 400 passengers per day will be negatively effected while other passengers will be “winners” for travel on bus, or travel south from Orakei station

DECISION (Recommendation): Retain Orakei Train Station in Isthmus Zone

Technical work-stream update

- Technical design
 - Draft technical design documents have now been received from TCS (2 July) and OSL (7 July).
 - Both these documents are under technical review with an aim to provide feedback to Thales this month.
 - The technical designs will form the basis of test plans which will then be used to assess and test the quality of the software delivered by Thales
- The only matters outstanding from Thales relate to the TCS release 7.1:
 - Changes to the BDC to support display of zones for each stop
 - TCS changes to support paper ticket apportionment
- During August these should be confirmed with the full budget and schedule impact then locked down. Budget provision has now been made for TCS release 7.1
- We are also still technically assessing the feasibility of fully integrating ferry into our zonal solution, but initial findings look promising

Schedule and Budget status

SCHEDULE

Projected Go-live 6 June 2016

- Release 7.0 (zone lite ticketing) on-track for delivery by Thales 31 October
- Release 7.1 estimated delivery by Thales (for commencement of UAT) 31 Mar 2016.
- Projected go-live below ideal as it allows completion of CRL bus stop changes and March madness
- Integrated Fares still not on critical path for New Network launch in the South (Aug/Sep 2016)

BUDGET

Under budget to date, projecting ON-BUDGET

- \$1M spent 14/15 fiscal against budget of \$2M due to Thales costs moving to current fiscal
- \$6M provisioned this fiscal – need \$1M carry-over from last fiscal to ensure \$7M available
- Some budget risk around TCS release for 7.1 (provision made)
- NZTA funding approval imminent
- Capex and opex codes setup for design (non-funded) and development (funded)