

Auckland Airport Programme Business case: Customer focused case study

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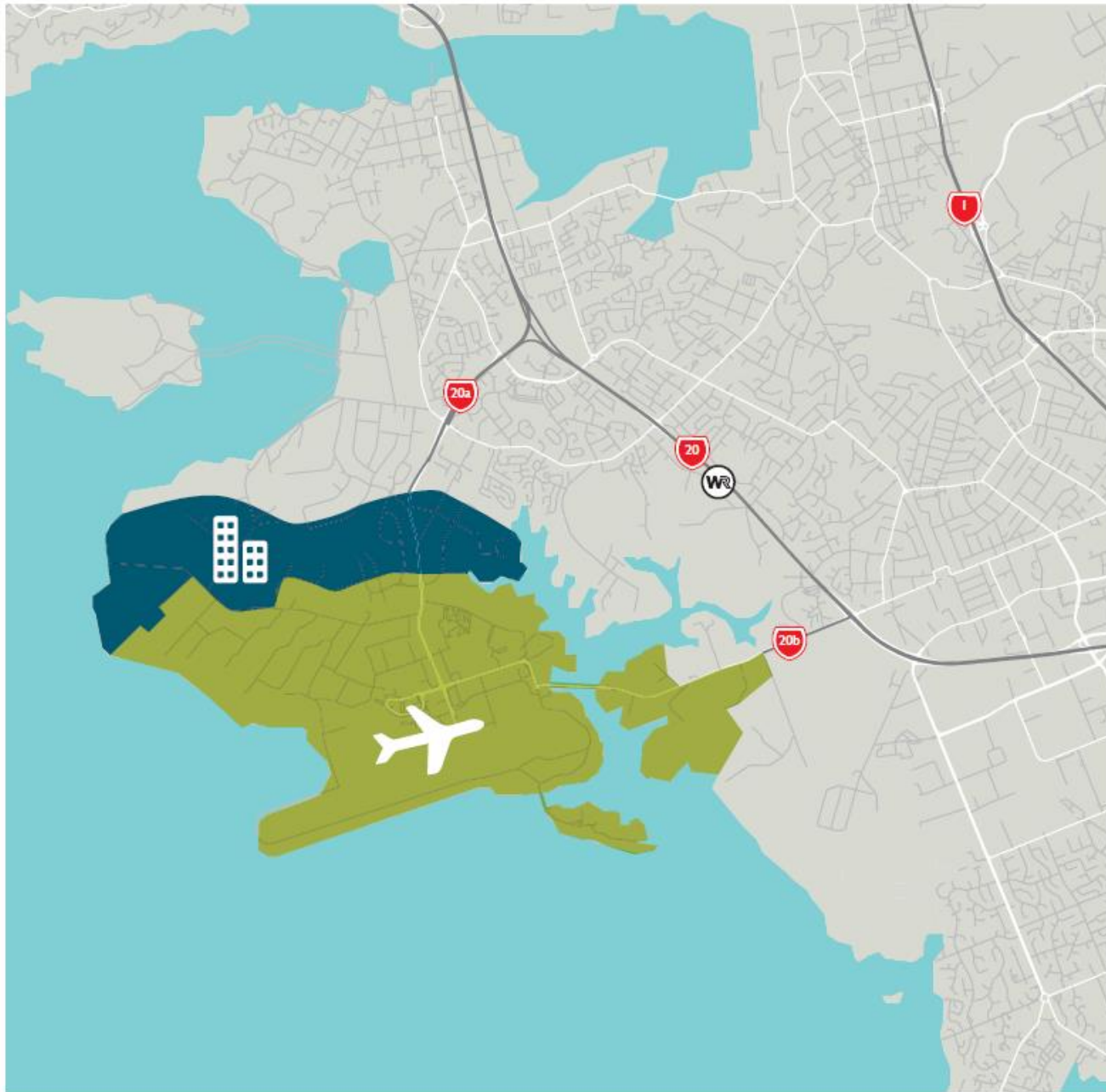
AUCKLAND AIRPORT ACCESS

Programme Business Case

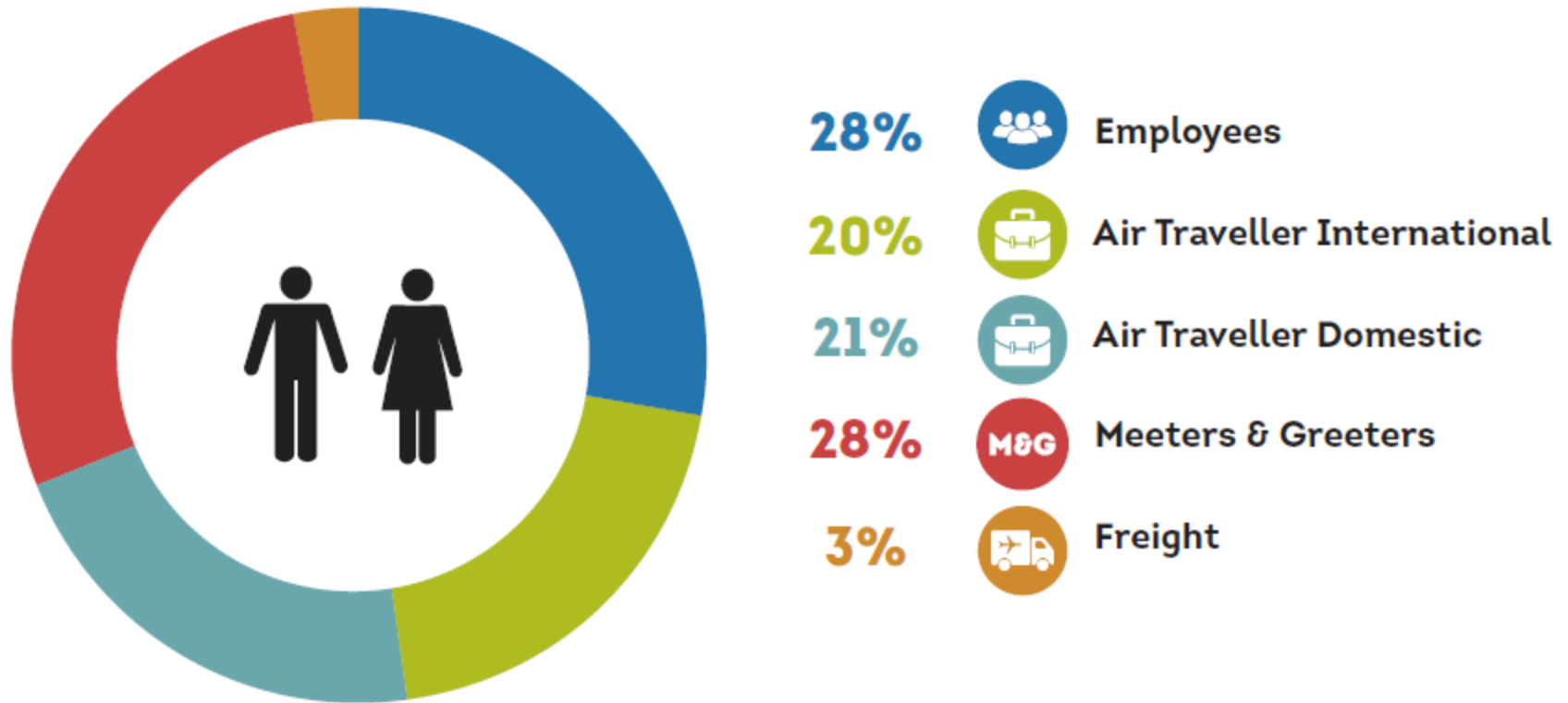


SURROUNDING COMMERCIAL & INDUSTRIAL ZONE

AIRPORT CORE



WHO ARE OUR CUSTOMERS



Source: From AT customer insights, March 2017



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



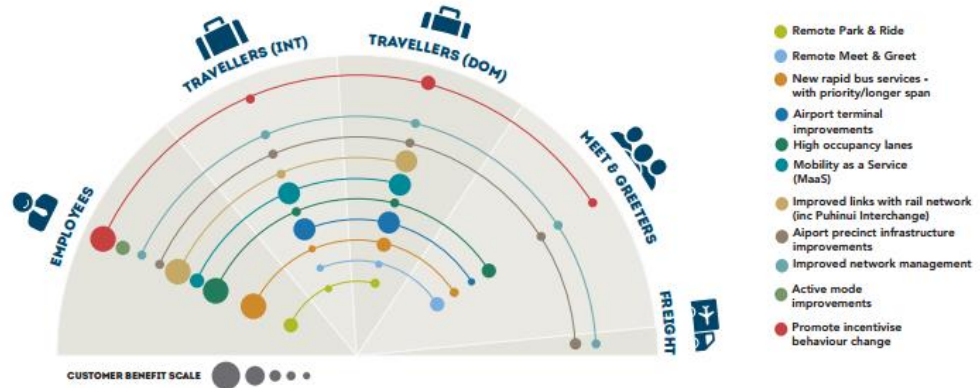
FREIGHT/TRUCK & PASSENGER TRANSPORT DRIVER

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

EVALUATION - AIRPORT ACCESS PROGRAMME OF INTERVENTIONS - 2020



WHAT THIS PROGRAMME DELIVERS



Remote Park & Ride	AT
Remote Meet & Greet	AT/AIAL
Infrastructure to support enhanced PT services (eg bus priority measures etc)	AT
Airport terminal improvements	AIAL
High occupancy lanes on SH20b	NZTA/AIAL
Mobility as a Service (MaaS)	NZTA
Improved links with rail network (inc Puhinui Interchange)	AIAL/AT/NZTA
Airport precinct infrastructure improvements	AIAL
Improved network management	AT/NZTA/AIAL
Active mode improvements	AT/AIAL
Promote/incentivise behaviour change	AT/NZTA/AIAL
INDICATIVE PROGRAMME CAPITAL COST	
INDICATIVE PROGRAMME OPEX COST (per annum)	

CUSTOMERS WHO BENEFIT

- A 400% increase in the number of airport employees within 45min public transport travel to the Airport
- Better use of the speed and reliability of rail to reach customers
- Enables meet and greet closer to home avoiding the need to travel to the Airport (currently 29% of trips)
- Longer public transport service span to service shift employees
- Bus & high occupancy lanes will increase transport capacity of the existing network by approx. 8,000 people p/hr
- Better network management and mode shift improves reliability for high value freight
- Better travel information and Mobility as a Service App provides more journey choices for travellers