



Improving Access to Auckland Airport and surrounding area

Using customer insights to inform the business case process



Content

Part 1 – by Ida Dowling, NZTA

1. Geographic context, current situation and future growth
2. Introducing the Airport Access Programme Business Case

Part 2 – by Renata Smit, Auckland Transport

3. Findings from qualitative customer insight work so far...
4. Summary and our next steps

Geographic Context



Traffic chaos hits Air NZ flights

By: Grant Bradley

05:00 Saturday 10 December, 2016



Passengers missed flights and up to a dozen Air New Zealand services were delayed after crew were caught in gridlock around Auckland Airport this week. Photo / Dean Purcell

Airport chaos: Drive home 'longer than Sydney flight'

10:00 Saturday 10 December, 2016



Passengers have vented their frustration at the traffic chaos at Auckland Airport, which saw some missing their flights. Photo / Mark Mitchell

Task force set up to tackle traffic chaos at Auckland Airport

10 Dec, 2016 7:40am

4 minutes to read



Traffic congestion at Auckland Airport has caused problems this summer.



By Grant Bradley

Aviation, tourism and energy writer for the NZ Herald
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Transport authorities and Auckland Airport have set up a taskforce to tackle traffic chaos that has led to some passengers missing flights.

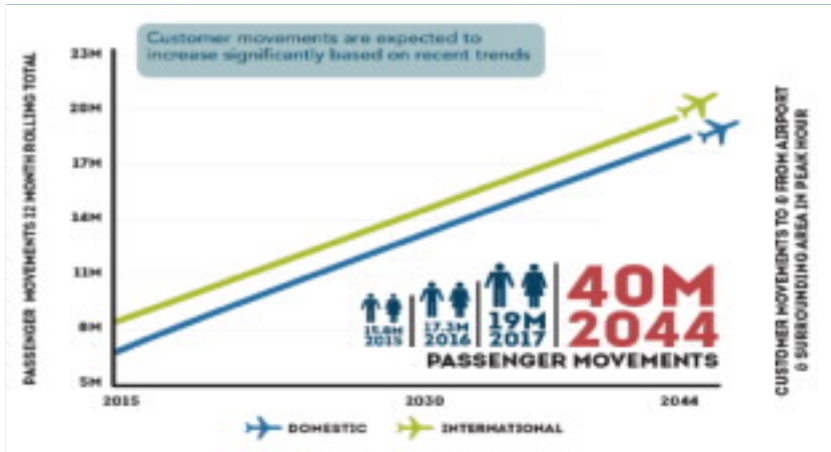
The NZ Transport Agency, Auckland Transport and the airport company have established a group to find immediate ways to improve travel times and congestion on the roads and state highways to, from and around Auckland Airport.

The *Weekend Herald* revealed passengers and airline crew were caught in gridlock last week, some missing flights and causing delays of close to an hour for some services. Growing numbers of passengers through the airport, aviation sector staff and workers at associated businesses and cross-town commuters have clogged roads in the area.

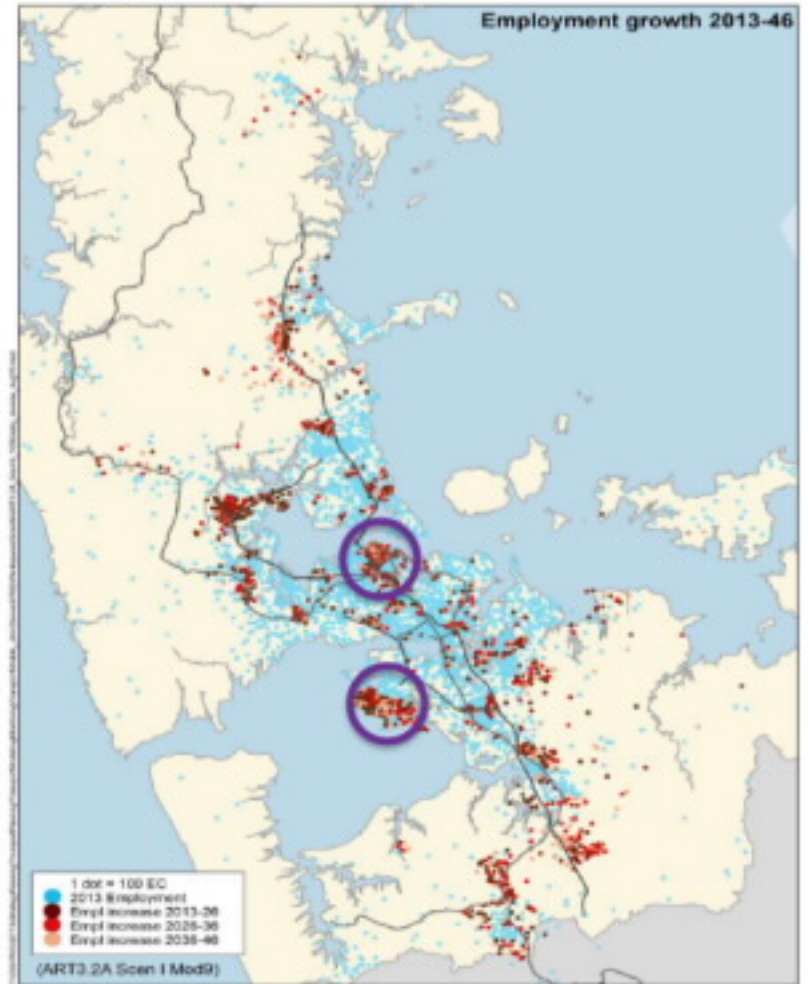
Mid-2017 – high level Programme Business Case produced & endorsed by all three agencies



Increasing Airport Activity



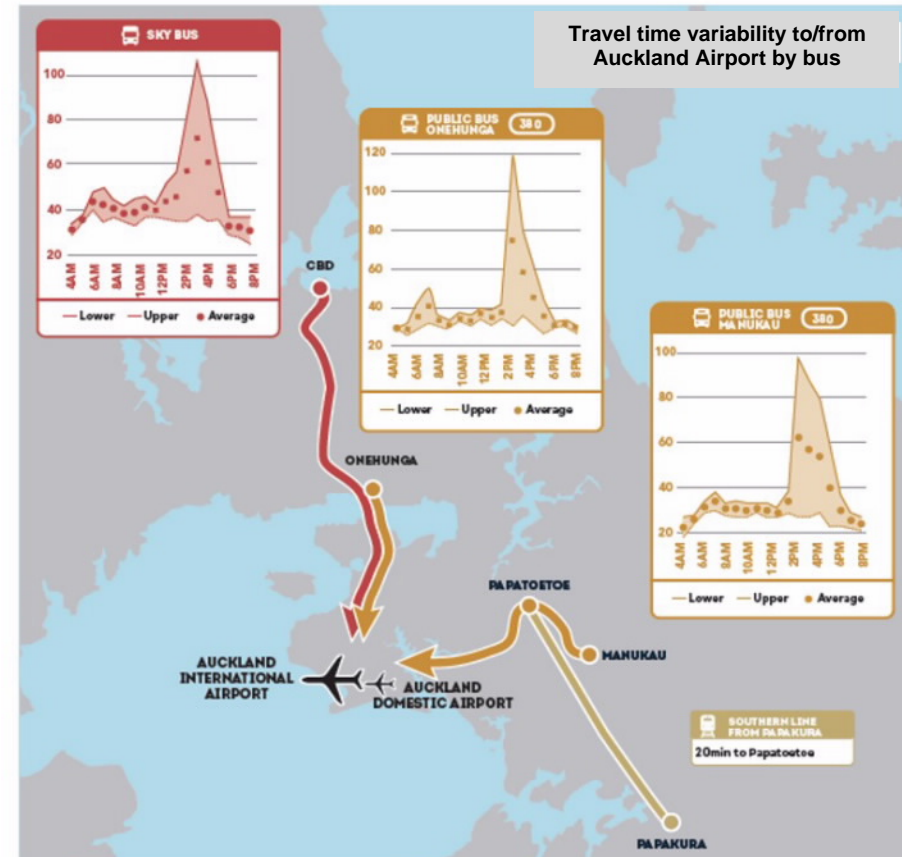
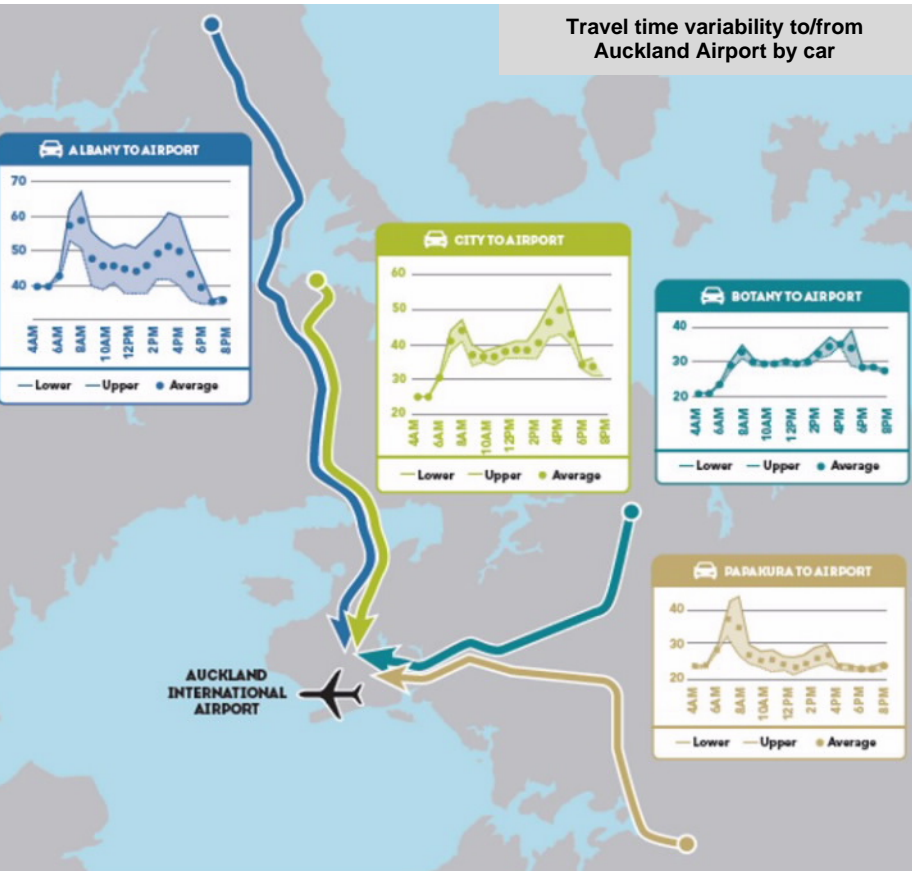
Employment growth



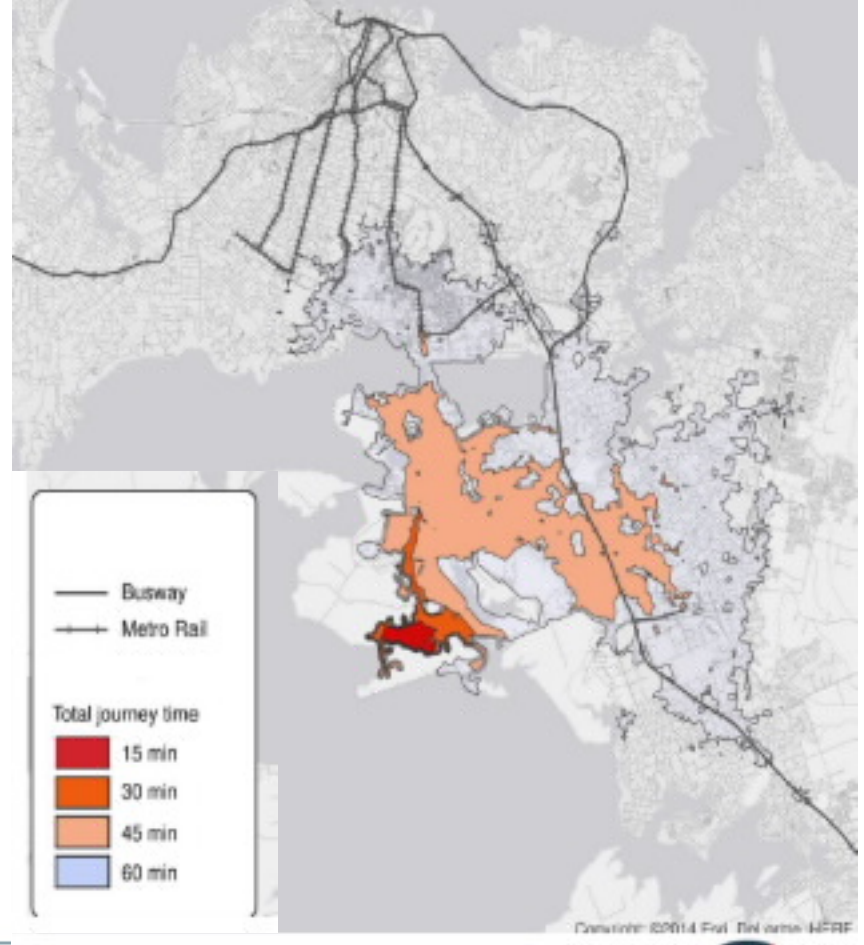
Freight - high-value and time-critical



Current journey experience by car and public transport (bus) to/from Auckland Airport – highly unreliable and for PT – too long

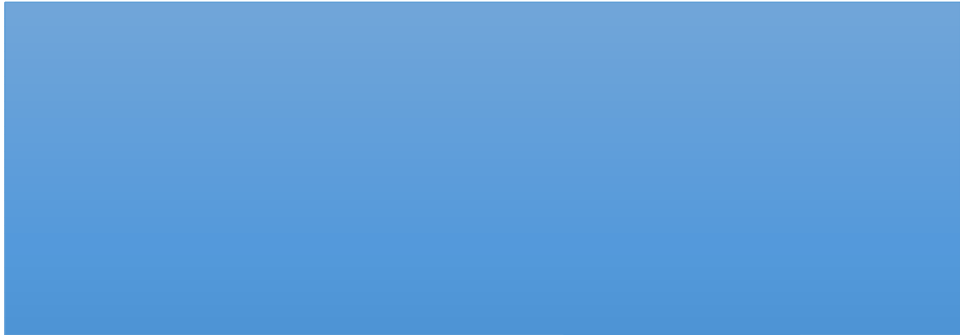


Viable public transport also very limited



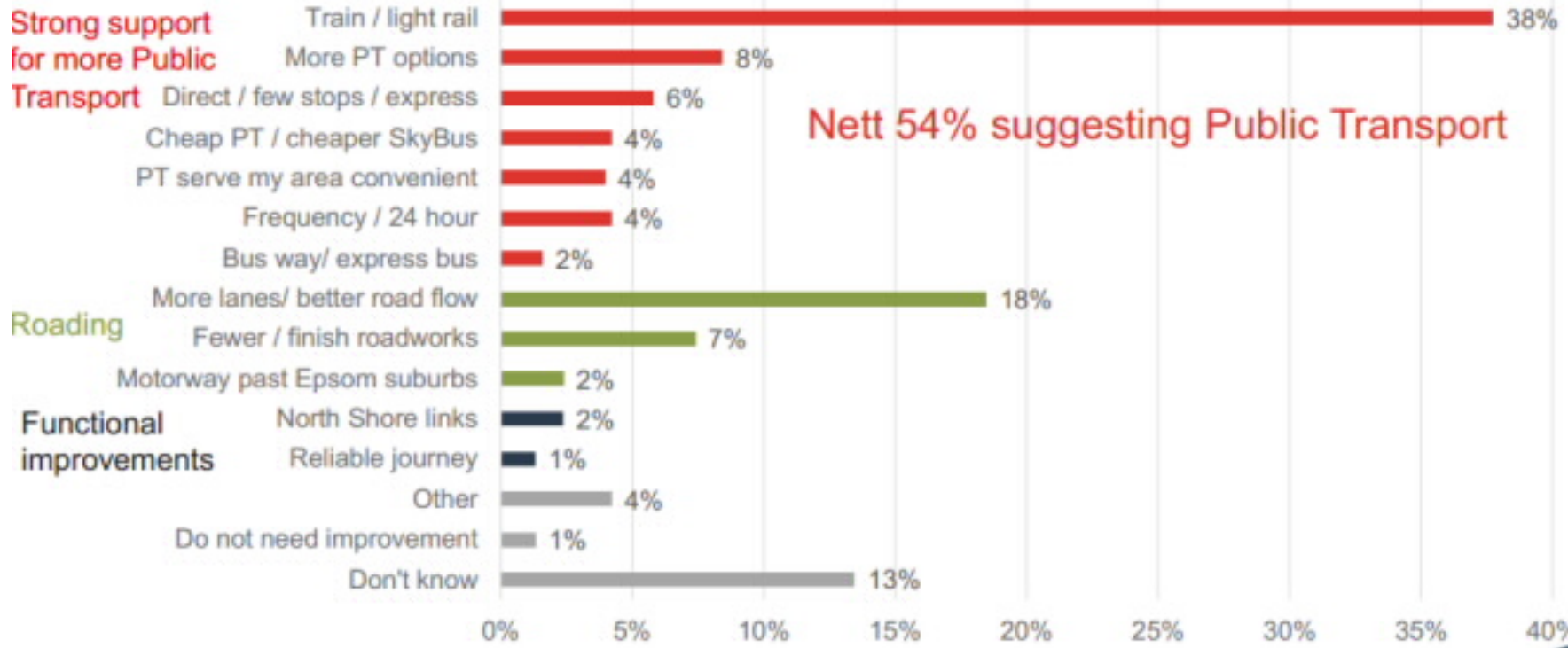


Customer Journey Experiences – quotes from real people



Tapping into existing customer insights ...

Improving travel to airport and nearby businesses



Who are our customers?

AIRPORT & SURROUNDING AREAS

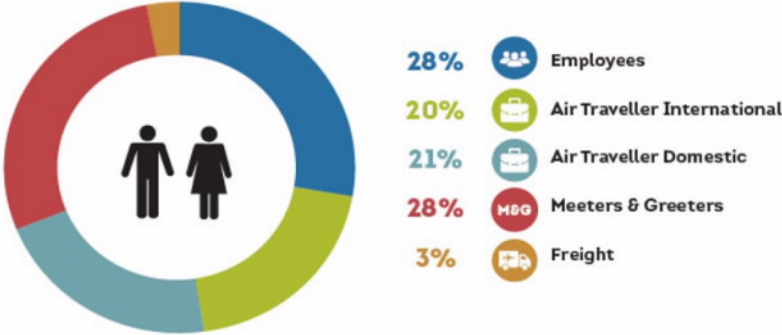
The study area includes the airport core as well as the surrounding commercial and industrial zone to the north and south as it expands in the future.

A wide range of customers require access to the Auckland Airport and its surrounding area for work and to travel including those who send and receive goods.

SURROUNDING COMMERCIAL & INDUSTRIAL ZONE **AIRPORT CORE**

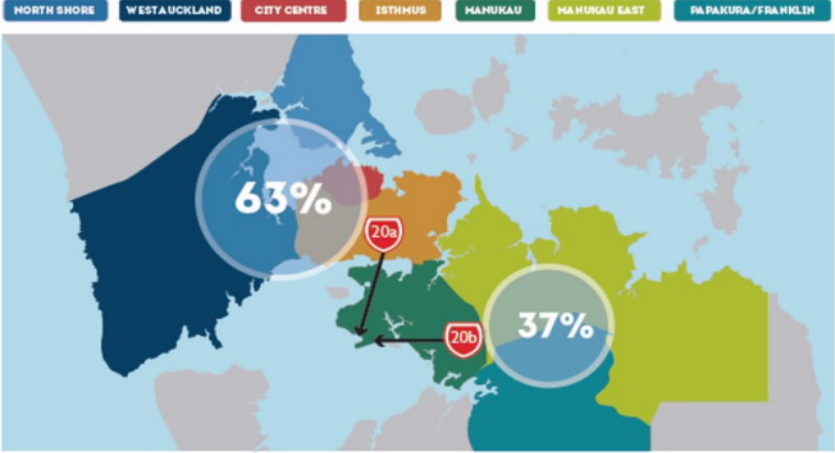


WHO ARE OUR CUSTOMERS



Source: From AT customer insights, March 2017

WHERE OUR CUSTOMERS COME FROM



Clear Problem Definition; but also breaking this down into customer specific viewpoints...

PROBLEM

1

Reliable and timely access for customers and goods to and from the airport and its surrounding area is limited by lack of travel choice, leading to a poor journey experience and putting New Zealand's economic potential at risk. This is significantly exacerbated by growing activity.

CUSTOMER'S PROBLEMS



AIR TRAVELLER - BUSINESS

Getting to the airport by car or taxi means I don't have to work around schedules, can maximise time working rather than travelling, make calls on my way, and just get home after my trip. I need a better option so I know how long it will take and doesn't get me stuck in more and more traffic



AIR TRAVELLER - NON-BUSINESS (FROM AUCKLAND)

I am focussed on our trip, not on getting to the airport. We have to build in a lot of extra time so we aren't late. If family can't take us, the park and ride is OK and our car will be waiting for an easy trip home. Taxis are expensive, and there is no train that we could easily get a family with luggage on without long transfers



AIR TRAVELLER - NON-BUSINESS (FROM OUTSIDE OF AUCKLAND)

Auckland is a big enough city to have a good train and bus system, but when I arrive I don't see easy to use, affordable options. It's easier to take a taxi or shuttle, or a rental car especially if I am just passing through Auckland



NINE-TO-FIVE EMPLOYEE

I am frustrated that it takes me longer and longer to drive in. I haven't really considered other options, because from where I live it would take a long time and multiple connections. I have a good car and like the flexibility, and have parking provided at work



SHIFT EMPLOYEE

I start and finish at odd times, I can't afford to be late, and cost is an issue for me. Buses don't start early enough, take a long time, and I don't feel safe walking after dark at either end. I would rather not drive, which takes ages when my shifts are at busy times, but it is the cheapest way to make sure I am on time



FREIGHT/TRUCK & PASSENGER TRANSPORT DRIVER

Getting in and out of the airport area is unreliable as we get caught in all the other traffic. It costs us time, limiting the number of jobs we can deliver and increasing costs through wages and vehicle running. There are very limited options for contingency planning as our clients' needs and schedules are fixed

Problem -> Benefits -> Objectives / Outcomes

PROBLEM

1

Reliable and timely access for customers and goods to and from the airport and its surrounding area is limited by lack of travel choice, leading to a poor journey experience and putting New Zealand's economic potential at risk. This is significantly exacerbated by growing activity.

BENEFITS

The following are the benefits of solving these problems for our customers:

1

An improved journey experience to and from the airport

2

Improved access to jobs and labour

3

Better travel choices made by people and businesses

4

More efficient movement of high value goods

INVESTMENT OBJECTIVES

1

2

3

Influence travel behaviours through immediately delivering better choices to customers to access the airport and its surrounding area

1

2

Immediately commence delivering the access requirements of customers of the airport and its surrounding area

1

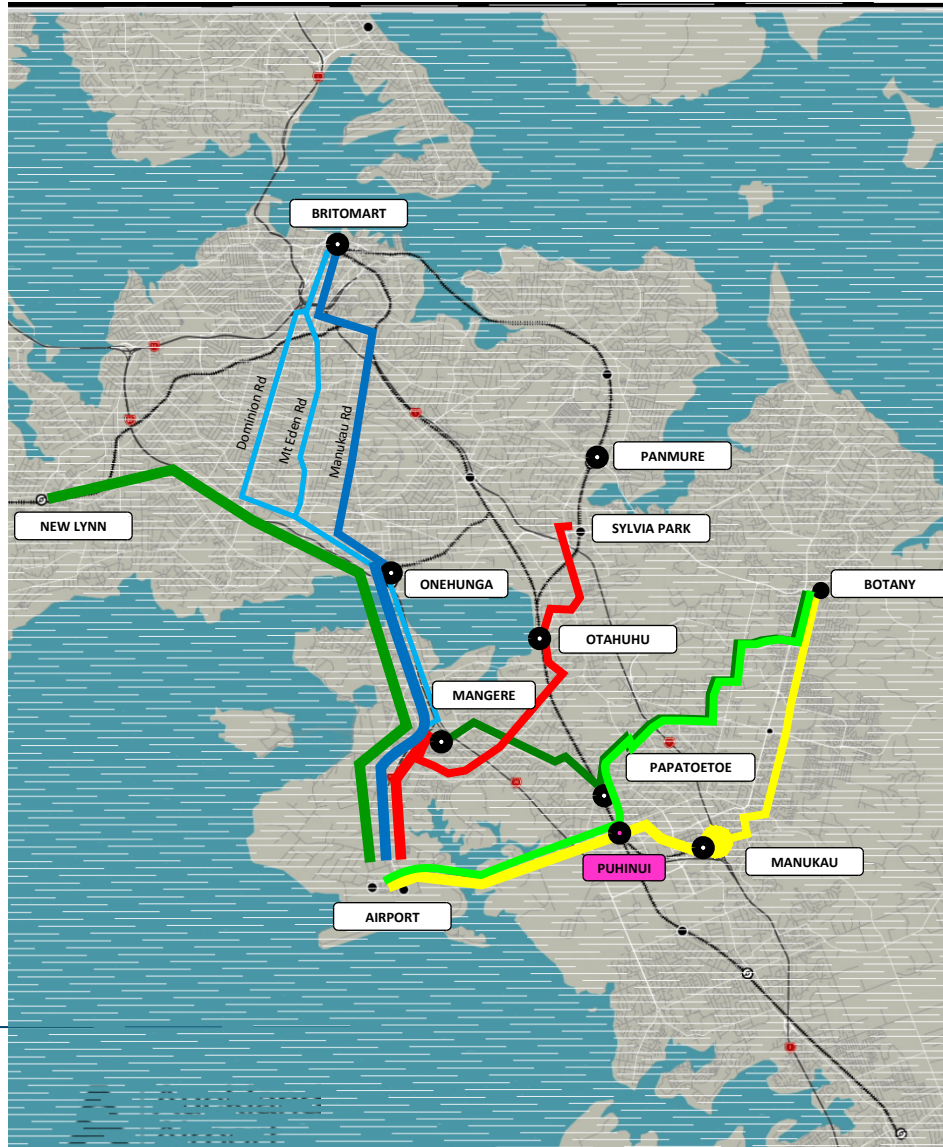
2

3

4

Progressively deliver reliable and timely journey times to the airport and its surrounding area

Short-Term Airport Access Improvements (operational by 2020/21)



Extend existing bus routes and provide new bus services to/from airport

Infrastructure to support enhanced PT services – including an enhanced Puhinui Station

Remote Meet & Greet

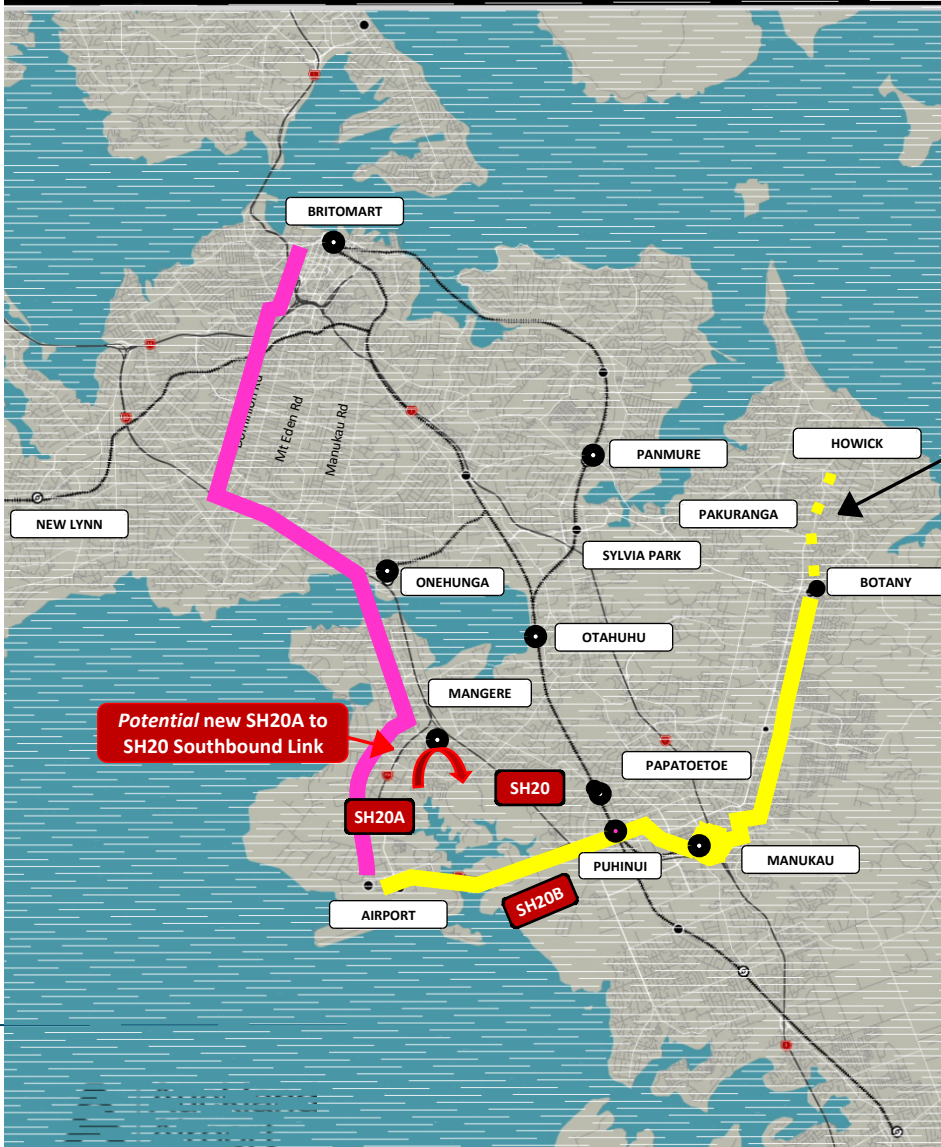
Widening of SH20B / Puhinui Road = High Occupancy Lanes (TBC)

MaaS

Airport terminal improvements:
New integrated terminal;
2nd runway; new internal road network layout

Medium-Longer Term improvements for Airport Access: Two new mass transit routes - with some targeted road improvements

Mass Transit
Airport to City Centre via
Dominion Rd



Extend further north into Howick area??

MassTransit
Airport – Manukau - Botany

Airport terminal improvements:
New integrated terminal;
2nd runway; new internal road
network layout

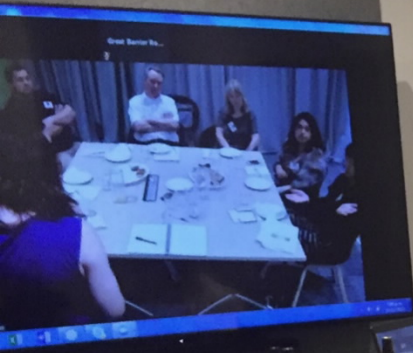


Part 2

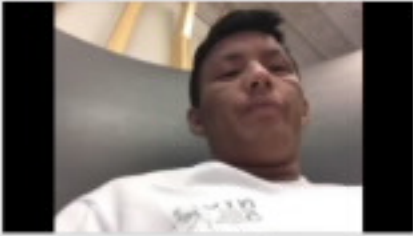
Delving deeper to find out what our customers think about some of these ideas?

Customer Insight Research Approach

Customer Group Types		Nov'17 – Jan'18	Feb'18 – March'18
		Qualitative	Quantitative
1. Auckland resident customers	Business travellers	5 x focus groups with Auckland travellers (North; Central East (Glen Innes / Panmure); East (Howick / Botany) South and West	On-line survey conducted via Consumer Lin / SSI online panels
	Non-work / leisure travellers		
2. Workers at Auckland Airport & Airport Oaks businesses	Office / regular hour workers	5 x mini groups (5 – 8 respondents in each)	On-line survey distributed via business or email lists
	Shift workers		Mobile / paper based survey at businesses
3. Outside of Auckland airport visitors	Domestic visitors	76 intercept interviews in international departures area (5 – 10 mins)	Intercept interviews
	International visitors		



Botary



Wellington business



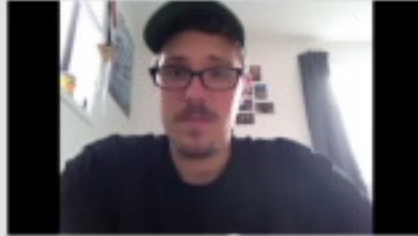
Wellington leisure



West



North



Botary



Botary



Wellington business



East



North





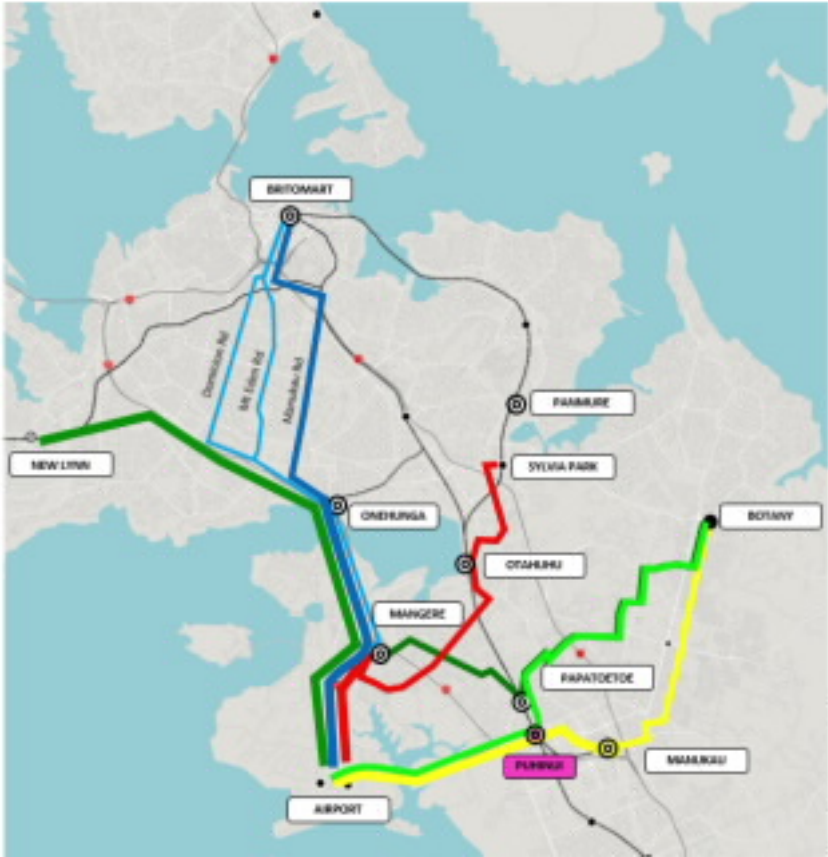
What did we ask them?

Cost of journey to Airport

Current travel to Airport

What did we ask them?

Travel to Airport by 2020 / 2021



Travel to Airport by 2024 - 2030





What did we ask them?

Interchanges

Mass Rapid Transit Vehicle
- Bus and Light Rail examples



What did we learn?



Residents – Auckland & Wellington

From Residents – getting to/from the airport area is predominantly a negative experience, with a high level of anxiety in many cases ...

Associations with getting to/from airport



"Road is your only option out. Cab/bus/car, if there's an accident you are all screwed. Sometimes you'll hear before leaving Wellington there's been an accident in Auckland. I'm stressing - do I (still) go?" Wellington, business

"If I'm going overseas on a morning flight I'd stay at an airport hotel the night before." Botany

*"Absolutely s**t traffic...you're not sure of the travel time...every Friday it's horrific... Christmas time is horrific...have to leave horrendously early to give myself enough time" West*

Leisure travellers are generally more cost conscious, so more open to using public transport than business travellers



Leisure travellers

Mode: Many are dropped off / picked up by friends and family; also lots of own car and taxi usage. A few use Airbus and a few have tried other bus to 380 or train to 380 combinations

Needs: Mixed price sensitivity; chosen transport mode tends to depend on number of people in party, as well as amount of luggage, length of trip and time of day



Business travellers

Mode: Many drive their car to the airport and take a taxi or hire a car at the other end; occasionally dropped off by colleagues / family or use Airbus

Needs: Less price sensitive but more time and hassle sensitive; tend to plan transport more in advance; less open to using buses; desire to work during journey if possible



**Ticketing is a key barrier to airport PT usage;
HOP machines and staffed kiosks desired,
as well as improving HOP cards for occasional users**



"Coming into the airport there's nowhere to buy HOP cards. They should have a stand / machine, put \$10 get a preloaded card. Or get it on the bus – make it as easy as possible." Botany

"I find it almost offensive you can't buy a HOP card at the airport. Boggles the mind. And you can't top up." East

"Non expiring travel cards...needs to be much easier for tourists...want a seamless way to buy what you need." Wellington, leisure

"HOP online system needs an upgrade as lots of problems. Top up online can take 2 days and don't know how long will take. And if don't use card for 3 months takes money. Stupid." South

From Residents – Auckland / Wellington...

- Ideally the airport would appear more focussed on PT, with more physical space, better layout and improved information provision.
- There is a lot that can be learned from other cities, particular in areas such as ticketing, airport signage and assistance.
- The ideal PT airport vehicle has plentiful luggage storage, clear airport branding and helpful driver



"Auckland (airport) seems to have such a focus on parking...you come out and there's just taxis there, and there's no buses – doesn't feel easy to navigate to them. Think they need to take the taxi area further away." East

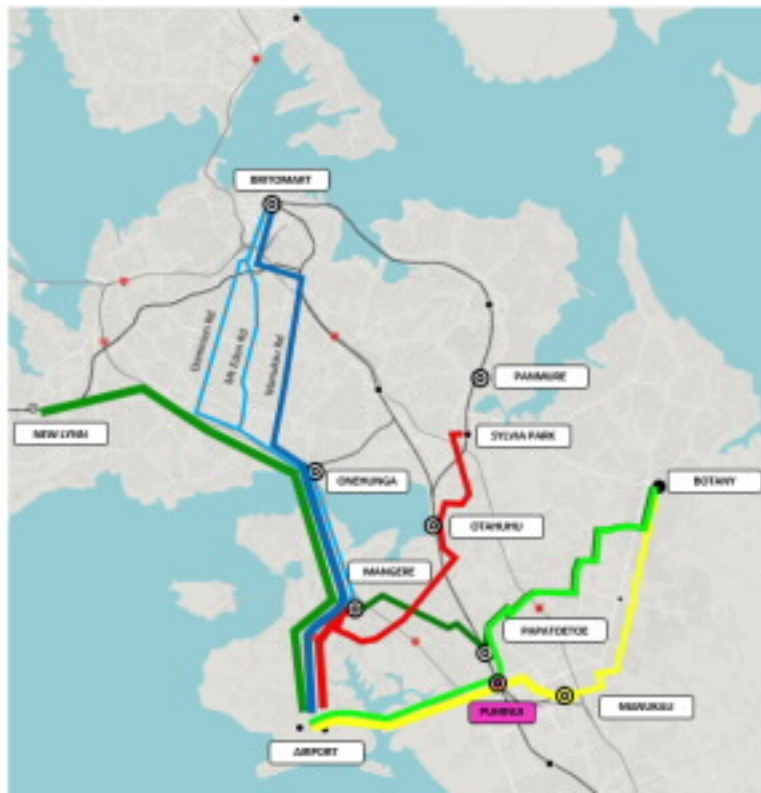
"Welcoming, not stressful. Streamlined. Big map with all these routes on the wall – like in London with the network map. Hop machine at its base. And manned kiosks – places to say this is where I need to go..." Botany

"Clean, comfortable- with Skybus they have Wi-Fi, TV's. There's space for your luggage and the drivers are always super-nice and helpful if anything is too heavy. That makes a difference. You've got to have a driver and hosts (at airport) who are people people..helpful, friendly, patient." North



2020/21 plans are seen as a step in the right direction

Travel to Airport by 2020 / 2021



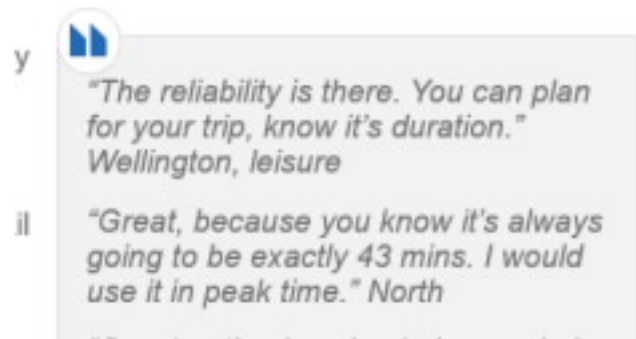
- New Puhinui Station – good but will need proof / convincing
- More direct and frequent bus services with priority good – but not enough
- Some frustrations that it will take this long just to get these improvements.

There is a lot of excitement about the 2024 – 2030 plan

Travel to Airport by 2024 - 2030



- Excited about light rail
- Some lack of understanding of what LRT / Busway / MRT is?
- MRT to East Auckland – great! But why not LRT?
- Why taking so long?
- Are you taking into account population growth?



Although there are many reservations about the safety of Puhinui Station, there is a very positive response to proposed station design



"That station is one of the most unsafe in Auckland." South

"Last time I took a train in South Auckland it was creepy, even at midday. Isolated, no real information. No facilities, wasn't clean, no security." Wellington, leisure

"It's modern, looks nice. Having an amazing building would lift the area." Botany

"I think if the Puhinui station was at the quality of the Otahuhu station it would make a huge difference. Otahuhu is beautiful, it's really well done." East

An airport interchange station is expected to have a range of facilities, provide comfort and safety, as well as have strong airport branding

Interchanges



Interchanges will include: toilets, covered walkways, good signage

- **Safety:** Primarily through staff presence but also via security cameras and general design
- **Parking:** Some very close 5 to 10 min drop zones, and slightly further away 60 min pick up zones. Plus taxi rank
- **Airport vibe:** Having airport departure / arrival information, clear airport branding and signage, plus a specific area designated for airport travellers / their friends and family
- **Clear signage and ease of use:** Clear floor markings to show route to airport bus from train, live bus departure information, easy ticketing, staffed kiosk for queries
- **Facilities:** Toilets (including baby changing), accessible, seats, café, ideally Wi-Fi and power points, lifts/escalators. for luggage. Strong barriers to checking in luggage exist
- **Quality:** Clean, modern, spacious



"Shelter, coffee shop so you can sit down, good information, any delays. Good if there's flight info. Entertainment to occupy the kids. A few short term 5 min parks, and longer term further on – like at the airport (Waitzone)." Botany

"Escalators so if you have luggage you aren't faced with stairs." East

"Eating places, security, place to relax, maybe some nice outdoor seating areas." North

"Lost luggage. It would be nerve-wracking. But amazing." Wellington leisure



Residents – Auckland & Wellington

Understanding specific geographical groups

Needs and attitudes towards plans varied strongly by location

North:

- Are enthused by light rail.
- But not experienced users of Auckland trains.

East:

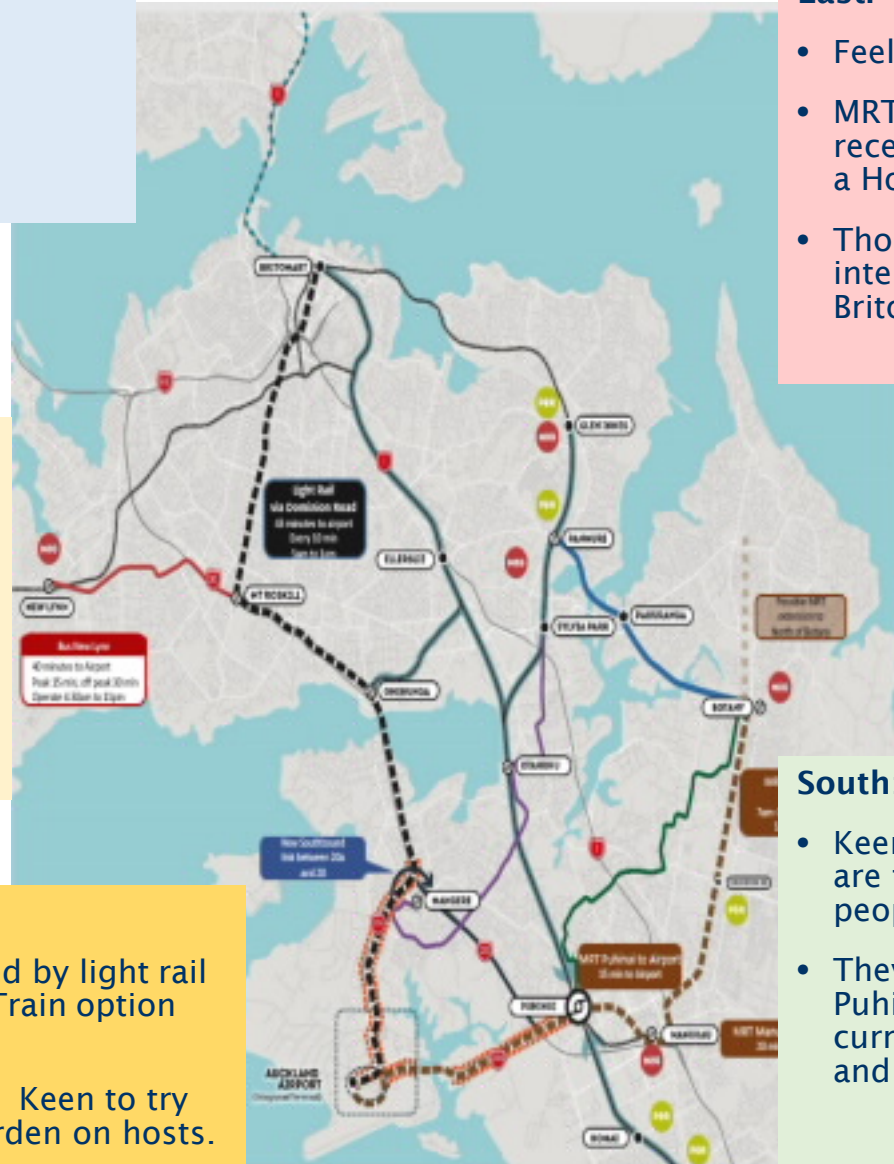
- Feel under-served by current PT.
- MRT to East Auckland was well received and there's support for a Howick extension.
- Those in Central-East are interested in travelling to Britomart to access Light Rail

West:

- Only want limited interchange b/w bus to light rail.
- Light rail link from New Lynn would be a game-changer and most would use it.

Wellington:

- **Business travellers:** enthused by light rail but resistant to taking Bus - Train option (2020).
- **Domestic leisure travellers:** Keen to try Meet and Greet to reduce burden on hosts.



South:

- Keen on Meet and Greet as they are frequently transferring people to and from the airport.
- They appreciate the enhanced Puhinui interchange as the current station is poor quality and unsafe

Airport workers

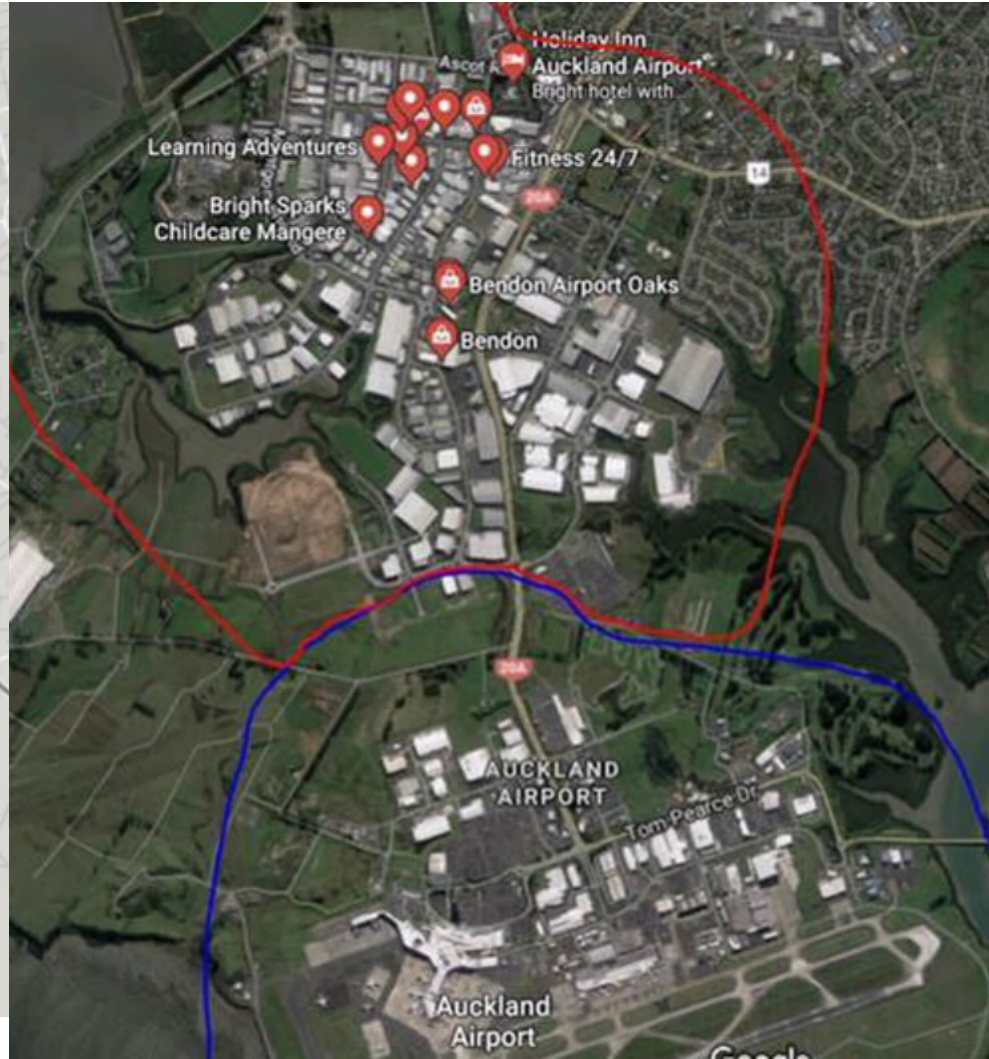
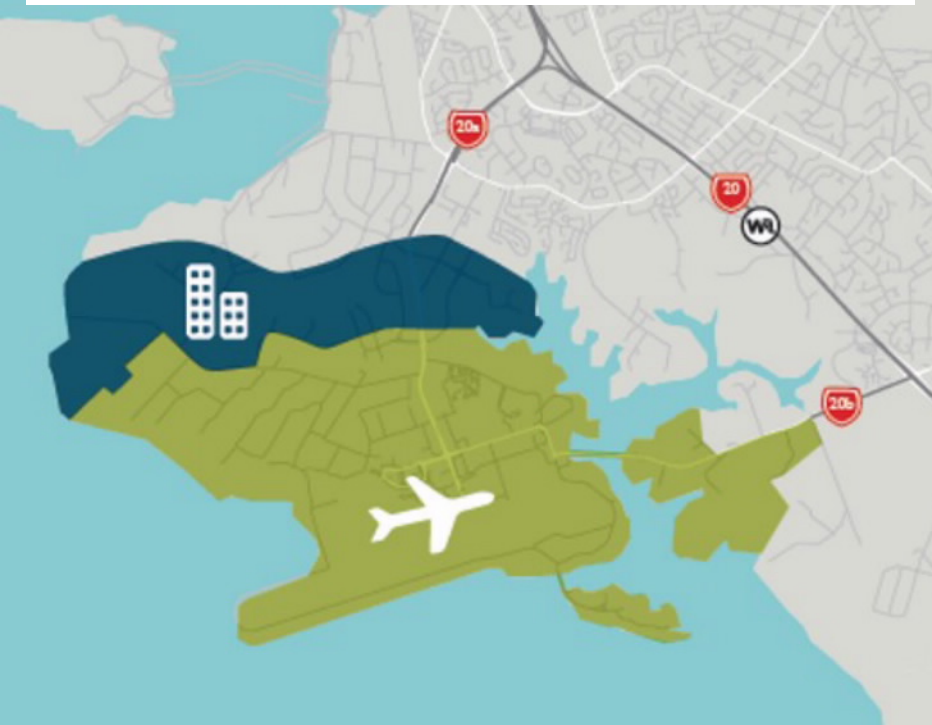
FOOD	TEMPERATURE - 160° C only	NOTES
Casseroles	08 - 10 minutes	Remove foil covers
Main Meal	30 minutes	Check after 20 minutes
Hot Dessert	15 minutes	Check after 10 minutes
Hot Snack	20 - 25 minutes	Check after 15 minutes
Hot Breakfast	20 - 25 minutes	Check after 15 minutes
Bread Items	08 - 10 minutes	Remove foil covers

FOOD	TEMPERATURE - 150° C or
Casseroles	08 - 10 minutes
Main Meal	30 minutes
Hot Dessert	15 minutes
Hot Snack	20 - 25 minutes
Hot Breakfast	20 - 25 minutes
Bread Items	08 - 10 minutes



A123

Getting to / from airport is often a negative experience, with high levels of uncertainty and long journey times for those who have to travel at peak time



The congestion and the current level of PT available can make it difficult to hire and retain staff

- Airport is felt to be woefully lacking good PT options for workers.
- Not having a car often prevents people from being able to work at the airport.
- The congestion and lack of PT can make it difficult to fill roles.



"Part timers get the sharp end of the stick, crap times to work and public transport doesn't support that." Shift

"I've just resigned because the long journey times were too much – I can't change my hours." Office

"We have 3 jobs vacant and can't get people who can get to work. Crazy." Shift

"Businesses around the airport struggle to get staff in certain areas." Shift

"Hard area to work in. Hardest place to fill positions is Auckland airport." Shift

"The first question I ask job applicants is do you have transport? It (usually) rules them out as someone I can hire if they don't have a car. Such an issue." Shift

"If people work with us they have to be able to work to midnight and there's no midnight buses." Shift

International travellers have an even greater need for easy options, clear signage and luggage-friendly options...



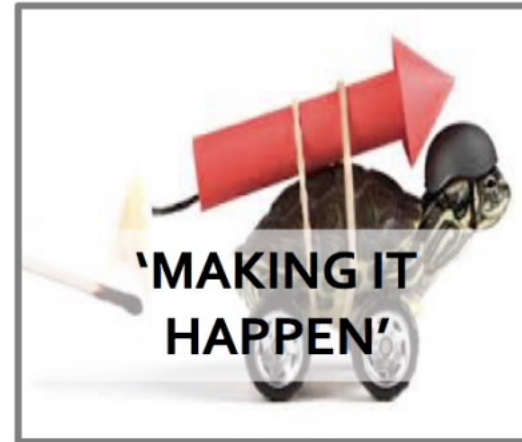
"Sydney has a big map on the wall that shows you all the different bus routes. Also in Sydney I can get a bus from anywhere to anywhere and there's enough info on the bus and at the bus stop so you know what to catch and where to get off. Auckland it's not like that, much less information, it's confusing..."

"You walk outside and it's just taxis and shuttles, don't see buses...NZ is supposed to be green but it doesn't look it - where's the green option?"

"Trains are good! Then you know where to get off - less stressful."

Key messages

1. Using customer insights as part of business case is REALLY USEFUL!!
2. Important for transport to get it right
3. Insights helped identify the many levels of improvements that can be done



A photograph of the interior of a bus, showing a diverse group of passengers. In the foreground, an elderly man with white hair and a mustache sits on the left, wearing a tan jacket over a blue shirt. Next to him, an elderly woman with white hair and glasses is seated, wearing a black and white floral patterned cardigan over a striped top. In the center, a young woman with long brown hair, wearing a white cardigan and blue jeans, stands. To her right, a young man with dark hair and a beard, wearing a grey sweater, stands. In the background, other passengers are visible, including a woman with dark hair and a man with short brown hair. The bus interior features yellow handrails and blue seats with a red and blue pattern. A semi-transparent white banner with the text "Thank you" in blue is overlaid across the middle of the image.

Thank you