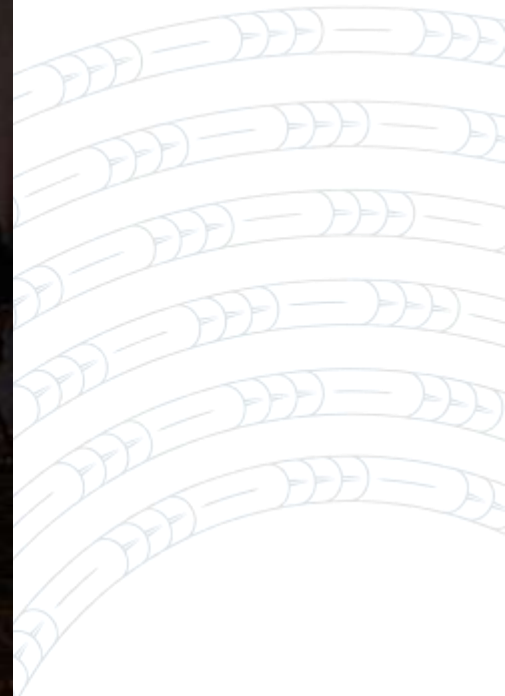




Taking people on the journey through storytelling





They say a picture paints a thousand words

But sometimes there needs to be some explanation



People can struggle with change

We need to take them on the journey





What is replacing the route 839?





There won't be a route 839 any more, everything is changing. Where do you travel on the 839?





I travel on the route 839





Okay, where do you go to and from on the 839?





It takes me along Aberdeen Road





Do you go to or from Aberdeen Road?





No but the bus goes along there



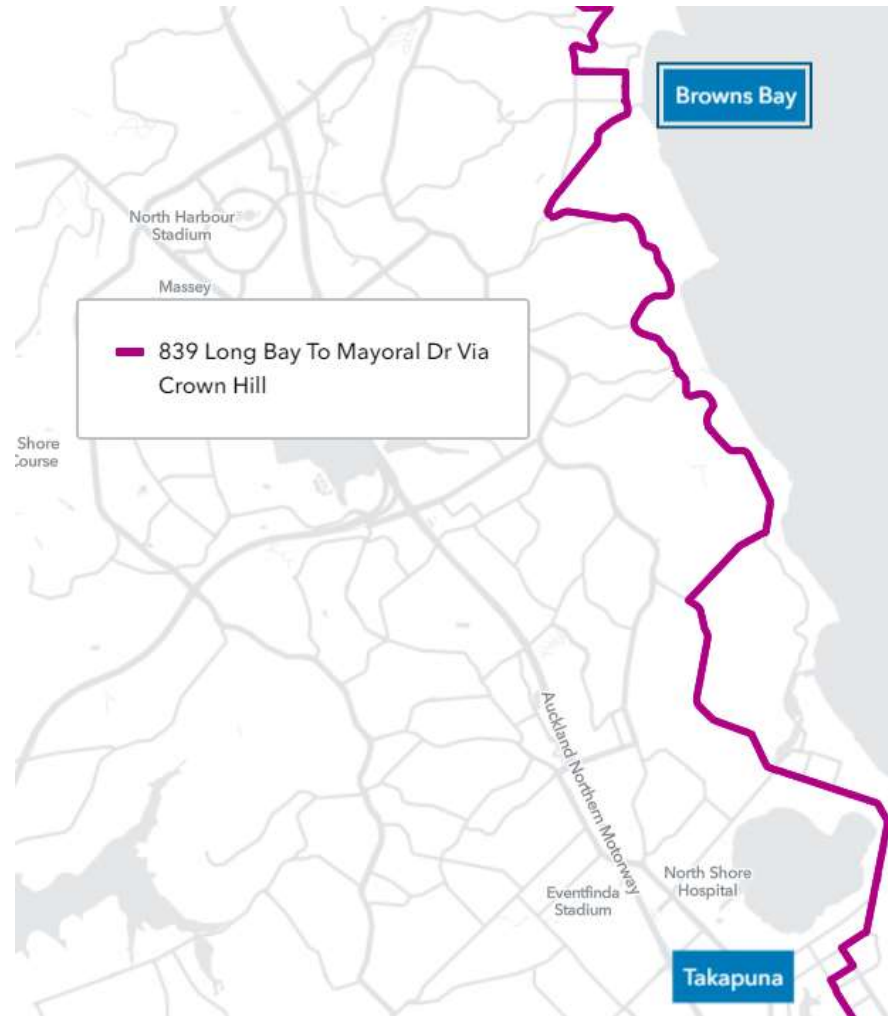


Where do you get on and off the bus?





Oh, I get on at Takapuna and get off at Browns Bay





Okay!
You will be able to get the new route 83
It will be more direct, it will be quicker
because it will use the busway and it will
run every 15 minutes all day, 7 days a
week





Okay, that sounds like it will work for me, I will give that a try

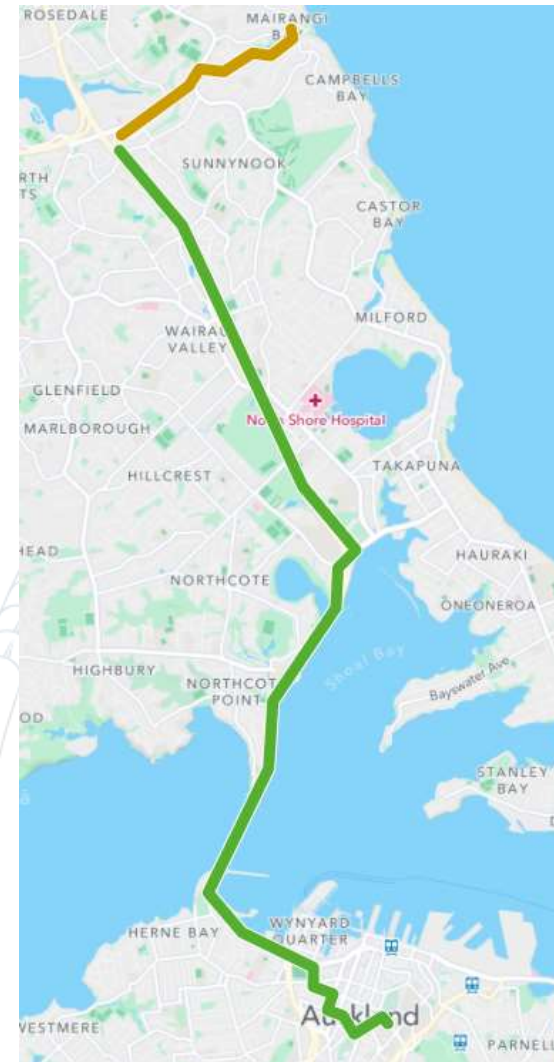


Changing the way people think (well, trying to)

“I used to have a direct bus”



- It was considered direct because it was a one-seat ride with no transfer required
- The new route requires two buses but is actually direct
- I described as how you would drive if you were in a car



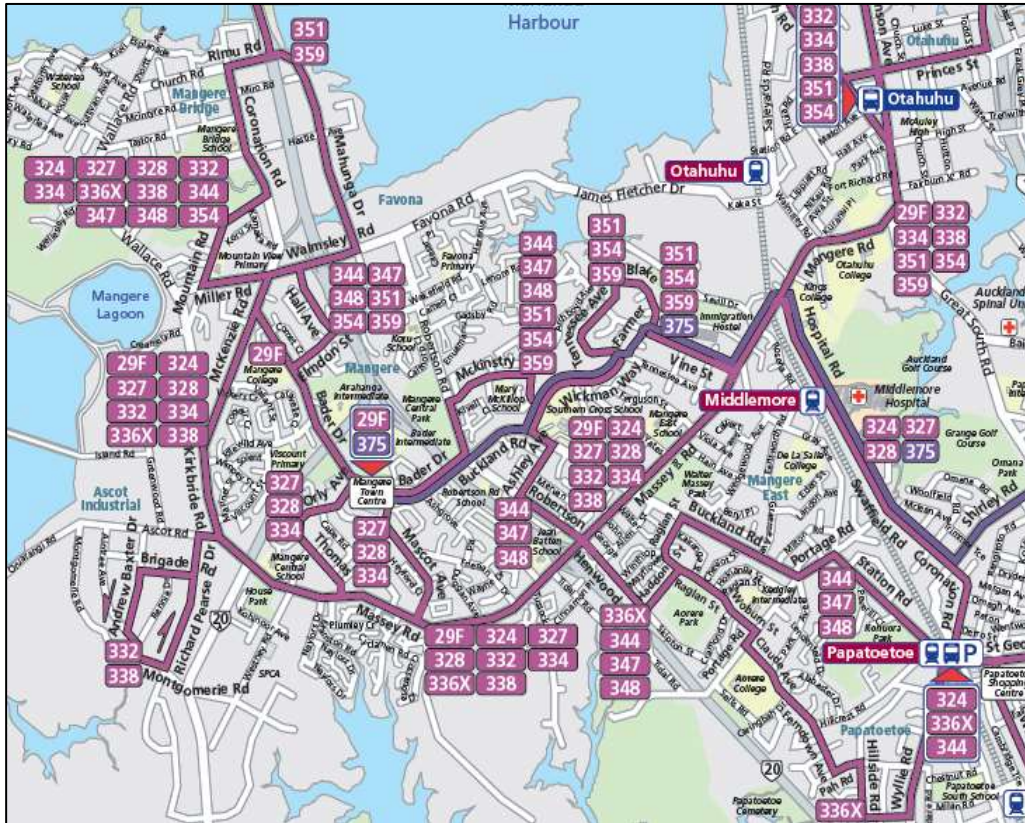
Changing the way people think (well, trying to)

“Your network is all about feeder services to go to the city”



Number of routes versus frequency

Things may not be as they appear



How do we get the story out there?

In print

Catch buses? You need to read this! 

Bus services for Auckland's **central suburbs** are changing from **Sunday 8 July 2018**

City Centre, St Heliers, Mt Chevalier, Parnell, Kingsland, Remuera, Glen Innes, Avondale, Mt Eden, Panmure, Mt Roskill, Mt Wellington, New Lynn, Blockhouse Bay, Onehunga

中文公共交通局于2018年7月8日调整中文翻译站牌网站
AT.govt.nz/newnetworkcentral

From Sunday 8 July 2018 Auckland's central suburbs will have a new bus network. Most current services will change.

- New bus routes
- New route numbers
- New timetables
- Some bus stop changes
- School bus changes from Term 3.

Need help?

- Go online AT.govt.nz/newnetworkcentral
- Call us on (09) 366 6400
- Come to a New Network public information event, listed inside this brochure.



 PEFC
www.pefc.org

 PLEASE RECYCLE ME

Prepare for the bus changes

 **Step 1:**
Use the map inside to see how you are affected.

 **Step 2:**
Use our online Journey Planner, the AT Mobile App or a paper timetable to check your new bus times.

 **Step 3:**
Look for an information poster at your bus stop or on our website to see if your stop is changing.

Get ready for the first week

If your route is changing, we suggest you:

- Allow extra time for your journey and take an earlier bus than usual.
- Talk to AT ambassadors who will be helping you at busy bus stops.

These changes are part of a simpler, more integrated public transport network that's being implemented for the whole of Auckland.



How do we get the story out there?

In person



How do we get the story out there?

Through the media



Torbay's Michelle Smit says she will definitely be another car on the road if the new network does not work for her.

KENDALL HUTT/STUFF

Bays lose direct services

KENDALL HUTT

Commuters from the East Coast Bays say upcoming bus route changes will drive them back into their cars.

From September 30, six bus services from the area will feed into stations on the Northern Busway, rather than running directly into the city.

"I'm not optimistic at all and will more than likely head back to using a car," Torbay's Mark Peeperkoorn, a regular bus user, said.

Residents also faced three bus stop closures and 25 bus stops changing from general to school-bus only.

While there would be 28 new bus stops built in the area, with only two months to go, no one knew exactly where they would be, as Auckland Transport had still not finalised timetables or released new bus stop locations.

In Torbay, route changes would mean some residents would have to hike to the nearest bus stop.

"If you live down a side street,

tough, you'll have to walk for miles," Peeperkoorn said.

Fellow Torbay resident Michelle Smit said she would definitely be another car on the road, as the new network would make things very difficult.

"I would have to walk a lot further than usual, and there is only one bus I can take from Albany and right now there are three."

Auckland Transport's James Ireland said, although commuters might have to transfer to another bus, the new net-

work would be simpler, more frequent and more reliable.

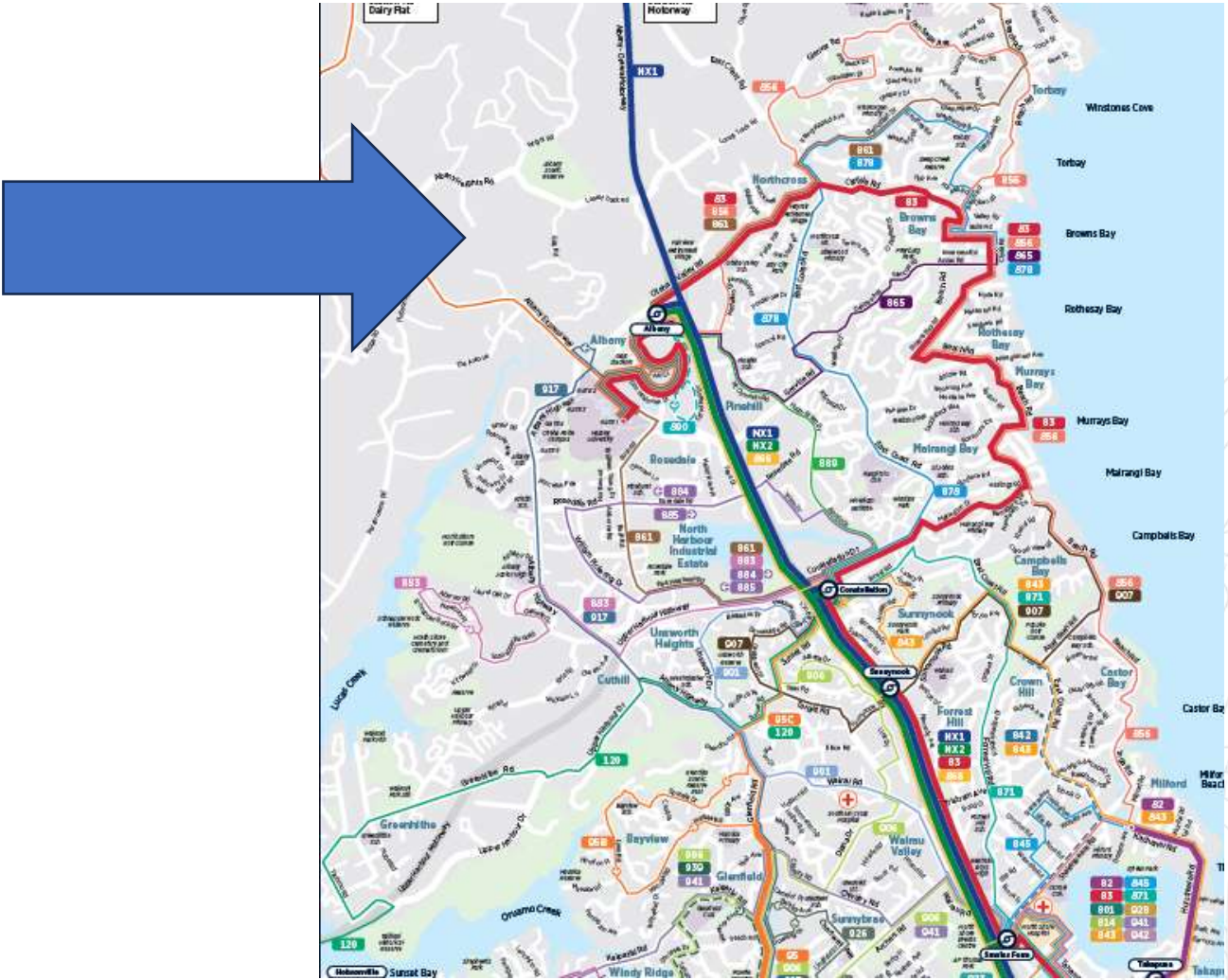
"Some of the current routes that travel directly to the city centre are long and winding, which is an inefficient way to use the resources and doesn't give customers the best service possible."

Although, under the "hub and spoke" model, there were fewer individual routes but more buses, more frequently, there had been "very little change" to which roads buses used, Ireland added.



How do we get the story out there?

Through the media



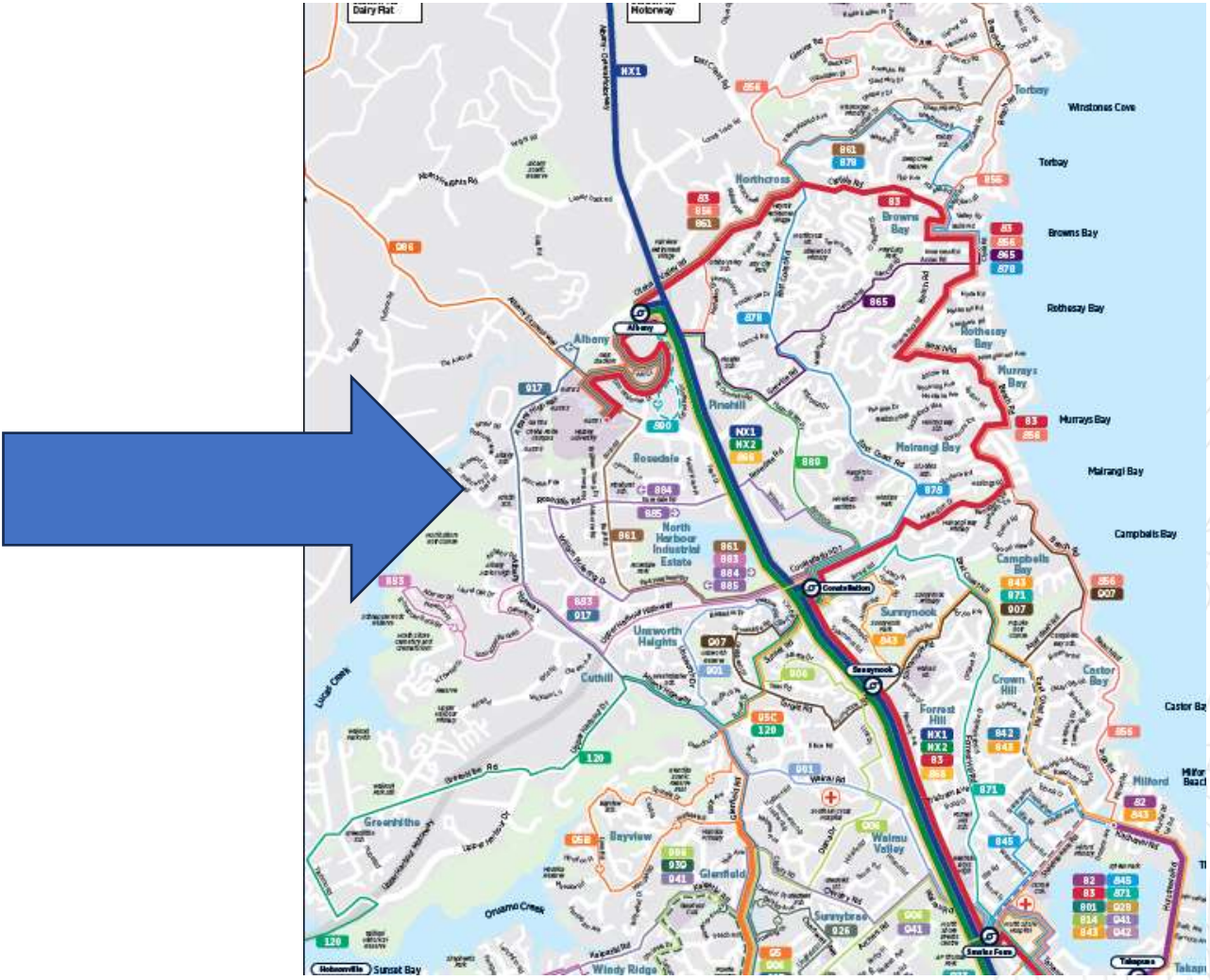
How do we get the story out there?

Through the media



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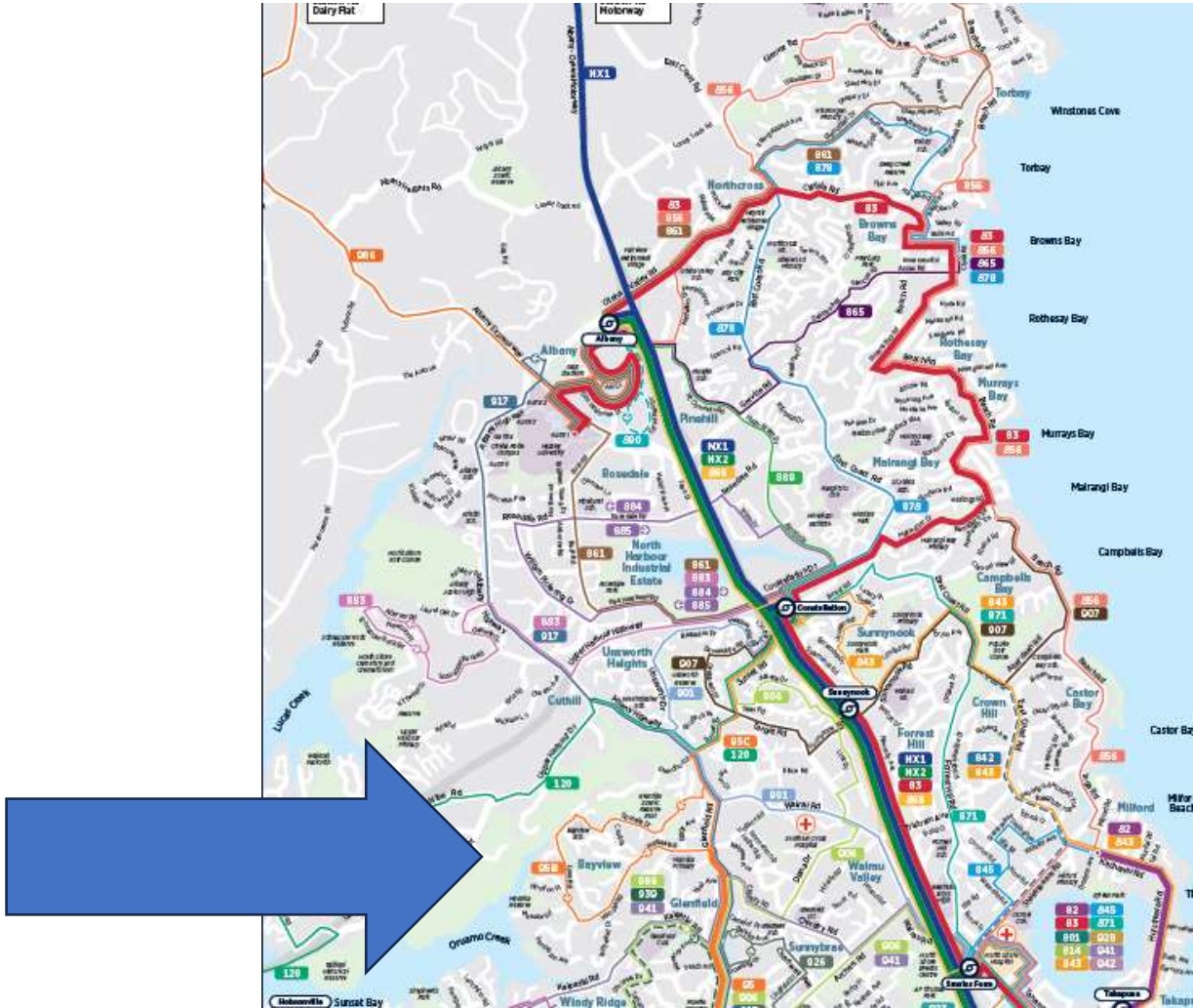
How do we get the story out there?

Through the media



How do we get the story out there?

Through the media



How do we get the story out there?

Through the media



FROM
THE
EDITOR



Kia ora - Auckland Transport planner and one-time bus driver Dave Hilson visited our office to explain the new bus routes. We have covered some of the issues for people in the East Coast Bays, but Dave encourages people to give it a go when the new routes start on September 30. The new routes draw on data and take into account public feedback, cost and practicalities, such as available kerbside space in the city. Auckland-wide, the changes will see a 15 per cent increase in the number of buses, travelling a third more kilometres for a cost increase of 7 per cent. Positive changes include frequent northern express buses and more frequent, simplified routes for the majority. There will be buses meeting every ferry in Devonport. In Beach Haven, a bus runs directly to Glenfield, bus stops will be on a consistent side of the road or station platform. There will be a steady stream of buses to the hospital. There's even one windy route around Milford that takes into account 44 per cent of patrons in those streets are Super Gold Card users. AT will look out for major issues and review services, if needed. So, let us know, if you have major issues.

- Jodi Yeats



How do we get the story out there?

Through the media



BY JENNIFER CLAYTON

Bus services that were in chaos at the start of the week are returning to normal after excess buses were taken away from a North Shore station.

On Monday, bus passengers reported gridlock at Mairangi Bay's Constellation Station lasting up to 15 minutes, after Auckland Transport (AT) made network changes on Sunday.

In response, AT on Tuesday suspended 10 buses and by evening congestion had eased and a stream of buses were moving through the station.

Monday's backlog was caused by 150 buses travelling from central Auckland to the North Shore between 4pm and 7pm, AT said.

Auckland Transport's James Ireland said the station couldn't cope with the numbers, as it was at capacity during the afternoon



Buses were backed up at the Constellation Drive station on the first weekday of the new North Shore bus network.

peak, and had about three buses arriving every minute.

"We always have more than we need just in case it gets busy. In this instance we had too many, so we removed some to make it run more smoothly."

Albany resident Arnold Sing uses the station daily and was by Tuesday impressed with how quickly things had turned around following the chaos of Monday.

"Yesterday we were sur-

rounded by buses, it was madness. Today has been so much better, it is good to see that something was done about it quickly."

Auckland Transport group manager metro service delivery Stacey Van Der Pijpen said the buses that had been suspended will be available as back up in the coming week and temporary traffic management would be there to direct bus drivers to the right stop.

"We are committed to making this work and we apologise to our customers for any disruption during this major change."

A new north-bound platform will be constructed on the other side of the busway at Constellation over the next few years to improve capacity as part of the Northern Corridor improvements project.

AT has sorted the new network as simpler.

"There were fewer routes, but buses were more frequent, particularly between 7am to 7pm, seven days a week."

Throughout the North Shore there were 78 routes running 2645 trips each weekday.

With the change in network, there are 55 routes running 3678 trips each weekday.

The new network, which came into operation on Sunday, includes a second Northern Express, the NX2, from Northern Busway stations to Wellesley St and the city centre universities every five minutes at peak times, and every 10 to 15 minutes at other times.

Devonport residents have a direct route to the Northern Busway with a new bus stopping at Akoranga Station. Beach Haven residents can get to Glenfield using a single bus via Kaipiki Rd.



How do we get the story out there?

Through social media



Just discussed this at our agency today; one of the most frequently-asked questions from the public we serve!

Well done. This needs to be well understood. A bigger vehicle moves more people than a smaller vehicle and this in turn will enable higher densities and footfall.



How do we tell the story?

Tell people what they want to hear rather than what we think they need to hear

NX1 Busway Routes


- Every 5 minutes at peak times
- Every 10-15 minutes at other times
- Hibiscus Coast Station, Albany Station, all Northern Busway stations and Lower Albert St.

NX2

- Every 5 minutes at peak times
- Every 10-15 minutes at other times
- Albany Station, all Northern Busway stations, Wellesley St and City universities

866

- Every 10 minutes at peak times
- Every 30 minutes at other times
- Albany Station, all Northern Busway stations, Ponsorby Rd, Karangahape Rd, Auck Hospital and Newmarket.



Frequent Routes

82

- At least every 15 minutes 7-7-7
- Every 30 at other times
- Milford, Takapuna, Wellesley St and Mayoral Dr

83

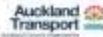

- Every 15 minutes 7-7-7
- Every 30 at other times
- Massey University, Albany Station, Browns Bay, Mairangi Bay, Constellation Station, Smales Farm Station and Takapuna

95

- Every 15 minutes 7-7-7
- Every 30 at other times
- Glenfield, Onewa Rd and Lower Albert St

97



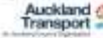

- Every 15 minutes 7-7-7
- Every 30 at other times
- Beach Haven, Onewa Rd and Lower Albert St



Local Routes

906 – Constellation Station, Wairau Park, Windy Ridge, Archers Rd, Smales Farm Station

- Connection for Totara Vale to Busway and Glenfield
- Windy Ridge service for shopping precincts and busway
- Travels length of Archers Rd
- One-way around Windy Ridge due to Roberts Rd/Glenfield Rd intersection



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- Every 30 minutes at other times
- Albany Station, all Northern Busway stations, Ponsorby Rd, Karangahape Rd, Auckland City Hospital and Newmarket.

Look for the story in the background

Sometimes the impacts of what we do go beyond the obvious



The WWW of taking our customers on the journey

- What are we doing/changing?
- Who will be affected?
- Why are we doing what we are doing?



How well did we explain the why?

Question 8

How do you feel about each of the following statements?

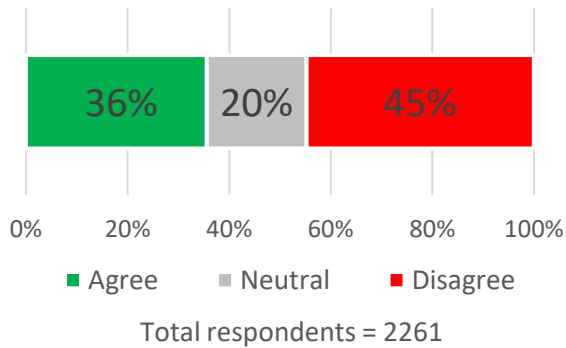
(Please tick)

	Agree	Neutral	Disagree
The New Network will improve public transport for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The New Network will improve public transport for my neighbourhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The New Network will improve public transport for Auckland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

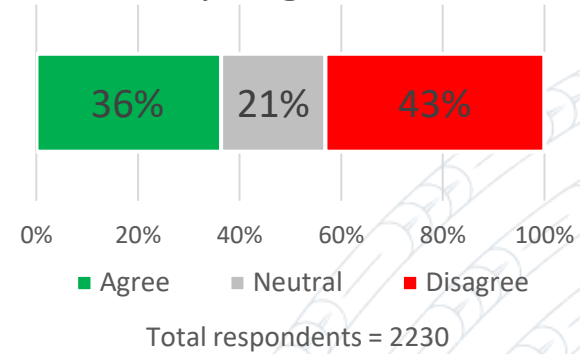


How well did we explain the why?

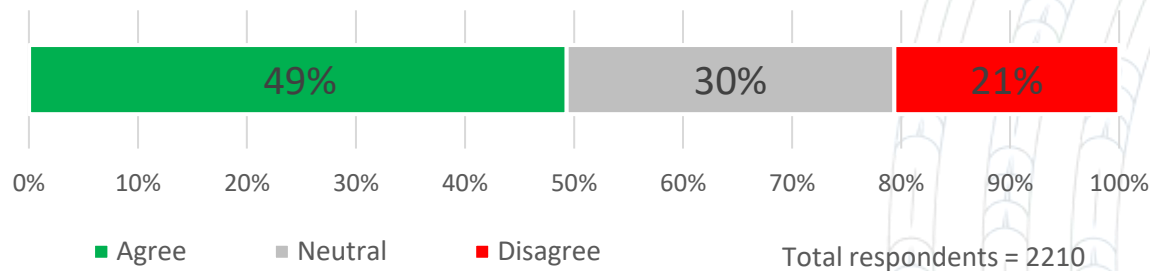
The New Network will improve public transport for me



The New Network will improve public transport for my neighbourhood



The New Network will improve public transport for Auckland





Thank you

