

Annual Report Narrative 2009 / 10

Auckland Regional Transport Authority (ARTA):
1 December 2004 - 31 October 2010



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Foreword

As ARTA headed into its last month of existence, we celebrated the formal opening of New Lynn rail station, along with our project partner organisations. This modern station and completion of the Western Line double tracking provide great examples of public agencies working together to deliver public transport infrastructure that will have the biggest impact on reducing traffic congestion in Auckland.

International experience in comparable cities has shown that one of the biggest drivers of a shift towards public transport is to establish a public agency to plan the network across the whole urban region. Taking a network-wide approach increases patronage and reduces the need for taxpayer subsidies of services.

In Auckland, ARTA's network approach to planning, funding and delivering an effective network has resulted, in just six short years, in levels of public transport patronage not seen in 26 years. Patronage in the 12 months to June 2010 topped 60 million. Newmarket Station opened in January and within four months 21.5% more passengers were already using the new station. The Northern Busway continues to show phenomenal growth in patronage.

This quantum shift has come about by giving Aucklanders a viable alternative to using their cars — more frequent services, simpler routes on buses, a better rail network, and infrastructure improvements that are up to international standards. This year we completed an upgrade of downtown wharves which hadn't been touched for 100 years, in recognition of the importance of Auckland's harbours and our ferry system.

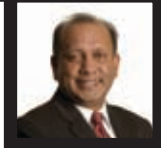
The economic and social benefits of returning time to people and businesses that's been stolen by sitting stuck in traffic are significant. That said, New Zealand is a small country in which careful choices have to be made about best use of limited funding. We spent the first two years planning and establishing good working relationships with local councils and government agencies, getting their input and working closely with them to achieve what we wanted to do. The Passenger Transport Network Plan 2006-2016 was our blueprint document.

We are grateful for the support of our funders, the New Zealand Transport Agency and the Auckland Regional Council, to all the transport operators and to the small, but hugely talented team of ARTA employees who have pulled off a change in public perception and behaviour that would have been unthinkable just five years ago. In a poll of Aucklanders pre the 2010 local government elections, rail to the airport and more public transport topped the wish list.

As Auckland Transport gains momentum, we look forward to seeing the significant planning that's already gone into high-benefit projects such as electric trains, a single integrated ticket and the CBD Loop Tunnel come to fruition.

Rabin Rabindran

CHAIR



Fergus Gammie

CEO

Milestones achieved in 2010

ARTA is Auckland's central transport agency and is responsible for integrating the planning, funding and delivery of transport throughout the Auckland region.

In 2010, total patronage on Auckland's public transport network grew by 3.4%, to 60.6 million – two million more boardings than the previous year. In the past 50 years patronage above 60 million has only been achieved seven times, despite the population having more than trebled in the same period.¹ The last time this target was achieved was in 1984.

ARTA made a strategic decision six years ago to focus its energies on the Rapid Transit Network (RTN), a number of spines whose reliability and quality could compete with the speed and convenience of car travel. The RTN's two main components are the rail system and the Northern Busway, neither of which competes with road space. This makes the RTN the biggest contributor to decongesting our roads.

Over the past six years RTN patronage has almost trebled while other services have grown by 7%. In 2009/10 patronage exceeded its targets and grew by 12.2% to 10.27 million trips. Patronage of the Northern Express expanded by a phenomenal 19.5% and rail was up 10.8%, to 8.5 million journeys. On a typical weekday Auckland's trains now carry more than 35,000 passengers. The number of rail services is set to expand exponentially in the coming year to almost 2,000 – an increase of 27.6% as against a 2010 increase of only 3.7% – due largely to completion of the Western Line double tracking, reopening of the Onehunga Branch Line and the new Manukau rail link.

Expanding the rail network

Our rail corridors have been significantly underused. In 2010 a substantial number of infrastructure projects were completed, representing years of planning, investment and commitment. These projects signal a step change towards an international-quality transport network. They are extending the network's reach, increasing its capacity and enhancing the customer experience. Early results show the investment is having a direct impact on patronage.

By 2030, 30,000 commuters could be travelling by rail to the CBD and across the region in the morning peak. Moving the same number of people by car would require around 120 kilometres of extra arterial road and motorway lanes, costing at least \$3.5 billion.

Two major milestones were achieved:

- Double tracking of the Western Line was completed in June 2010. With new signalling the Western Line will be able to handle six services per hour at peak times.
- Newmarket Station opened in January 2010 (see page 14) and became Auckland's second 'modern jewel,' to rival Britomart. By May, the number of passengers using the new station had already increased by 21.5% over May 2009.

1. Patronage was on track to grow by 5.1% in 2009/10, to around 61.5 million boardings but the NZ Bus industrial dispute of October 2009 cost the network an estimated 978,000 boardings.

Other successes:

- The new Grafton Station opened on the Western Line in April 2010, replacing Boston Road. Positioned closer to Auckland University and Auckland Hospital, patronage of the Grafton Station in its first month was already 45% higher than the counts made at Boston Road in May 2009. (The Western Line total increase was only 8.4%.)
- New Lynn Station, the sixth busiest on the network, opened in September 2010 (see page 12).
- Avondale Station was relocated and opened in June 2010, closer to the town centre and schools.
- The Onehunga Branch Line, closed since 1973, has three new stations and the line reopened in September 2010.
- 2km of new rail line is being constructed linking Manukau City Centre with the Southern Line at Puhinui. A new Manukau rail station is being constructed, to open mid-2011, plus a bus transport interchange for 2012.
- Kingsland and Morningside stations have been upgraded ahead of the 2011 Rugby World Cup. Kingsland was completed in time for the July Tri Nations All Blacks vs South Africa rugby match.

Newmarket, Grafton, Avondale and New Lynn stations, and the double tracking, required significant disruptions to Western Line services while major construction work was carried out. Punctuality of services on the Western Line was back up over 90% by September 2010, above the target of 85% for all rail services.

On the buses

The Northern Express has continued to outperform all other services, proving that a dedicated busway makes all the difference. Excluding the Northern Express, bus services grew 1.9% in 2010, building on the previous year's growth. In the sectors where ARTA has worked with bus operators to redesign services with simpler routes and higher frequencies, growth is excellent. The north sector has grown by 3.9% and the south sector by 8.7% in the past year.

Service changes to the stagnant west sector were introduced in September 2010, while the isthmus is receiving a boost from the introduction of b.line.

b.line

A simple to use, high-frequency service for Dominion and Mt Eden roads, b.line is the first step in a long-term plan to transform patronage on key corridors throughout Auckland. It will run a minimum of every 15 minutes on weekdays from 7am to 7pm and aims to capture new public transport users whose perception of public transport is based on outdated experiences (see page 8).

Integrating the network

An essential part of key plans to integrate the public transport network is a single integrated ticket for Auckland. In December 2009, ARTA signed a contract with Thales to supply the country's first truly multi-modal transport ticket, similar to London's Oyster and Hong Kong's Octopus systems (see page 20).

The CBD Rail Loop project took a major step forward with a preferred route being identified in March 2010 (see page 10). The proposal is for three underground stations in a tunnel running between Mt Eden Road and Britomart, which will almost double the throughput of trains through Britomart and the capacity of the entire network.

In 2010, total patronage on Auckland's public transport network grew by 3.4% to 60.6 million – two million more boardings than the previous year, and the highest number of trips since 1984.

Auckland's rail corridors have the potential to take between 20,000 and 25,000 commuters off our roads every hour. The Onehunga Branch Line has reopened this year, adding three new stations to the network. An additional 49 services will run on the new line every weekday and all buses that cross the Manukau Harbour will go via Onehunga Station.



“Customer satisfaction with public transport is at 87%, an all-time high.”

An underground rail line became feasible with the Government’s commitment to electrification of Auckland’s rail network. The next step in the approximately \$2 billion project is to detail the costs and economic benefits.

The electrification project is gaining momentum. ARTA provided input into KiwiRail’s tender process for Auckland’s electric trains. Expressions of Interest were called in May. A supplier is expected to be chosen from among the final bidders by early next year and the electric multiple units are on target for delivery in 2013.

Changing behaviours

ARTA’s TravelWise programme has taken 9,619 vehicles off the streets at morning peak each weekday. This is a significant achievement compared with the 14,000 car trips that are made across the Harbour Bridge each morning peak.

Child pedestrian injury crashes around TravelWise schools in Auckland have been cut by 48%, and 5,400 children walk on 334 Walking School Bus routes, cared for by 2,300 volunteers.

The numbers of Aucklanders cycling has increased by 27% in the past year, due to new cycleways, promotional events and a higher percentage of people who consider cycling in the region to be safe.

Special event ticketing, combining free public transport travel with the entry ticket, continues to be a hit with sports and music fans. Between 15% and 20% of concert and match goers have used their integrated tickets to travel on public transport to events in various parts of the region.

Preparing for the Rugby World Cup 2011

The transport management plan for next year’s Rugby World Cup Eden Park matches was completed in May. Testing is already under way and going smoothly, with 35% of Tri Nation rugby match fans using public transport to and from the park in July. Both Morningside and Kingsland station upgrades are complete. The North Harbour stadium transport management plan was also completed in August.

Looking ahead

By 2036, Auckland’s population is predicted to reach two million. It is impossible to build our way out of congestion and lift our economic performance by providing more road capacity. The region’s public transport system needs to expand its capacity and patronage at a faster rate than the population grows. Auckland has a way to go. While public transport use is outstripping population growth and is at its highest in two decades we still rank low compared to other cities. Only 42.8 trips on public transport per resident were taken this year, while in Wellington the number was 91 and in Sydney 114.

A world-class transport system will need to carry at least 200 million passenger transport trips a year between regional centres, at high frequencies and with reliable travel times. The 2005 Regional Land Transport Strategy set a goal of 100 million trips by 2016. Key projects, such as a single integrated ticket and modern electric trains, were integral to meeting that target but have been delayed by funding constraints and other issues. Despite the political and practical challenges of retrofitting the country’s largest city with an international-standard transport network, substantial progress has been made on completing large infrastructure projects. This year, again, realistic targets for patronage growth have been exceeded.

Growing patronage

Total patronage: Patronage grew by 3.4% for the 12 months to the end of June 2010, to a total of 60.6 million passenger trips – the highest number since 1984.

Northern Express: Continued exceptional growth saw the Northern Express patronage increase by 19.5% to a record 1.8 million passenger trips over the past year.

Ferries: Patronage on ferries was largely driven by growth on the Devonport and Waiheke Island services. ARTA also carried out a major promotion over the past summer, with a week of free travel on inner harbour services, which contributed to patronage growth.

Rail: Patronage growth on rail has been driven by the opening of Newmarket and Grafton stations, a number of upgraded stations, and improvements to punctuality and reliability as work was completed on major infrastructure projects. Increases in service frequency also contributed to growth.

All other bus services: Patronage growth this year was affected by the NZ Bus industrial dispute in October 2009. Good growth in the rest of the year offset the results of the dispute. For example, growth from July to September 2009 was 3.6%.

School bus services: Patronage on ARTA-contracted bus services has been in decline in 2009/10, due to services being rationalised. Students have been encouraged to transfer to improved scheduled services, and the TravelWise programme continues to encourage more students to walk and cycle. Overall, school travel across public transport services remains constant.

Patronage growth

Performance measure	SOI 2009/10 target	Actual result 2009/10	% change from 2008/09
<i>Total PT patronage increases by 4%</i>	<i>60,972,000 passenger boardings Increase of 2,351,000 = 4.0%</i>	<i>60,618,292</i>	<i>+3.4%</i>
<i>Northern Express patronage</i>	<i>1,724,000 passenger boardings Increase of 224,000 = 15%</i>	<i>1,791,430</i>	<i>+19.5%</i>
<i>Western rail line patronage</i>	<i>2,858,000 passenger boardings Increase of 149,000 = 5.5%</i>	<i>2,933,491</i>	<i>+8.3%</i>
<i>Southern and Eastern rail lines patronage</i>	<i>5,387,000 passenger boardings Increase of 446,000 = 9.0%</i>	<i>5,545,549</i>	<i>+12.2%</i>
<i>Patronage on all other bus services</i>	<i>43,966,000 passenger boardings Increase of 1,485,000 = 3.5%</i>	<i>43,303,412</i>	<i>+1.9%</i>
<i>Patronage on ferry services</i>	<i>4,396,000 passenger boardings Increase of 21,000 = 0.5%</i>	<i>4,528,202</i>	<i>+3.5%</i>
<i>Patronage on school bus services</i>	<i>2,641,000 passenger boardings Increase of 26,000 = 1%</i>	<i>2,516,208</i>	<i>-3.8%</i>

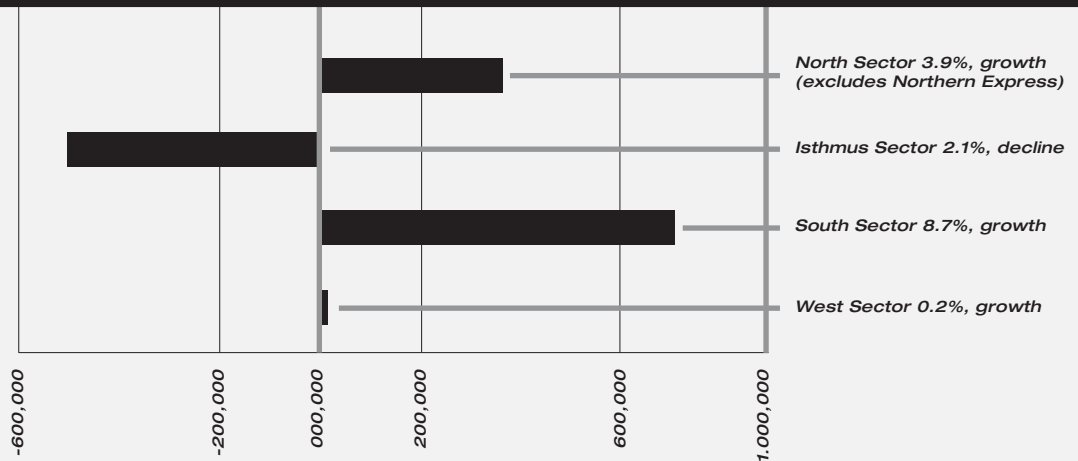
Improving services

Redesigned services for the bus network generate growth

A key programme of action over the past two years has resulted in simpler, more effective network designs for bus services in the Northern and Southern sectors. The diagram below shows how effective last year's changes to these sectors have been. Southern growth has been particularly strong. No service design changes have taken place recently in the Isthmus and Western sectors but a number of bus network changes were implemented in September 2010:

- ❑ North West (Massey, West Harbour, Hobsonville, Kumeu, Huapai and Helensville) — network and timetable simplification including integration with trains at Henderson
- ❑ Green Bay and Blockhouse Bay — network simplification and first stage of improved bus-train integration at New Lynn Interchange
- ❑ Manurewa — change to Clendon bus route including a service along Mahia Rd
- ❑ Glen Innes via Ellerslie — network simplification including an improved service along Marua Rd
- ❑ Onehunga — Mangere bus services re-routed to serve Onehunga Station, and integrate with rail services.

Bus patronage growth (decline) by sector in 2009/10



B.line buses on the isthmus

The Isthmus Sector is the only sector to experience a significant decline in bus patronage, despite completion of the Central Connector Corridor. High-frequency bus corridors are the starting place for growing patronage and capturing a new segment of Auckland's population whose perception of public transport use is based on outdated experiences. Research on bus travel conducted late in 2009 by Colmar Brunton with both users and non-users of public transport confirmed the set of key indicators affecting travel decisions that ARTA has been using to redesign services, including clearly identifiable bus stops, shelters and timetables, high-frequency services, simplified routes, real time bus information at bus stops and bus priority lane at peak times.

B.line buses began running in June 2010 along Mt Eden and Dominion roads with all those indicators in place. This branded service is highly visible and simple to use. Designed to be turn-up-and-go, b.line buses operate at a minimum of 15 minutes every weekday from 7am to 7pm. As for other bus services, real time information for all b.line stops is delivered via the website, text messages and at bus stops where there are real time screens. The major difference between b.line and most other services is that at least 15% of the route is a bus priority lane at peak times.

Additional peak capacity services on trains

Six-car services on the Western Line will be timetabled from September, now that all platforms with the exception of Baldwin Avenue have been lengthened to accommodate the trains. Baldwin Avenue will be upgraded over Christmas 2010. Evening services through to Henderson, to 10pm on weekdays, were also introduced in September. From early 2011, six trains per hour will be able to run on the Western Line, one every ten minutes in peak times. This increase has been enabled by completion of the double tracking project in June 2010, and will take effect when re-signalling works at Quay Park Junction are complete. Increases in peak capacity on the Southern and Eastern lines have been enabled by the purchase of new rolling stock.

Punctuality and reliability

ARTA's Statement of Intent sets targets for the percentage of services on the Rapid Transit Network that are reliable (not cancelled) and punctual (arriving within five minutes of schedule). These qualities are key factors in growing patronage. The Northern Express provides an exceptionally reliable service, with 98.6% of buses arriving on time.

On the rail network, the Western Line has had lower targets than the Southern Line because of continued double tracking work and the ongoing rail station upgrades. For 2010, 73% of Western Line rail services and 82% of Southern Line services ran on time. Major civil works associated with the final stages of double tracking the Western Line at Newmarket, Grafton, Avondale and New Lynn affected punctuality throughout the year and especially in the months of January to March 2010. Signal and points failures (some of which were in turn caused by construction work) were the most common cause of delay to Western Line services. The ability of the network to recover from even minor delays was constrained by speed restrictions on the remaining single track sections of line and at construction sites. Delays on the Western Line created knock-on effects on Southern Line services.

The commissioning of the double track line between Grafton and Newmarket during Easter weekend, and timetable adjustments associated with the opening of Grafton Station on 11 April resolved a number of these issues and punctuality on the Western Line improved, reaching 83% in June 2010. By September 2010, Western Line punctuality was above 90%, and above 85% on the Southern Line.

Improved scheduling and real time information

ARTA has entered into a contract for supply of new route scheduler and journey planner software. Data migration to the new system is under way and functional and design specifications for the replacement Journey Planner are progressing. Negotiations with the system supplier for the next stage of improvements to the Real Time System are now complete, including implementing rail real time information. In conjunction with the b.line promotion, all bus stops in the region have been enabled with real time information accessible via the MAXX website, mobiles and PDAs.

Google Transit Information is live for bus, rail and ferry services with stop locations available for users of Google Maps. Interactive maps have been introduced to the MAXX website using Google Maps.



The Airbus Express became Auckland's first frequent 24-hour bus service, with half-hourly services through the night added to the timetable from November 2009, in addition to the 15-minute service provided during the day. Airbus patronage has increased 27.7% relative to the first six months of 2009.

CBD Loop Tunnel

The CBD Rail Loop project took a major step forward with a preferred route being identified in March 2010. Three underground stations are proposed in a tunnel running between Mt Eden Road and Britomart, taking in Khyber Pass Road, Symonds Street, and Karangahape Road.

The stations will be located at:

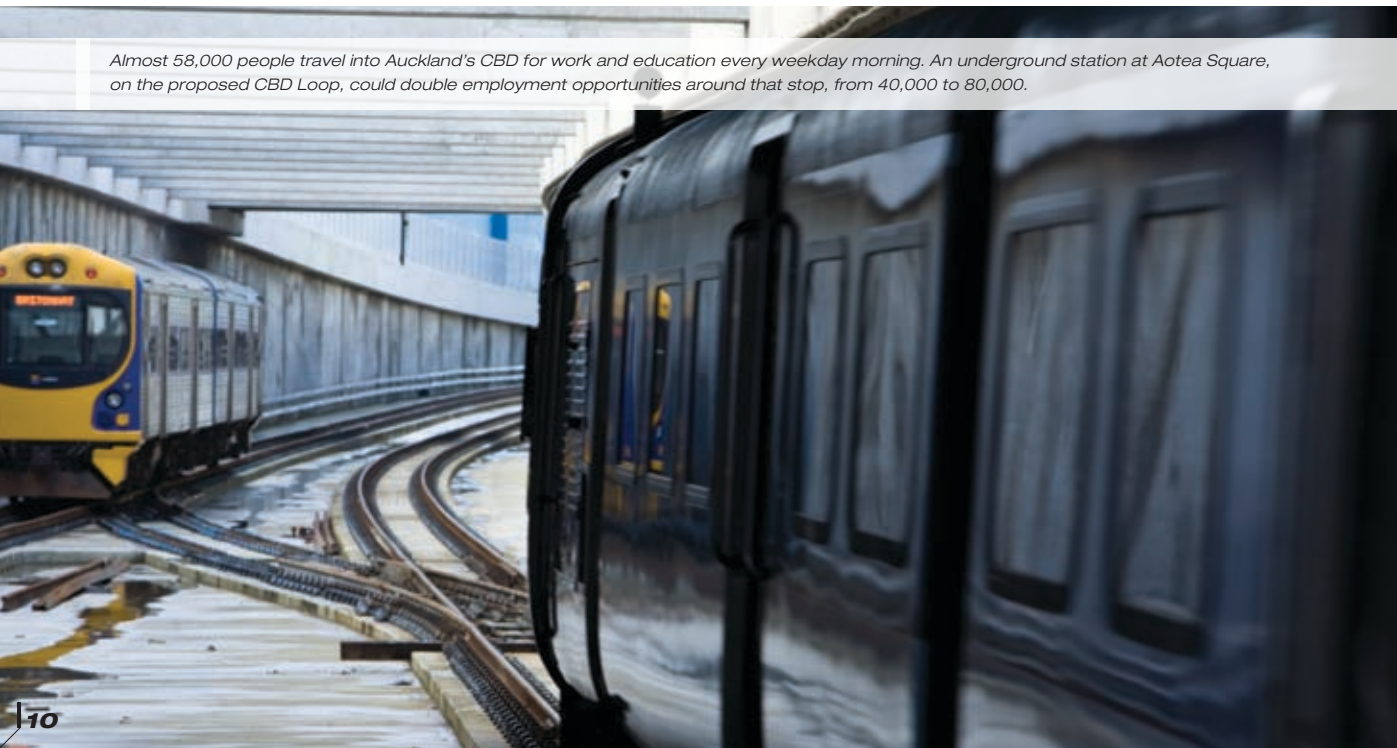
- ❑ Symonds Street/Khyber Pass Road
- ❑ Karangahape Road/Pitt Street
- ❑ On Albert Street between Victoria and Wellesley streets.

A metro rail line became feasible with the Government's commitment to electrification of Auckland's rail network. The next step in the approximately \$2 billion project is to detail the costs and economic, social and environmental benefits, to ensure there is a sound business case for the project.

A metro rail link would almost double the throughput of trains through Britomart. The option chosen optimises redevelopment and growth opportunities for economic productivity and patronage; it requires the least number of curves which means lower costs for tunnel boring and better operational speed for trains.

Planning is also under way to secure a rail link to the airport and a south-east rapid transit link, as part of the AMETI project.

Almost 58,000 people travel into Auckland's CBD for work and education every weekday morning. An underground station at Aotea Square, on the proposed CBD Loop, could double employment opportunities around that stop, from 40,000 to 80,000.



Developing Auckland's transport infrastructure

New and relocated train stations

This past year, seven new stations have opened on the network, including three on the reopened Onehunga Branch Line. Progress work on a new branch line to Manukau is on schedule for the line to open in 2011.

Onehunga Branch Line

The Onehunga Branch Line operated for 100 years before it closed in 1973. The line opened in September 2010 with three new stations — at Penrose, Te Papapa and Onehunga. KiwiRail constructed a new track bed, new signalling and power ducts, platforms and access and pedestrian mazes at all level crossings. The ARC and NZTA jointly funded the stations, with the ARC paying 40% of the \$3.9 million cost.

The capacity of each train for the line will be approximately 132 seats, which equates to around 250 people per two carriage train. Following electrification in 2013/14 trains departing Onehunga will provide 940 seats with a total capacity of 1,840.

Manukau Rail Link

2km of new rail line is being constructed linking Manukau City Centre with the Southern Line at Puhinui. A new rail station and platforms, plus bus transport interchange, are being constructed, to open mid-2011. As with the Onehunga Branch Line, KiwiRail is responsible for the track work while ARTA is responsible for the station work, with funding from NZTA and the ARC.

By June 2010, the station base slab was being constructed following excavation of the station trench. The platforms will be constructed next. The station is on target to be completed mid-2011 and by 2012 a fully integrated bus and train interchange will be ready for use.

Grafton Station

A new Grafton Station opened in April 2010 at a cost of \$3 million, to replace the old Boston Road station, which was 200m east. More conveniently located to Auckland Hospital, Auckland University and the Domain, the new station had already attracted 45% more users in its first month than Boston Road had in May 2009.

Extending under both Khyber Pass Road and Park Road, the station has four entrances, located on each side of both main roads for easy access. There is an elevator to Park Road, which directly links the station to the Central Connector bus route. It also serves St Peter's College students and future development of the Lion Brewery site. Construction began in November 2008.

New Lynn Station

New Lynn Station is the sixth busiest in the network and officially opened in September 2010, although the northern side opened in June using a temporary station in the trench. The rail station is part of an integrated bus and train transport interchange at the junction of Clark Street, Totara Avenue and Memorial Drive.

This major undertaking has been delivered by KiwiRail, ARTA and Waitakere City. A decision was taken as part of the redevelopment of New Lynn Town Centre to construct an underground station in order to minimise traffic disruption. It has involved trenching of 1.5km of rail line and construction of road bridges. The station has a 180m island platform and is being enhanced by a number of art works commissioned from local artists.

The single track and short platform at the old New Lynn Station were restricting reliability and frequency of trains on the Western Line. The new station joins a cluster of 21st century stations constructed in the past seven years that are attracting Aucklanders back to using public transport. Our trains now carry 35,000 passengers on a typical weekday.



Upgrade of Avondale Station

A relocated Avondale Station opened in Layard Street on the Western Line, closer to the town centre and schools, in June 2010. The old footbridge was demolished in 2008, the platform removed and a temporary station erected. The line through Avondale was double tracked this year in tandem with the station works.

Electrification and diesel rolling stock

Auckland's ageing diesel train fleet must be replaced. Around the world, cities with high-frequency metropolitan passenger rail services use electric trains. Electric trains are cheaper to run long-term, faster between stations and more environmentally friendly.

ARTA has been involved in KiwiRail's tender process for the electric multiple units (EMUs). The decision on the successful bidder is expected by early next year, with the first new units expected to arrive in 2013.

In the meantime, it has been necessary to buy further interim diesel rolling stock to meet patronage demands, and to construct stabling facilities for the new stock. Multiple locations across The Strand and Tamaki Drive are being developed for use by the end of 2010 and the Western Line is being served by a new site in Henderson, which is complete and ready for use. Trainsets 21 and 22 arrived in Auckland and were commissioned in July 2010. Trainset 23 and make-up carriages were available in September.

Ferries

Renewal works have been carried out over the past two years on the Downtown Ferry Terminal infrastructure. These were completed on time in June 2010. Both Pier 1 and Pier 2 required significant structural repairs, which have also resulted in reduced impact of noise on the businesses and restaurants located near Pier 2.

The wharves are over 100 years old and the undersides of these historic piers had become corroded by a combination of environmental toxins, structural overloads and design and construction flaws.

The detailed design for a new ferry terminal at Hobsonville is in progress. Construction is expected to begin early in 2011 and be completed late next year.



When it was Avondale Station's turn to be upgraded, the new design included relocating the station to better fit with Auckland City's redevelopment plan for the town centre. The station opened in June 2010 and its above-platform facilities cost \$1.6 million.

CASE STUDY

2010: Newmarket Station opens

Newmarket's rail station is the city's second busiest after Britomart and a key junction in Auckland's rail network. The new station opened in January 2010, after the old station closed in January 2008 to allow for both track realignment and construction of a large, modern station.

The station is a self-ventilating, light and airy environment. A high-roofed atrium-like main station concourse is covered by a floating roof canopy, supported on elegant columns. Lower level canopies create shelter over the platforms. Commuters access the platforms by lifts, stairs or escalators and there is shelter, seating, lighting and signage along the entire 180m length of platform. A ticket office where customers can purchase multiple tickets or monthly passes is housed on the concourse and CCTV cameras and help points are situated throughout for the safety of customers. The redevelopment has also improved connections between the station and its surrounding commercial and residential areas, with entrances from a new square off Broadway, the Remuera Road Link Bridge and a bridge from Joseph Banks Terrace.

In addition to the new station, KiwiRail completed a complex new track layout at Newmarket Junction, where the key Southern and Western lines intersect. The new station has twin island platforms with three tracks. Direct connections



between Newmarket, the Western Line and Britomart provide flexible services in every direction. Brand new, insulated rail signals have been installed, which are fully enabled for electrification and provide a greater level of reliability.


The two-year rebuild required major works in a tightly confined and busy space. Work began in earnest in August 2008. By Christmas, the first milestone was reached. Crews worked night and day for three weeks, relaying tracks and the foundations for the new 65-metre long Remuera Road Link Bridge. The bridge now connects the Remuera Road Entrance to the station concourse. Dramatic steel portals frame the bridge creating a sense of enclosure. Vertical glazed screens to both sides provide security and weather screening, while a full width solid roof provides additional shelter.

Partners: *KiwiRail, Auckland City Council, ARTA, ARC, Newmarket Business Association*

Design: *Opus International Consultants*

Construction: *Hawkins Construction*

Length of the building: *37 metres*



Around 3,500 people catch the train to or from Newmarket on a daily basis; by 2016 we expect 17,000 people will do so. The new station has been futureproofed for electrification, to accommodate overhead cables. Its focal point is a 1,000m² concourse, constructed 5m above the tracks. Customers converge from four entrances to access the escalators, lifts or stairs to the four 180m-long platforms.

Getting ready for Rugby World Cup 2011

The Rugby World Cup will be the largest event on the global sporting calendar for 2011. With up to 70,000 international visitors coming to Auckland, the major upgrades of the city's public transport will be put through their paces and be expected to perform seamlessly. ARTA's position on the organising team for the Cup, otherwise known as the regional steering group, is to deliver on both public transport and general traffic needs. Plans are already well in place and being tested.

All Rugby World Cup fans attending matches next year will have free travel on selected buses and trains integrated into the price of their match tickets, with the goal of moving as many as 75% of fans by public transport. Special event transport ticketing was introduced in 2007 as a way of encouraging more fans to leave their cars at home and use public transport to and from the venue. The venue or event organiser and ARTA agree to share the financial cost.

Special event ticketing has been part of the operations at Eden Park for all major rugby events and the Super 14 and ITM Cup (former Air New Zealand Cup) since 2007. Bledisloe Cup matches in 2008 and 2009 at Eden Park attracted between 20% and 25% of the crowd on public transport. The Tri Nations test in July this year between the All Blacks and the Springboks gave ARTA's Rugby World Cup planners an opportunity to test the transport management plan for Eden Park that was finalised in May, and the new underpass at the upgraded Kingsland Station. The plan is based on a high international crowd demographic that Eden Park has not experienced since the DHL British and Irish Lions Tour of 2005, when 35% of the crowd took public transport to or from the match.

The newly revamped stadium is due to open in October 2010 and the first major event to be held there with special event ticketing is the Rugby League Four Nations Double Header in early November. As many as 50,000 fans are expected to attend. Integrated and easily available public transport is seen by organisers as crucial to the success of the event and will provide another excellent opportunity to fine tune the details of the management plans, including accessibility requirements and access points for taxi and limousine drop-off.

Eden Park transport planning has been carried with the full support of the Eden Park Trust and in consultation with the local community and other stakeholders.

The main aspects are:

- ❑ Special event bus services operating from the new 12-stand bus terminus at the south-west corner of the stadium
- ❑ High-frequency train services from the newly upgraded Kingsland station, moving 15,000 fans within 70 minutes
- ❑ Train services from Morningside Station to the western suburbs, moving over 1,300 fans within 30 minutes
- ❑ Taxi ranks and coach parking options
- ❑ Restricted parking zones for residents
- ❑ Road closures three hours ahead of matches and 1.5 hours after.

Transport management plans for the North Harbour Stadium were completed in August. Two matches held at the venue earlier in the year gave ARTA planners a chance to study traffic movements and gain a more accurate picture.

Other special event venues

In November 2009, nearly 6,000 or 17% of Pearl Jam fans travelled by public transport to Mt Smart Stadium. In February 2010, 20.7% of AC/DC fans used public transport, even though this event had no special event transport integrated into the ticket price.

An upgrade of Kingsland Station was needed to improve the flow of pedestrian traffic to and from Rugby World Cup matches. The station's southern platform has been extended and widened and a new underpass will help relieve the pressure points.



Customer focus

Targeting new customers

Six target customer segments were identified in the 2009 segmentation study, refreshed from the original 2006 study. These segments were categorised in terms of the potential to increase their public transport usage.

Groups that were identified as current customers, with the opportunity to retain and grow were:

- ❑ Public transport lovers: 30-59 years old, typically without dependants, techno savvy and environmentally aware
- ❑ Tertiary students: Typically singles or couples without children, environmentally conscious
- ❑ Empty nester: Mainly 50-69 years, with adult children, likes the environmental benefits of public transport and the effectiveness public transport, when it is faster than a car
- ❑ Retirees: SuperGold Card travellers, their main concerns are personal safety.

Groups that were identified as potential new customers were:

- ❑ Flat out families: Mostly 30-49 years old, with families. They have large commitments to transport kids and are less familiar with public transport
- ❑ Anxious parents: 30-39 years old with younger children, they need strong safety assurances and also have commitments to transport kids.

Customer campaigns

In 2009, with a number of major infrastructure and service delivery projects completed or well on the way, ARTA focused on putting people back into public transport, building multi-modal campaign strategies and specific campaigns for trains, buses, ferries and special events.

- ❑ “It’s fairer to pay a fare” acknowledged that customers would be more loyal to public transport if they perceived everyone as paying their fares. Around \$1.5 million is lost through non-paying fare customers in the Auckland region each year. The campaign to check tickets has been running at Britomart and Newmarket train stations this year. In May, for the first time on Auckland’s rail network, more tickets were sold off board than on board trains.
- ❑ Patronage of the Nite Rider bus grew by 28% following a social media and nightclub-based campaign aimed at young people.
- ❑ Sharing the benefits — ARTA liaised with local business communities in Newmarket and Dominion Road, encouraging them to offer retail discounts to customers using the brand new station and b.line service.
- ❑ Event promotion — the perception that it is cool to take public transport to major events was enhanced by ARTA gaining consent from promoters to use their logos on ARTA’s marketing campaigns.

The online consumer panel

As part of a commitment to giving the community a voice in the design of Auckland's transport network, ARTA has an online consumer panel. Representative of Auckland's population, the panel, called "From Whoa to Go", was launched in late 2009. After six months it had over 3,000 members. The consumer panel rates potential projects in terms of their contribution to moving Auckland forward and the extent these projects increase public transport use.

Quotes from recent surveys:

- [the b.line design is] "highly effective as it indicates: Busy (the b of b.line sounds like bee; busy as a bee), fast & productive services as well as being bright (friendly atmosphere) & shiny (routes during day times). The circles in the flowers indicate the trips to and from CBD."
- [the Smartcard] "sounds like a flexible system which would be ideal for people to use in any walk for both regular users and irregular users. Would be less confusing to both providers of the tickets or smart cards and the customers."

Customer satisfaction trends

		06/07 result	07/08 result	08/09 result	Oct 09 result	09/10 SOI target
Overall customer satisfaction scores for RTN, QTN and Local Connector Network (LCN). Total of good, very good, or excellent	<i>Maintain overall customer satisfaction above 80%</i>	81%	81%	85%	88%	Above 80%
	<i>RTN satisfaction above 85%</i>	84%	85%	85%	88%	Above 85%
	<i>QTN satisfaction above 80%</i>	80%	78%	83%	88%	Above 80%
	<i>LCN satisfaction above 80%</i>	81%	81%	87%	87%	Above 80%
Customer rating of value for money of travelling by passenger transport in Auckland	<i>Increase proportion of customers who rate value for money as good, very good or excellent</i>	63%	64%	70%	72%	68%
Customer satisfaction scores for Rapid and Quality Transit Networks (RTN and QTN) stops/stations and vehicles	<i>80% of RTN customers rate stops/stations as good, very good or excellent</i>	79%	82%	90%	91%	Above 80%
	<i>90% of RTN customers rate vehicles as good, very good or excellent</i>	94%	93%	94%	97%	Above 85%

Source: on-board survey of 3,727 bus, train and ferry passengers, conducted by Gravitas Research in October 2009.

CASE STUDY

2009: A single integrated ticket for Auckland

In December 2009, ARTA signed a contract with Thales to supply the country's first truly multi-modal transport ticket, similar to London's Oyster and Hong Kong's Octopus systems. The swipe-on, swipe-off, smartcard payment system will include automated gates, smartcard readers on board buses and ferries, smartcard reload devices at selected rail and bus stations and ferry wharves, and the supply of all computer hardware, software, networks and communications. The contract is a critical next step in the delivery of an integrated ticket that will mean faster boarding times (speeding up bus journeys by 4%), dispensing with a wallet full of different tickets or change, fare reductions and potentially more frequent services.

ARTA began exploring options to deliver affordable integrated ticketing in 2005 by developing a draft concept design and a tender evaluation process. The Passenger Transport Network Plan 2006-2016 included a fares policy to create uniform fare products across all operators of all modes of transport. The project since then has focused on identifying a best value for money, proven, risk-minimised solution. Thales has over 40 years' experience in delivering integrated fare systems in more than 100 cities around the world.

Planning and initial implementation activities are now under way for a limited functionality pilot of the system to take place in August 2011.

This year, a key agreement has been developed between the New Zealand Transport Agency and ticketing system providers. The agreement paves the way for a set of national standards for a single, integrated public transport ticket that other regions can cost-effectively tap into after they've been adopted in Auckland. The standards define how the central

core of a national system will function as well as how on-board operator equipment will interact with that system. By making transport usage data easier to collect in a common format, the national integrated ticket system will also enable better long-term planning and funding of public transport.

Partners: The French company Thales' winning bid was placed as a consortium in partnership with the Bank of New Zealand and Transfield Services. Other project partners with ARTA are funders NZTA and the ARC. The national standards process is being assisted by Dutch specialists, Collis.

"This is history in the making for Auckland and New Zealand. After a long and often challenging process, ARTA is at the gate and very happy to be signing the contract for the supply of a superior, multi-modal transport ticket for Auckland, which forms the basis of a core central ticketing system for New Zealand. This is about winning the big game." ARTA Chair, Rabin Rabindran.

An integrated ticket will deliver numerous benefits, including faster boarding times and more frequent services, as commuters transfer more easily between modes of transport using a single ticket purchased ahead of their journey.



In the community

TravelWise programme shines

The TravelWise programme encompasses travel plans for schools, tertiary institutes and workplaces.

Tertiary plans show good results

The Manukau Institute of Technology and the Akoranga campus of the AUT University are now active members of TravelWise, along with Auckland University and AUT's CBD campus.

Consultants have completed a combined Sustainable Transport Access Study for AUT (Manukau) and MIT (Manukau). The issues identified by this study are now being taken forward in joint work between the council organisations and the tertiary institutions. For MIT (Manukau) this is now covered in work on development of a Precinct Plan. While the above study is not the same as a travel plan it is intended to address many of the same sustainable transport objectives through effective forward planning.

Workplace travel plans on target

The target for workplace travel plans, set in the RLTS 2005, and ARTA's Sustainable Transport Plan 2006 still applies: Reduce the number of car trips to work each morning by 3,500 by 2016, by working with workplaces and institutions.

This past year the number of organisations with TravelWise travel plans rose to 39, with Telecom NZ, North Harbour Business Association and Victoria Park Tunnel Consortium the most recent to join. A 2009 survey of 10 participating organisations showed that all workplaces had reduced their "drove alone" trips from between 0.3% at North Shore City Council to a 28.9% reduction at Rodney District Council, which has a very active carpooling programme. Auckland Airport, with the largest number of staff involved, is the largest contributor of trip reductions in the workplaces surveyed, reducing morning car trips by 119. A cost benefit analysis of the workplace programme shows high economic efficiency (4.0).

Workplace result: 788 fewer car trips made to work during peak times. A reduction of 4.5 million km travelled and 1,469 tonnes of CO₂.



1,626 fewer car trips were made to TravelWise tertiary institutes in 2010, rising from 1,127 in 2008.

In 2009, ARTA surveyed 51,240 students at 108 schools and established that there had been a 4.76% shift away from car travel, equating to 7,205 fewer car trips each morning.



School travel plans improve safety

The 2010 TravelWise Week in March was the most successful ever, with 133 schools registered across Auckland and 54,000 students participating. This compares with 70 schools and 28,000 students in 2009.

Car trips to school have a disproportionate impact on congestion because they are made at peak times to congested locations. ARTA is on track with the 2005 RLTS goal of reducing the number of car trips to school each morning by 12,600 by 2014.

In 2009, Auckland celebrated the establishment of the 300th Walking School Bus. By the end of the year, there were 334 Walking School Bus routes, taking over 5,400 children to school with the support of a team of over 2,300 volunteers ensuring their safety along the way.

In comparison with previous evaluations of TravelWise, the 2009 study shows a strong growth in walking to school, which is partly due to the ongoing success of the Walking School Bus programme, and partly due to new Park and Walk initiatives.

Research in 2010 based on crash data, commissioned by the New Zealand Transport Agency, shows that schools which have fully implemented their school travel plans have experienced a 57% decrease in crashes involving cyclists and pedestrians aged five to 13 years, compared with an 8% decrease at a set of "control" schools which do not have travel plans. This decrease has occurred alongside a 6% increase in children walking to school.

Overall result: *The TravelWise partnership has been on track and is now ahead of its 2016 target of achieving voluntary reductions in car travel to Auckland schools, workplaces and tertiary institutes of 20,000 trips each morning peak. In the 2009/10 year, 9,619 fewer car trips were being made.*

Auckland ferries, including this double-ended Devonport ferry, contributed to decreasing overall car trips during peak times, as well as providing a more relaxed way of getting to work.



Cycle action

Each year in March a one-day snapshot is taken of the number of cyclists in the region. This year's total of 12,000 recorded at 84 sites was a 27% increase on last year.

The cycle monitoring programme began in 2007. It shows that the biggest rise in cycling has been on the North Western Cycleway, whose numbers have increased by 70%. The \$3 million Kingsland section of the cycleway has opened since the snapshot in March, providing an almost continuous 12km ride from Te Atatu to the Central Business District.

A number of other promotional initiatives continued this year, including the BikeWise Month in February, with 30 events regionwide, and the Auckland trial of the BikeWise to Work event. Aimed at encouraging new cyclists, the event attracted over 330 cyclists.

A further \$40 million is planned to be spent on walking and cycling infrastructure in Auckland between 2009 and 2012. An ARC survey shows there has been an 11% increase in the number of people who feel cycling is a safe way of travelling in the region.

Google cycle maps were also launched in April this year. ARTA developed these online, interactive maps of Auckland's cycling facilities and infrastructure with Google, the Ministry of Transport and the wider cycling community. Cyclists can input into the maps, keeping the information relevant and up-to-date. The cycle maps also provide valuable safety information on areas where there have been recent cycle and motor vehicle incidents.

Strategic planning

While the Auckland Regional Transport Plan was a major focus of planning for the 2009 year, this past year the focus shifted to specifying the public transport services ARTA proposes for the region and the policies that apply to those services.

The Auckland Regional Public Transport Plan, published in June 2010, was required both to show how ARTA would give effect to the public transport components of the ARC's 2010 Regional Land Transport Strategy and as a statutory document prepared according to the Public Transport Management Act. The Plan includes changes to public transport services to achieve better value for money and integration of the overall public transport system.

While the outcome of a forthcoming government review of the Public Transport Management Act (with a particular focus on council powers to place controls on commercial and contracted services) may require ARTA to make further changes to this plan, delaying the release of this plan would have led to delays to the planned programme of service improvements for the region.

Auckland Regional Public Transport Plan (RPTP)

Date	Achieved
<i>Feb 2009</i>	<i>Discussion document released</i>
<i>Nov 2009</i>	<i>Draft plan released for full public consultation. 40 submissions received</i>
<i>Feb 2010</i>	<i>Public hearings held</i>
<i>March 2010</i>	<i>Plan reviewed in light of submissions and hearings</i>
<i>June 2010</i>	<i>RPTP published</i>

People can take bicycles onto Auckland's ferries and trains, while fold-up bicycles are permitted on buses. Some train stations also have secure bike lockers. A rule change was approved in April this year that allows for longer buses so that bike racks can be fitted in future.

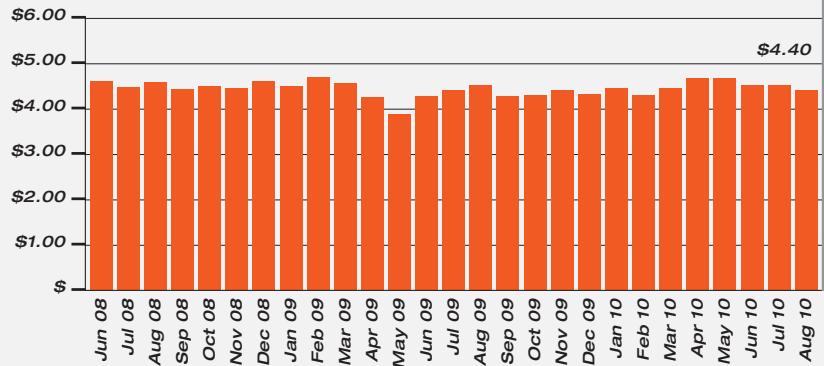


Higher patronage reduces subsidies

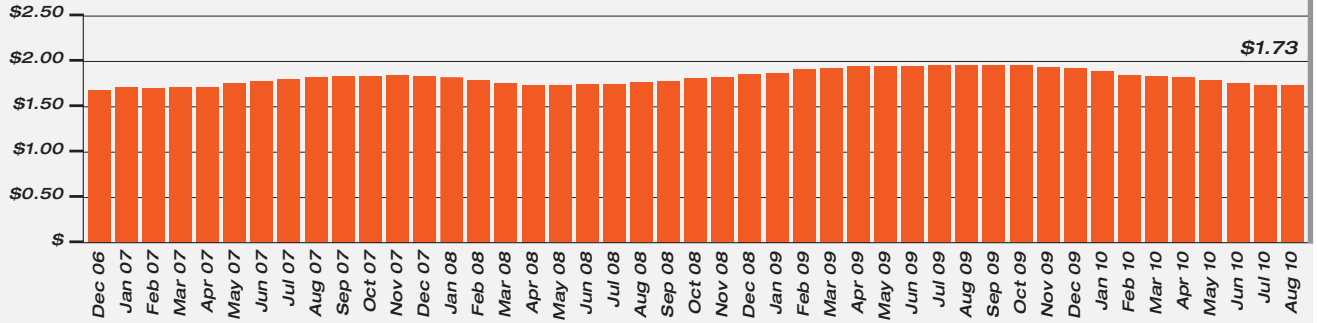
As patronage of public transport continues to increase, ARTA has been able to reduce the need for taxpayer subsidies of services.

With increasing bus passengers and a proactive programme of reviewing those services that do not carry many people, bus subsidy levels are reducing and now average \$1.73 across all passengers and routes. The ferry subsidy per passenger increased up to mid-2009 with the introduction of additional capacity on some routes, but with increasing ferry passenger numbers over the past 12 months, the subsidy per passenger has fallen to \$1.09. Despite large increases in service levels in rail over the last 24 months, the rail subsidy per passenger has remained constant at approximately \$4.40 per passenger. All three figures are Consumer Price Index adjusted.

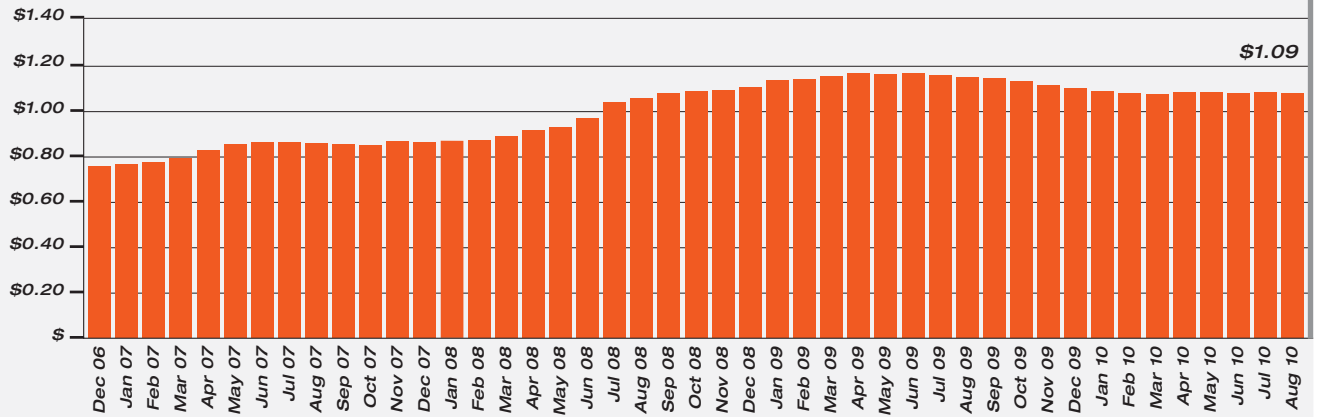
Rail net subsidy per passenger 12 month rolling average (CPI adjusted)



Bus subsidy per passenger 12 month rolling average (CPI adjusted)



Ferry subsidy per passenger 12 month rolling average (CPI adjusted)



Progress on implementing the Regional Land Transport Strategy

The Auckland Regional Land Transport Strategy (RLTS) sets out a vision for Auckland's transport system. There are three main elements to the strategy: roads, public transport and travel demand management. The 2005 RLTS specified a number of 10-year goals. There have been four key goals (below) by which ARTA has measured its contribution and that of other agencies to implementing the RLTS.

In April 2010, a new RLTS was published, to address changes since 2005 in both legislation and the issues facing Auckland. Legislation introduced national targets the region is expected to contribute to meeting. The new strategy also addresses a renewed emphasis on economic growth and productivity plus strengthening concerns about transport's contribution to climate change and its use of non-renewable energy sources. For a population increase of 53% between 2006 and 2040, the new RLTS proposes an increase in roading capacity of 9%, travel demand management measures that will reduce trip growth by 12%, and an increase in public transport services of 130%. Public transport usage is expected to increase to 675,000 trips each weekday.

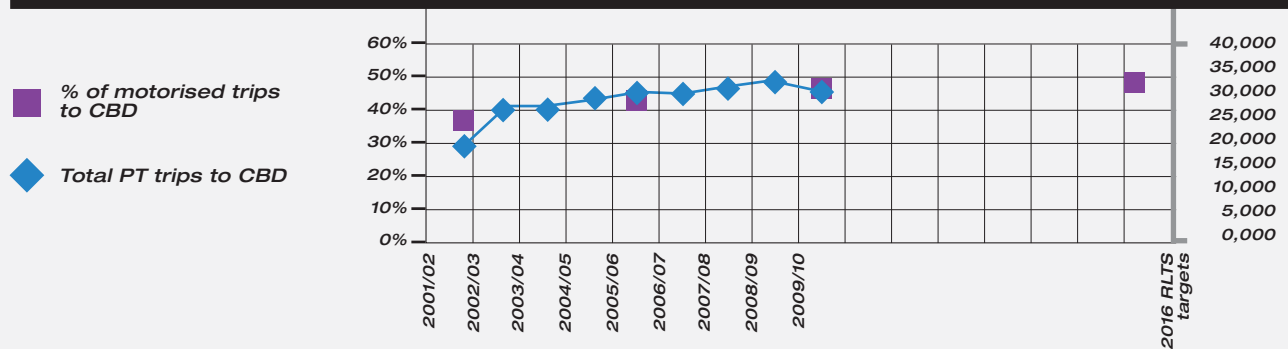
Targets from 2005 - 2016

	06/07	07/08	08/09	09/10
49% of motorised trips into the CBD by passenger transport	29,328 PT trips into CBD in morning peak	32,076 PT trips into CBD in morning peak	32,747 PT trips into CBD in morning peak	32,400 PT trips into CBD in morning peak
100 million public transport boardings each year	52.8m	54.4m	58.6	60.6
20,000 fewer car trips each morning peak through TravelWise travel plans	3,240	5,785	6,492	9,619
6% decline in road casualties per 10,000 population, to 29.2 ¹	32.4	30.9	30.5	29.5

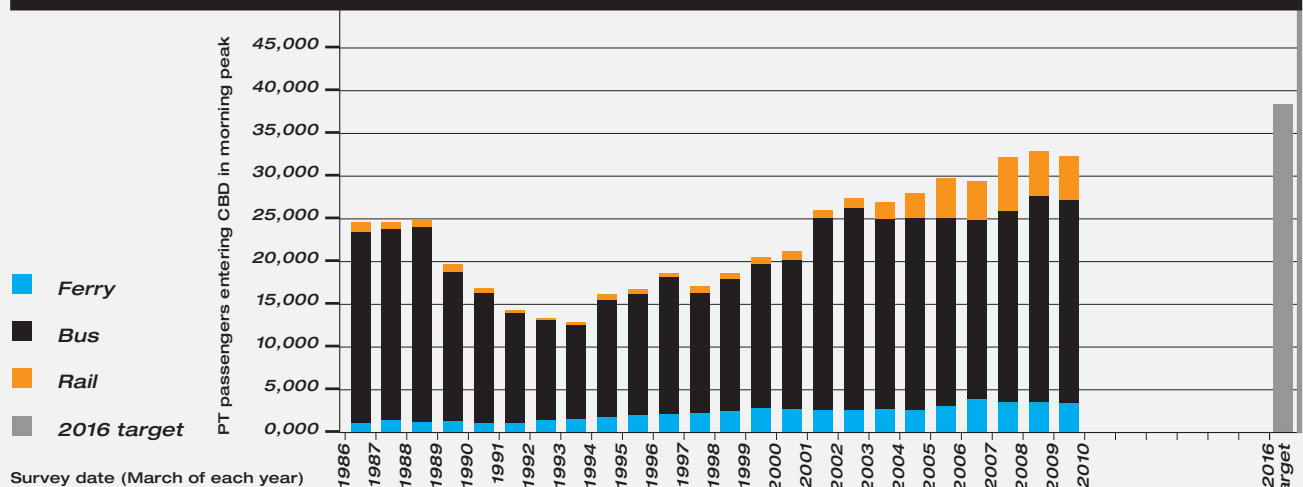
1. Note, results against this goal are calculated on a calendar year, rather than a July to June financial year, e.g. the 09/10 figure is for January to December 2009.

In 2001, public transport accounted for 38% of trips into the CBD. By 2005/6, this had increased to 42% and is now at 48.5%, almost on target. Getting people into the CBD by public transport at peak times delivers double benefits – it removes cars from our most congested roads, and it contributes to the growth of Auckland’s economic and cultural heart. Auckland’s CBD has a finite number of parking spaces and the roads leading to it are seriously congested at peak times. During the 1980s and 1990s, the importance of Auckland’s CBD as an employment and retail centre steadily declined. This trend has now been halted; between 2002 and 2007, jobs in the CBD grew at the same rate as the rest of the region. Making it easier to catch the bus, train and ferry into town is crucial to maintaining this growth.

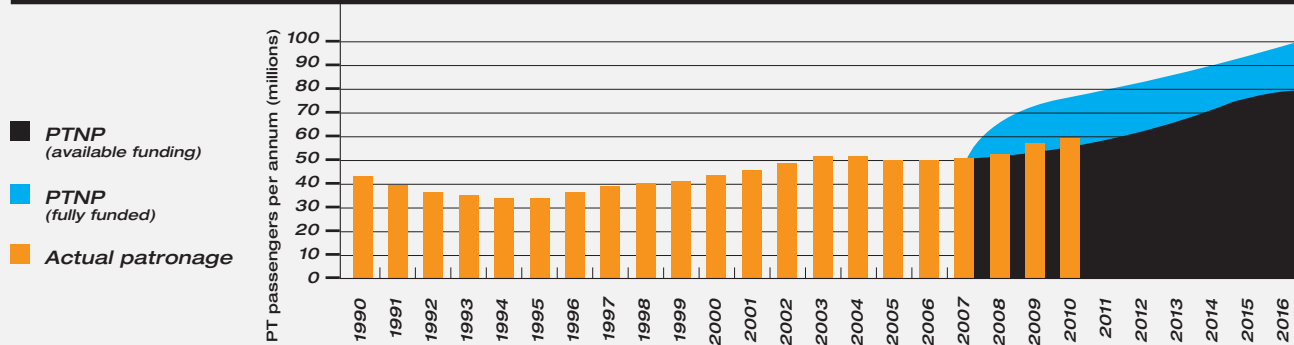
Public transport trips into the CBD



Public transport patronage into the CBD

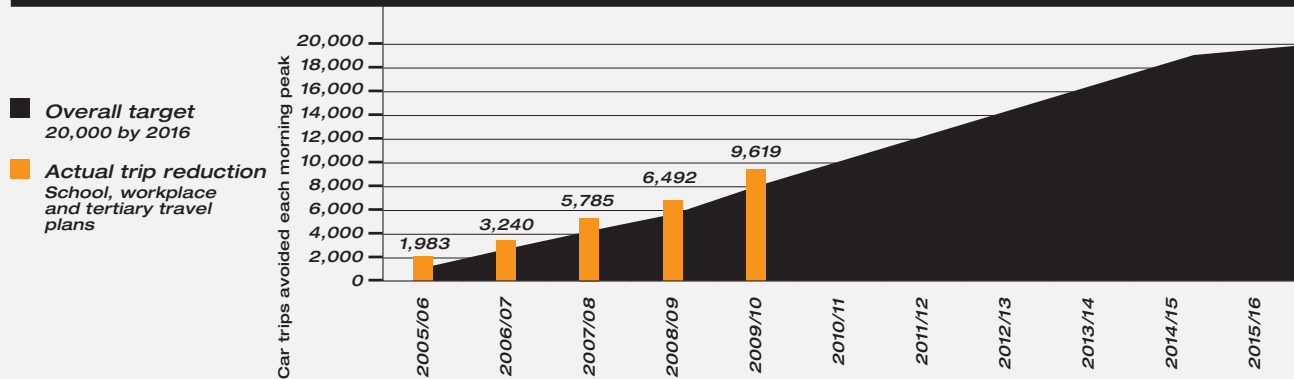


100 million public transport boardings per annum

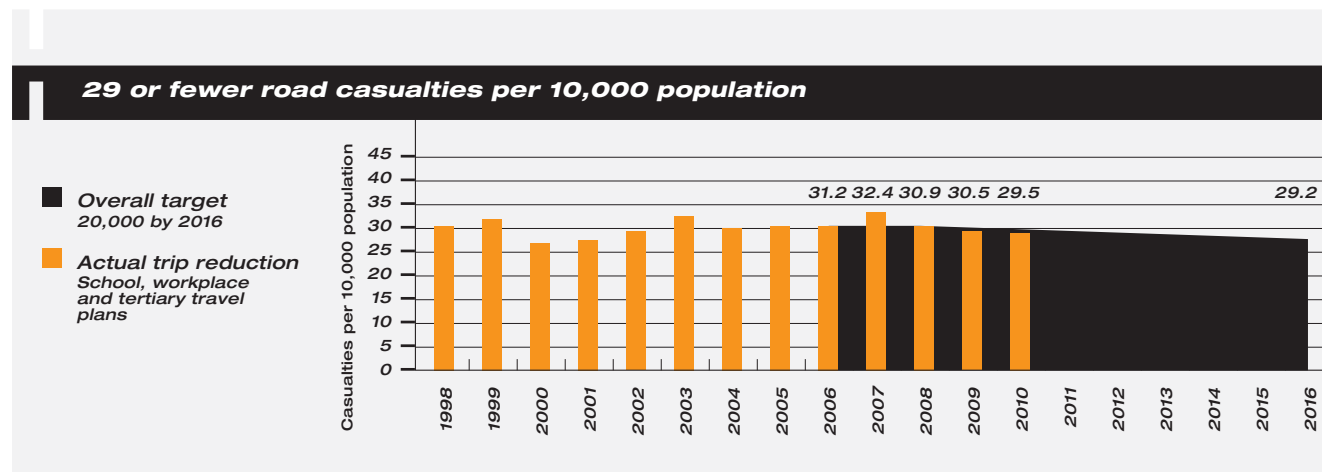


Each year, ARTA sets its patronage targets based on available funding and on actual performance in the past year. While patronage growth has exceeded these targets, the rate of growth is significantly slower than the rate needed to achieve 100 million trips by 2016. Key initiatives that have been delayed due to lack of funding and other issues include a single integrated ticket, modern electric trains, improvements to bus services in the North, South, West and Isthmus, and ferry service improvements — all of which are needed to achieve the 100 million target.

TravelWise target - 20,000 fewer car trips each morning peak



ARTA works with local councils to deliver TravelWise – an internationally recognised programme which supports schools, tertiary institutes and workplaces to develop travel plans. A travel plan is a targeted set of actions to reduce car travel and encourage walking, cycling and public transport. This year's reduction in car trips by 9,619 is a quantum leap over previous years and puts the TravelWise programme well ahead in reaching its target to 2016.



6% decline in road casualties

'Road casualties' is a measure that includes all road injuries, from minor through to serious and fatal. With all casualties at 29.5% this year, ARTA is confident the 6% decline to 29.2 per 10,000 population by 2016 is on track.

In 2008, there were 55 road fatalities in the region, a figure lower than any other year on record, and injuries were also reduced. This reduction was primarily due to high petrol prices and decreased travel. Sadly, this trend was reversed in 2009, with 75 deaths on Auckland's roads as petrol prices recovered from the highs of 2008. Despite this fluctuation there has been a general downward trend in road fatalities and injuries since 2004. The TravelWise programme has reduced injuries around schools with travel plans by 57%.

ARTA and RoadSafe Auckland carried out extensive public consultation on the development of a Regional Road Safety Plan 2009-2012 which was released in August 2009. ARTA also implemented a successful high-profile Share the Road safer cycling campaign targeting improved behaviour among cyclists and motorists. The campaign finished in March 2010 and was evaluated in June. There were a high number of responses in the campaign evaluation (749) and a high level of support for the campaign (91%), including support from the 35% of respondents who said they "never cycle".

The regional Road Safety Monitoring Report is in development. It will outline 2009/10 crash outcomes, stakeholder outputs, and institutional road safety management and performance measure progress against the Regional Road Safety Plan, along with recommendations for improved crash reduction across the region. New road safety targets in the 2010-2040 RLTS are for no more than 40 road deaths each year by 2040, and serious injury from road crashes reduced to no more than 288 each year.

About ARTA

ARTA's activities

- Identifying, purchasing, continuously improving and managing contracted public transport services on buses, trains and ferries.*
- Monitoring existing public transport services.*
- Subsidising concession fares for senior citizens, school children and tertiary students.*
- Funding the Total Mobility service and other initiatives to help people with disabilities.*
- Managing school bus contracts.*
- Continuing with the refurbishment of existing trains.*
- Overseeing the introduction of more refurbished trains in the future.*
- Upgrading rail stations and monitoring public safety.*
- Maintenance of regional public wharf facilities and ferry terminals.*
- Planning long-term upgrades of the rail network including track improvements and additional trains.*
- Development of travel plans to encourage more people to catch the train, bus or ferry, walk, cycle, rideshare, or work from home.*
- Implementing regional cycling and walking strategies.*
- Promoting and developing the Walking School Bus scheme.*
- Coordinating regional road safety activities.*
- Providing information about public transport services, including timetables at stops and rail stations.*
- Planning improvements and developments to the local roading network.*
- Developing the three-year Regional Land Transport Programme for funding of land transport projects in the Auckland region.*
- Planning and prioritising the ongoing development of the region's land transport system through the Auckland Transport Plan.*
- Ensuring that the development and growth of transport activities are integrated with the land use system.*



THE COMMON THREAD

A passion for Auckland and contributing to making our city a better place to live, work and play.

ARTA's culture is based on five key values:

Visionary

Inspiring creativity and innovation through forward-looking leaders

Open

Being honest, respectful, transparent and communicating clearly

Focused

Getting the right results at the right time, real and simple

Responsive

Committed to delivering customer and community needs

Collaborative

Working together in partnership, recognising and sharing success

We have a very diverse workforce of 115, with representation from many parts of the world. The people employed by ARTA are primarily at a professional level including public transport professionals, managers, planners and engineers. The rest of the organisation is made up of skilled staff across all other areas such as finance, organisational development, administration, marketing, communications and media. All new employees go through a comprehensive induction programme. The programme includes a welcome aboard booklet, a 'buddy' for the first week, and a network journey on different modes of public transport.



Newmarket Station upgrade, showing off its sleek lines and high tech design, in preparation for the new electric trains and electrification of the main trunk line, as well as the anticipated increase in passenger numbers in the coming years.

Performance and development

The key performance indicators within each employee development and performance management plan are aligned throughout the organisation, right up to CEO level. This supports our one organisation policy and gives employees a real sense of how their work integrates with ARTA's wider goals.

Exceptional performance is rewarded at monthly staff forums. Run by and for staff, these forums support learning development and an understanding of our business. ARTA also allocates funding to job-specific training and career development.

Health and safety record

ARTA holds tertiary level accreditation with the Accident Compensation Commission (ACC). This level of accreditation is only awarded following rigorous auditing against a set of key indicators. It means ARTA has in place best practice health and safety and a culture of continuous improvement.

Walking the public transport network

Our main organisation-wide sustainable activity from April to June this year was the ARTA Walk the Network Challenge, which involved staff walking the distance of the floor plan of the routes of the public transport network – an equivalent of five million steps over six weeks (3,700km). Staff were so keen they managed to do it within a week. Team and individual prizes were up for grabs.



ARTA was nominated for the Living Streets Aotearoa Golden Foot Awards for an organisation participating in walking activity and won Highly Commended in August 2010. These industry awards celebrate and recognise New Zealand achievements for walkers by acknowledging innovative facilities, highlighting best practice and rewarding commitment to walking.

The end of an era for the Auckland Regional Transport Authority, and the beginning of a new chapter for Auckland Transport and the continued development of the Auckland public transport network.

