

Chief Executive's Report

Recommendation:

That the Chief Executive's report be received.

Prepared by:

Dr David Warburton, Chief Executive

Introduction

This report is the first of the proposed new format. It will be refined as required by the Board.

Finance

The Finance Team has been busy on the Annual Report and Annual Accounts which are covered separately to this report.

Regional Land Transport Programme (RLTP) Funding

During July 2013, two funding applications totalling \$6,914,000 were approved by NZTA.

Project Name	Description	Activity Class	Phase	Cost	Outcome (NZTA)
2012-15 Albany Highway North Upgrade (Schnapper Rock to SH17)	Widening 4 km Albany Highway between Schnapper Rock Road and SH17. It provides for T3 lanes, on and off-road cycle lanes, new wide footpaths, flush and raised medians, undergrounding of overhead services, storm water and other service/utility improvements, carriageway improvements, intersection signalisation, retaining walls, landscaping and urban design.	New and improved infrastructure for local road.	Design	\$4,754,000	Approved
2012-15 Dominion Road Corridor Upgrade	This project covers the full length of the Dominion Road corridor (View Road to SH20), including the village centres, and aims to improve travel times and journey time reliability for all transport modes, with an emphasis on passenger transport as the preferred alternative for addressing the capacity constraints of the existing corridor.	New and improved infrastructure for local road.	Design	\$2,160,000	Approved
Total New Schemes				\$6,914,000	

Annual Report

The content and layout of the Annual Accounts and Annual Report has been amended following the review by the Board and the Finance and Risk Committee (FRC). Audit NZ have given verbal audit clearance and a revised set of accounts, together with notes and detailed disclosures was submitted to the FRC on 8 August. The Auckland Council reporting pack was submitted on time by 31 July.

Procurement

Seven tenders were published during July with an estimated procurement value of \$15.5m. 87 Contracts were issued with a total value of \$13.6m. One of these was valued over \$2.0m (detailed below).

Contract	Vendor	Value
200-14-48-GS Master Service Agreement Shared Service Agreement Between AC and AT	Auckland Council	\$6.9m

The above contract with Auckland Council has a cost breakdown as follows:

Category	\$ ('000)
Communications and Public Affairs (brand/communications strategy & management)	4
Customer Services (external requests/enquiries & service performance)	1,732
Information Services (remote access, intranet building management, document management, GIS, mail & courier, archives management services)	1,625
Property (occupancy, building mgt and maintenance, reporting)	3,267
Insurance (insurance and claims mgt)	47
Treasury (reporting, funding & advisory)	230
Total	6,905

Property

The report to 30 June 2013 from ACPL notes the following:

Portfolio Component	Number of Properties
Facilitation Commercial Properties	141
Facilitation Residential Properties	142
Operational Properties	17
Central Rail Link Portfolio	2
Total	302

The portfolio now comprises a total 335 separate leases and residential tenancy agreements (some properties hold multiple).

The serviceable residential portfolio is now fully occupied – there are no vacancies within tenatable properties.

Capital Expenditure Results - July 2013

Month Results	CDD/BAU	CRL/EMU	OD	Corp	Total new capital expenditure
Actual	\$10m	\$14m	\$4m	\$1m	\$29m
Budget	\$13m	\$16m	\$13m	\$0m	\$42m
Variance	(23%)	(12%)	(69%)	100%	(31%)

Land Acquisition Programme

In July 2013, 15 unconditional agreements (AMETI x 9, Dominion Road x 2, Te Atatu x 3 and Ormiston Preston x 1) have been signed with a total value of \$3.9m.

There are fifteen properties with a value of \$2.1m that Auckland Transport (AMETI x 3, Warkworth Western Connector x 1, Ormiston Preston x 2, NORSGA x 1, Te Atatu x 6 and Albany Highway x 2) has agreed the terms and conditions with landowners and is in the sign-off process (either seeking internal approval, drafting up the sale and purchase agreement or the agreement is with the vendor for signing).

Draft Budgets

A series of workshops are underway with all local boards to communicate Auckland Transport priorities and programmes for the 2014-15 financial year.

Telecommunications Review

An end of year review of Telco providers has been completed. Savings have been made from both providers; whilst data usage on mobile devices has increased, costs have decreased significantly resulting in savings of around \$123,000.

Key Projects

AMETI

Construction of the new Ellerslie Panmure Bridge was completed during July. The bridge was opened three months ahead of schedule on 1 August by Transport Minister Gerry Brownlee, Mayor Len Brown and Auckland Transport Chairman Dr Lester Levy. The bridge opening has enabled work to be advanced on the bus stops and front portion of the station building.



A public open day was held prior to the official opening. This attracted considerable interest from the community with around 620 people attending.

Feedback was supportive, with most questions focussing on AT's plans to mitigate project effects, such as congestion and noise. An estimated 19,000 people viewed project information boards at Pakuranga Plaza, Panmure Library and Silvia Park mall.

A series of hui are being undertaken in the next two weeks to consider actions following the discovery of a number of Maori remains from the new link road construction site.

The Green Party transport spokesperson Julie Ann Genter toured the AMETI site this month.

East West Link (MMEWS) Project

The Government recently included the East-West Link (MMEWS) in its transport plan for Auckland (announced in the Prime Minister's speech on 28 June 2013) and has consequently asked NZTA to advise which elements of AMETI and the East-West Link Projects can be accelerated with additional funding, and how that funding can best be targeted across both projects.

NZTA and AT have started a combined work group to review all related projects with the intent of a single network approach to the overall AMETI/MMEWS project.

Four potential options have been identified and have been discussed with the local boards in Mangere-Otahuhu, Maungakiekie-Tamakai, and Howick. Their views are being collated. A number of freight and local business associations have also been consulted.

The options will be refined during September and October with the aim to present a preferred way forward to the Board in December.

Harbour Edge Development (HED) Programme

A draft City Centre Network Programme is being prepared which identifies all major capital works projects in the Auckland city centre (Council, Auckland Transport and Waterfront Auckland), considers key construction dependencies and constraints, and recommends an implementation programme over the next five to ten years. Construction of City Rail Link has top priority, and largely determines when other projects can be implemented due to disruption to the road network from intersection closures.

Procurement of design options is underway for the seismic upgrade of the seawall between Princes and Marsden Wharves. A preferred option is targeted for Jan 2014 to inform budgets and Ferry Basin and Quay St planning.

EMU Project

Type testing of the train in Spain is now coming to an end, with all the key tests completed. A key focus now is the testing of the trains in Auckland, the location for the tests, the scope of the tests and the coordination and involvement of all necessary and interested parties. These tests will take place from September through to January 2014, with further testing being required as more trains are available and increased power levels can be drawn.

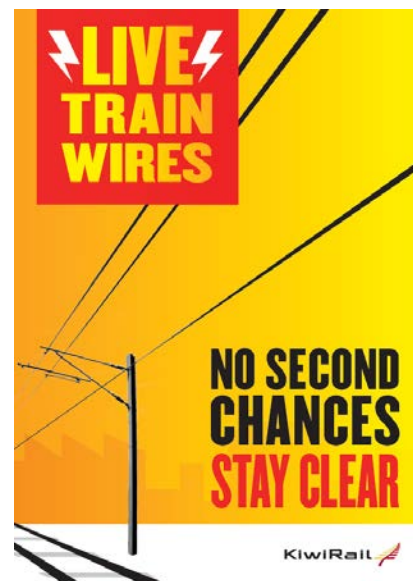
Production of the trains is well advanced with vehicles for the next three trains already in assembly.

The driver training simulator has been installed and commissioned at the Wiri Depot. Training of the drivers for the train testing is commencing, although the Transdev trainers have already been trained in the use of the simulator by CAF.

As a precursor to the arrival and testing of the new electric trains, AT has been working with KiwiRail to develop a safety campaign specifically about the overhead electric wires. The campaign is designed to reach all Aucklanders, however will have a focus 13-24 year old males. The campaign has been tested through focus groups and is planned to run during September and October. This campaign is separate from the rail safety promotion run by Kiwi Rail and supported by AT.

Following this campaign a more generic rail safety campaign will run to coincide with the testing of the new electric trains. This campaign will focus on other elements of rail safety, e.g. around railway crossings, crossing railway lines and platform safety.

At the Wiri Depot, the main contractor, Downer, has applied for Practical Completion and final inspections are being carried out to confirm that the facility can be formally handed over to Transdev and CAF.



City Rail Link Project

The hearing of the Notices of Requirement for the CRL before five independent commissioners commenced on Wednesday 7 August and will run until Tuesday 20 August. Auckland Transport presented corporate evidence including evidence from the Chief Executive, David Warburton and technical evidence from a range of experts. Individual submitters began presenting evidence on 12 August. The Commissioners have not given a date for completion of their report which will include recommendations to Auckland Transport to enable it to make its decision on the designation. AT hopes to receive the report before the end of the year.

New Network Consultation

Consultation on the new public transport network for South Auckland closed in early August. A total of 1145 official submissions were received. In addition, three petitions were presented as part of the consultation (Save Te Mahia Station, Save Westfield Station, and Save the Express Buses to the CBD).

Of submissions received – excluding petitions – initial assessments show 56% are in support of the proposed new network with 21% opposed. The remainder were neutral. Staff are

currently analysing submissions with a post consultation report due in October. This report will highlight key themes from consultation feedback and suggest any proposed changes.

Unitary Plan

Auckland Council (AC) is still working towards notifying the Unitary Plan at the end of September. 22,700 pieces of feedback were received and these have now been reviewed by AC and changes identified. A number of the topics were taken to Auckland Plan Committee workshops for direction prior to reporting to formal committee meetings. AT attended the discussion on parking. This was a forum for AT to answer questions related to its feedback such as on-street parking management. Information on these matters has been included on Council's Unitary Plan website: <http://shapeauckland.co.nz/>

The draft Unitary Plan currently requires that Integrated Transport Assessments (ITA) be prepared when a structure plan, notice of requirement or certain resource consents exceed traffic generation thresholds.

AT is undertaking a review of the existing ITA guidelines that were prepared by ARTA (Auckland Regional Transport Authority) in 2007. The guidelines provide assistance to transport professionals when preparing ITAs which provide a comprehensive transport assessment of land use proposals.

The draft guidelines will be circulated for consultation when the Unitary Plan is notified and will then be finalised early 2014.

Roading and Network Performance

Accident Statistics

The annual Auckland region road toll at July 31, 2013 was 29 deaths, i.e. 3 more than the recorded deaths for the same period in 2012. One road death was recorded for July 2013, down from 5 in July 2012.

The fatal and serious injury (“FSI”) results for 2012 indicate an 8% reduction in these types of accidents compared to 2011. This exceeds the target of a 2% reduction equating to a social crash-cost saving of more than \$16,000,000.

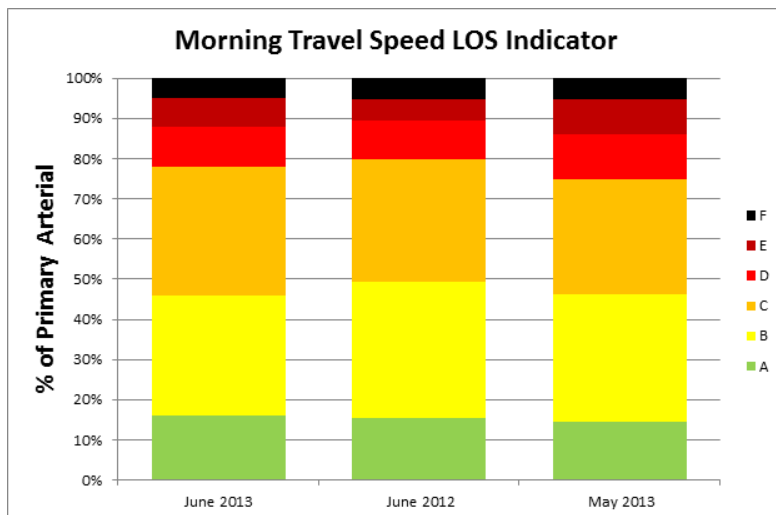
A notable safety initiative has been the development of a Rural School Road Safety Guide in association with NZTA. A draft guide is currently out for consultation.

Minor Safety Improvement and Regional Safety Programmes are progressing as planned. High crash risk routes and intersections have been prioritised for Crash Reduction Studies in August and September.

A community speed campaign has been developed in partnership with the Albert-Eden Local Board and local residents of Halesowen Street, Sandringham. This is as a result of the street being used as a short-cut with drivers regularly exceeding the 50km speed limit. The local community has assisted with the design and display of artworks and billboards that will be used to encourage people to slow down.

Network Performance

During June 2013 the congestion level on the arterial network across the Auckland region improved marginally compared to May 2013. The average median speed for the network in June 2013 was 38 km/h compared to 37 km/h in the morning peak hour (as detailed in the following table).



Eden Terrace Paid Parking

A new paid parking zone is planned for Eden Terrace. The new zone will address parking issues in the area, making it easier for customers to visit for business and leisure.

Substantial consultation was undertaken over a lengthy period with the Waitemata Local Board, the Eden Terrace Business Association and local businesses and residents. All feedback received was considered and, where appropriate, incorporated into the final proposal.

Constellation Drive

AT has made changes to the T2 transit lane and clearway on Constellation Drive on the North Shore. The changes have been necessary in order to prioritise road corridor for essential public transport. The Enforcement Team has been requested to enforce the restrictions. Full enforcement will commence during August 2013 after a period of issuing warning notices.

Special Events

Planning is underway for the All Blacks v. South Africa rugby international which will be held at Eden Park on Saturday 14 September 2013. AT has a target of 40-45% of event patrons utilising special event PT services to travel to and from the game. Increased services are being provided from the North Shore and Pakuranga to accommodate an expected heavy demand from these areas.

The Adidas Auckland Marathon will take place on Sunday 4 November 2013. The race has a new route this year taking the runners down the Northern Busway from Smales Farm to the Auckland Harbour Bridge. The runners then make their way to the eastern suburbs and back to finish in the CBD.

It has been confirmed that the NRL 9s will be held at Eden Park in February 2014. The tournament involves a shortened version of rugby league and will be held over two days. It is a daytime competition finishing by 8pm and is expected to attract 70,000 – 80,000 spectators over the two days.

Road Corridor Operations, Communications, and Campaigns staff are working closely with other agencies to ensure traffic management plans and communications to ensure public awareness of traffic issues are in place. The Major Events Operations Centre will be activated for all of these events.

Utility Projects

The installation of the ducting and cabling on Ti Rakau Drive for Transpower's North Auckland and Northland (NAaN) Grid Upgrade is continuing and is on track for completion in October. It is expected that the eastbound lane on Ti Rakau Drive between Edgewater Drive and Gossamer Drive that is currently closed will reopen in early September.

Great South Rd between Te Irirangi Drive and Reagan Rd was closed over the weekend of 2/4 August 2013 to enable the installation of Watercare's Hunua 4 bulk watermain across the Great South Road/Puhinui Rd/Reagan Rd intersection. The road was closed at 8pm on Friday 2 August 2013 and was fully reopened by 5am on Monday 5 August 2013. A road closure is now in place on Puhinui Rd between Great South Rd and Lambie Drive to enable the pipeline installation work to continue westwards down Puhinui Rd. This closure will remain in place until November.

Other Roading Projects

Dominion Road Upgrade - the tender evaluation has been completed. Construction works on the road and footpath upgrades are scheduled to commence in 2014.

North West Transformation - The Notice of Requirement for the extension of Northside Drive (to the east) has been amended to include the construction of the bridge over State Highway 16 and is on programme to be lodged with Council during August.

Lincoln Road Corridor Improvements - The preliminary design is complete. Land acquisition considerations are being progressed with Auckland Council Property Limited.

Taharoto-Wairau Road Upgrade – Construction of the new northbound Wairau Creek Bridge is nearing completion. All traffic was diverted onto the new bridge on 5 August to allow for it to be 'stitched' into the existing southbound bridge and a new wider footpath to be built on the north-eastern side. This will provide one solid and modern bridge structure that sits above the 100-year flood level. Facebook and press ads, Timesaver Traffic, AT project newsletter, AT project webpage, VMS boards and stakeholder emails were used to communicate the road layout changes, which were implemented without incident.

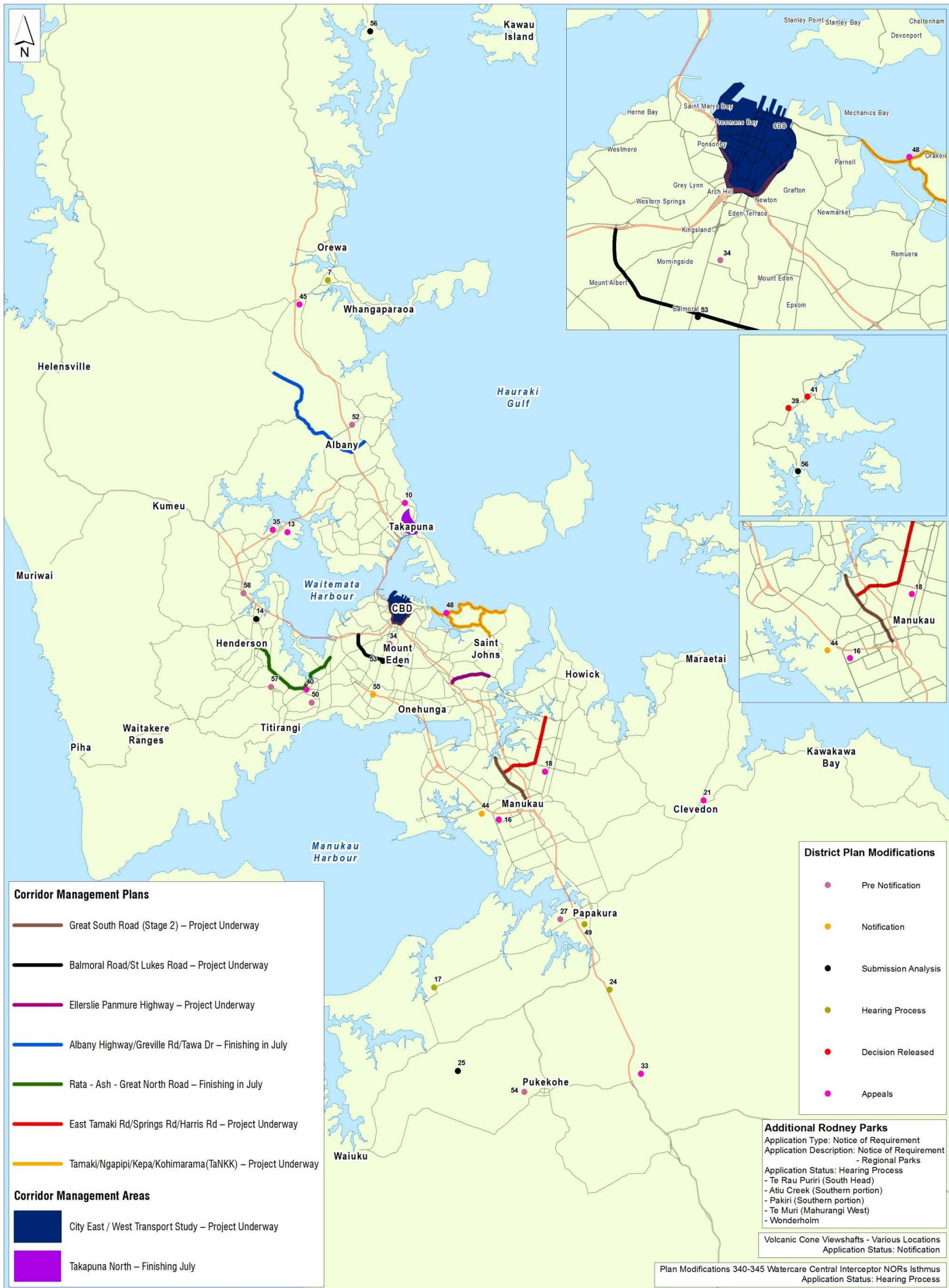
Local area traffic modelling – the modelling of the traffic effects of the proposed Convention Centre has started. Other projects include Takapuna town centre modelling and Ponsonby Road option testing.

Corridor Management Plans

CMPs identify short, medium and longer-term projects for delivery in response to growth and land use changes. Map 1 shows the location and status of 2012/13 CMPs. Three CMPs are reaching completion and will shortly be taken to a project steering group for endorsement. The first three 2013/14 CMPs are currently being scoped – Great North Rd (Avondale to CBD), New North Rd and Manukau Rd. These were the top priority corridors identified through the ITP's arterial network deficiency analysis.

The completed 2012/13 CMPs (previously reported to the Board) identified a large number of transport projects and land use interventions for implementation. Work is underway on placing these into the forward works programme, according to priority and funding availability. The increased focus on project prioritisation and delivery will be reflected in amendments to the CMP Guidelines, to further capture learnings and optimise CMP processes.

Map 1 – Plan Change and Corridor Management Plan Locations



Map1: Plan Change and Corridor Management Plan Locations

5 Km's



Plan Change key

AT_ID	Application	Application Status
7	Plan Change 159 - Peninsula Golf Course	Hearing process
10	Plan Change 34 - Milford	Appeals
13	Plan Change 13 - Hobsonville	Appeals
14	Plan Change 42 - Lincoln Junction Special Zone	Submission analysis
16	Plan Change 36 - Wiri North Quarry	Appeals
17	Plan Change 28 - Kingseat Structure Plan	Hearing process
18	Plan Change 20 - Flat Bush	Appeals
21	Plan Change 32 - Clevedon Village	Appeals
25	Plan Change 37 - Patumahoe Hill Structure Plan	Submission analysis
24	Plan Change 12 - Drury South Business Park	Hearing process
27	Hingaia 1B	Pre notification
33	Plan Change 14 - Bombay Village Expansion	Appeals
34	Valley Road - 114 - 116 Valley Road	Pre notification
35	Plan Change 14 - Hobsonville Village	Appeals
39	Plan Change 64 - Matakana Village	Decision released
40	Plan Change 17 - New Lynn	Appeals
41	Plan Change 148 - Matakana Country Park	Decision released
44	Plan Change 35 - Puhinui Gateway Area	Notification
45	Plan Change 123 - Hibiscus Gateway Area	Appeals
48	Plan Change 260 - Orakei Point	Appeals
49	Alteration to NOR - Rosehill Special School	Hearing process
50	Alteration to NOR - Oaklynn Special School	Pre notification
52	Oteha Private Plan Change	Pre notification
53	Plan Change 209 - Balmoral Warehouse	Submission analysis
54	Alteration to NOR - Pukekohe West Primary School	Pre notification
55	Plan Change 315 - 1370 - 1378 Dominion Road, Mt Roskill	Notification
56	Plan Change 179 - 47 & 61 Dawson Road, Snells Beach	Submission analysis
57	Alteration to NOR - Vector Waikumete Gas Delivery Station	Pre notification
58	Alteration to NOR - Waitakere Triangle Road Water Pump Station	Pre notification

Corporate

Ratification meetings held by PSA union members over two days resulted in a decision to accept Auckland Transport's final offer for a new Collective Employment Agreement. Some 95% of union members present voted in favour of the new CEA. The agreement includes clarification on several ambiguous clauses which were causing some confusion for staff and management and the moderation of the terms and conditions contained in the previous agreement.

The end of year performance review process concludes next month. Managers will complete the performance based salary reviews for their staff in August using a new online remuneration module. Training sessions were held in July for managers to learn how to use the new system and apply this year's remuneration guidelines.

The new vehicle booking system, Smartrak, was tested and signed off for live implementation on 1 August. Early indications are that staff are much happier with the ease at which bookings can be made, along with the improvements of visibility of vehicle "availability and location" – this should lead to improved utilisation.

The workforce statistics in July were made up of 1017 actual FTE. The current headcount filling permanent roles is 1084 with 1039 being permanent employees and 45 contractors filling permanent positions.

Positions recruited for July were 30 with 16 being internal appointments and 11 external. There were 3 positions filled through the use of recruitment agencies this month.

The number of new starters for July is 11 consisting of 6 permanent staff and 5 fixed term. The new starters have come into positions mainly in the Operations Division this month.

Over the last three months the recruitment team has opened 115 vacancies for recruitment compared to the same time last year of only 80 jobs.

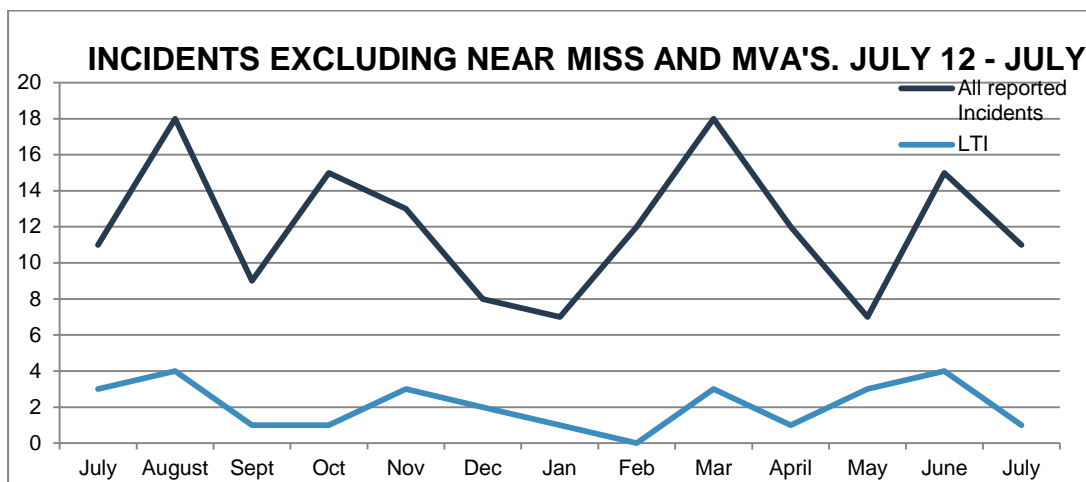
It is pleasing to report that Road Corridor Maintenance Team Leader Erle Bencich was a member of the joint AC and AT team that won a 'Business Transformation Excellence Award' for the Auckland Graffiti Vandalism Prevention Project.

Health and Safety

There were 11 reported incidents in July. These were 4 threats and abuse, 3 assaults, 1 twisted ankle, 1 foot pain, 1 calf pain and 1 neck and shoulder sprain. One assault resulted in lost time.

The 10,000 steps program has been completed.

The Health and Safety Manager delivered three H&S refresher training sessions for Community Transport staff in July.



Training and Support

Three training courses were held in July, including two new courses 'Running Effective Meetings' and 'Minute Taking for Administrators' which both received positive feedback from the course evaluation.

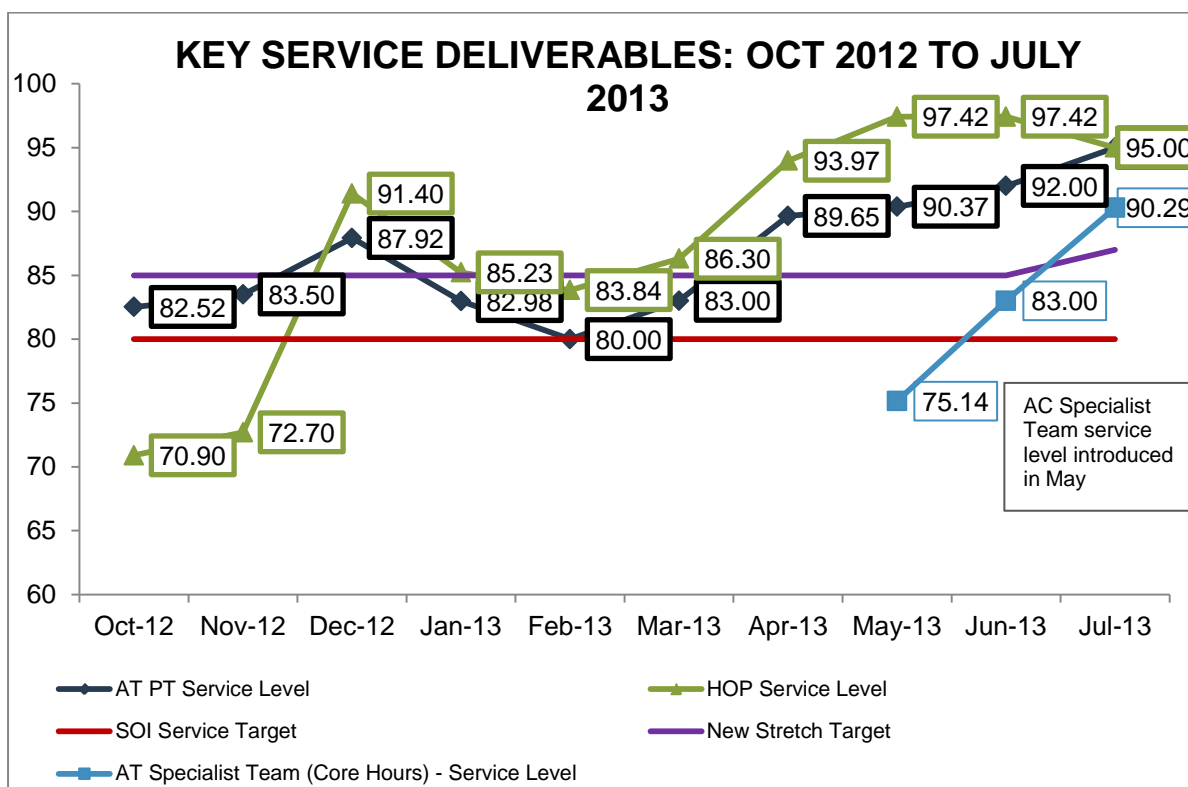
The third module of the Executive Leadership Programme facilitated by the University of Auckland which covers 'personal qualities of leaders' takes place on 26 and 27 August. The next module on 'collaborative working' takes place in October.

The following IT training was completed for the month:

Training Course	New Employees	Existing employees
Document Management System	13	120
SAP	8	-
CRM	-	23

Customer Service Metrics

- Average call wait time - 4 seconds AT Public Transport, 5 seconds HOP.
- Service level - 95% AT Public Transport, 95% HOP, 90.3% AT Specialist Team - core hours, 89.42% Auckland Council – all hours.
- Abandonment of call - 1% AT Public Transport, 2% HOP, 4% AT Specialist Team – core hours, 4.7% Auckland Council – all hours.
- Call volumes - 33,465 AT Public Transport, 7,827 HOP, 19,913 AT Specialist Team – core hours, 22,476 Auckland Council – all hours
- Web Traffic – 1,420,187 visits (AT PT website (857,744), myhop (60,151), mobile (276,438), athop (57,816), Auckland Transport (167,181) & Letscarpool /Auckland (857).



Official Information Act Requests

At the time of writing the organisation had 24 Official Information Act requests in the system. As reported last month, approximately 250 requests are received annually.

Case Number	Title	Summary
AT2013/032800	Public Access along Higham Road	
AT2013/033368	Gold Card Concessions	gold card usage on private and public transport is during peak hours
AT2013/033616	intersection of Sunkist Bay Road and Second View Road in Beachlands	copy of the works order for this work and details of the work undertaken
CAS-54330-L9Q2H2	footpath upgrade budget for 2010-2014	details of Auckland transport's footpath upgrade budget for 2010-2011, 2011-2012, 2012-2013 and 2013-2014. Specifically how much has been spent on footpath upgrades in these past years and how much will be spent in the next financial year? Also which particular footpaths will be upgraded in the next financial year?
AT2013/035103	tender information, Glen Eden Train Station	tender information, Glen Eden Train Station
CAS-54998-B5P8Y2	Street light maintenance	
AT2013/037300	Capacity For South Auckland PT network	I would like copies of the data and models you have used to forecast demand on the South Auckland rail network under the new structure (including bus service changes). I would also like any information you have on the confidence associated with that data. Finally, I would like any information relating to your contingency planning for increased demand.

Case Number	Title	Summary
AT2013/037272	Transport related improvements within the East West Link area	Can I please request any information held or work done by your organisation regarding transport related improvements within the East West Link area, some of which is already available via a recent presentation from your organisation to the Auckland Council Transport Committee.
AT2013/037270	South Eastern Connections Study and other central/manukau works	Request for info on South Eastern Connections Study and Waipuna Road & Mt Wellington Hwy upgrades and bus lanes beyond Botany
CAS-55828-T5K7D3	Cost of pedestrian signals - Mt Eden/Epsom	I notice you have changed the pedestrian cross signals at many of the traffic lights around Mt Eden / Epsom. What is the cost of this program & why was it done when the council is so deep in debt?
CAS-59930-T4W3Z1	Report for proposed installation of pedestrian crossing	Report for proposed installation of pedestrian crossing
AT2013/037406	Infringement notices for xxxxx within last 18 months	A copy of all parking infringement notices issued to xxxxx while parked in Cassino St in the last 18 months
AT2013/037587	Date new parking signage installed	I wish to find out on what date the relevant
CAS-57965-H5Q3F8	Red light cameras	
CAS-57925-T0N6Q9	South Eastern Busway (AMETI)	
CAS-58507-M5B9L2	AT HOP card manufacturer	I'd like to request the name of manufacturer of the AT HOP card and the model number/identifying information of the cards used.
CAS-62629-W6S0H3	CCTV, corner of New North and Blockhouse Bay Rds	CCTV of vandalism corner on New North and Blockhouse Bay Roads
CAS-62926-X9M8Q4	Quintal Road, Whangateau	Property information
CAS-63545-G6T9V6	Visibility issue exiting driveway, Cornwall Park Avenue	Engineers report on decision not to install broken yellow lines
CAS-63358-Q0D6K0	Daily AT HOP rail patronage data by station	I would like to refine my request for daily (rather than monthly) HOP station usage counts for January 1 to June 30 2013.
CAS-63714-C6B5B8	CCTV footage - Esmonde/Lake Roads, Takapuna	CCTV footage from intersection of Esmonde Road and Lake Road, Takapuna
AT2013/039630	Parking Data	Parking Data

Public Transport

Rail

The project for installation of the electronic train protection equipment on existing diesel rolling stock continues on track, with full fit-out by December 2013.

During the 4-week period to 28 July 2013, a total of 141,159 ticket checks were completed by roving ticket inspectors, which represents 19% of all passenger trips. A total of 7,247 passenger trips or 5% of the total number checked were found to be undertaken on an invalid ticket.

On time performance continued to be above the 12-month rolling average, with punctuality (on time to 5 minutes) in July preliminarily recorded as greater than 89.5%, the highest recorded monthly performance since Veolia/Transdev commenced operations in 2004. This has been achieved while maintaining the target reliability of 98.0%.

Bus

A review of all timetables for on-time service reliability and punctuality performance is progressing using real-time journey data to align run-times to the operational environment.

A revised timetable for both North Star and Ritchies are timed to be implemented when they go live with AIFS in late August and early September respectively.

On board bus equipment is being replaced with a new replacement component, and results to date have indicated a 5% increase in the accuracy of the real time system where these have been installed. Some other improvements have been identified with the new component which will further increase the accuracy.

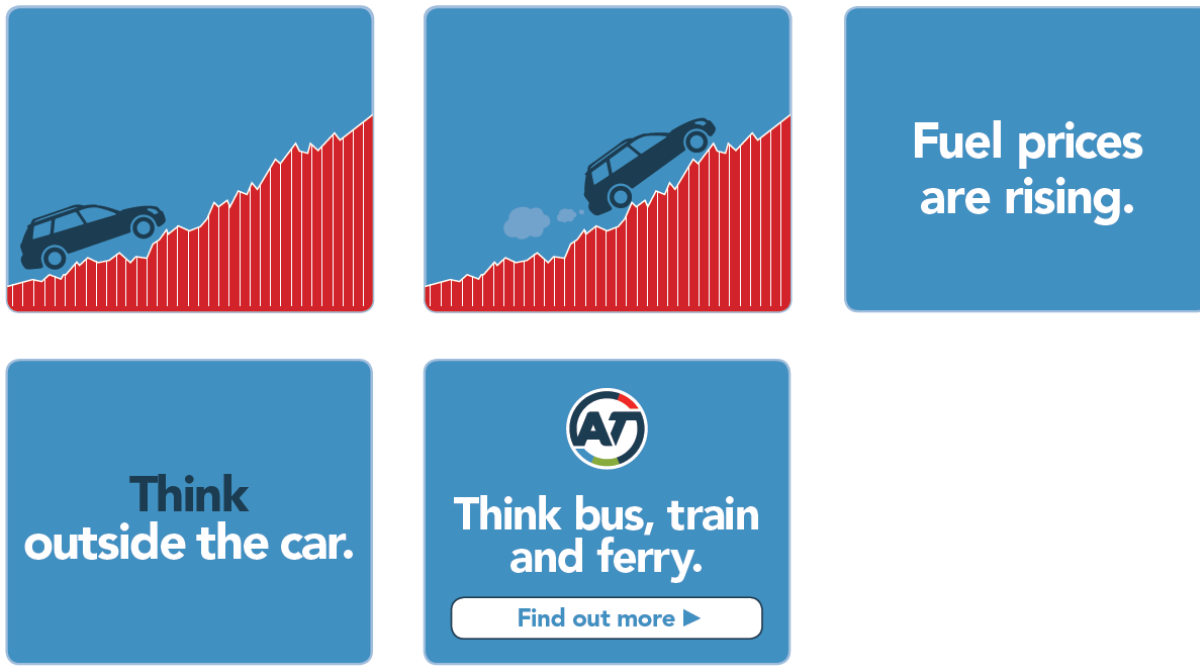
Ferry

Fullers replaced its ticketing system in July. The new system (Galaxy) sells paper tickets on all services and at present offers barcode and card electronic ticketing on Fullers commercial and individual tourist and charter services. The system is complementary to the use of AT HOP cards on ferry services.

Public Information Campaigns

A web and radio campaign that can be pulled “off the shelf” at times of heightened press coverage and concern regarding petrol price increases to encourage use of public transport has been developed. This advertising directs customers to the AT.co.nz website and the Journey Planner.

Also progressing is the development of a ‘fuel saver indicator’ that will help customers to compare the price of fuel and parking vs. use of public transport.



Analysis has indicated patronage growth as a result of the recent Northern Busway promotion. The target for the campaign was an increase of +5000 passenger trips a month over a twelve month period.



Results:

- 19,947 homes received the direct mail pack - 3,248 (16.3%) of free return trip vouchers were redeemed (6496) passenger trips
- The 3 months including and following the campaign saw a further 7.68% growth per month (14,546 pax) compared to a 2% average growth per month in the previous year

Auckland Transport has extended its participation in the Air New Zealand Destinations Video. This is the video that is played to all incoming visitors to Auckland on Air New Zealand's services. This video is viewed by over 2.6M visitors each year. The video on public transport in Auckland has been updated to include visuals and reference to the new 'Airporter' bus service to Manukau. The video also refers to the LINK services, train and ferry services the At.co.nz website and PT information.

Travel Planning

A localised project (Panmure Personalised Journey Plan) has begun with some 100 local residents participating. The objective of the project is to increase the use of public transport by participants and reduce peak hour single-occupancy vehicle use in this highly congested area. The project will offer customer insight into public transport infrastructure improvements and the best ways to promote new services in the area.

Generation Zero

Auckland Transport has been briefed by public transport lobby group Generation Zero on its proposal titled "congestion free network". As requested by Auckland Council's Transport Committee, AT has agreed to model the Generation Zero scenarios.

Meanwhile, the University of Auckland is now in discussions with Auckland Transport concerning improvements to all aspects of its public transport offering to students, including the implications of the Southern Network, shifting of campuses to the Newmarket Lion Nathan site, and significant alterations to other campuses.

Facility Upgrades

The following is a brief update on rail and bus facility capital works.

Papakura Station - Papakura station reconstruction and track reconfiguration works are complete.

Newmarket Crossing - The next three months will include progressing towards the preferred option for removing the existing rail crossing.

Platform Extensions - Detailed design for platform extensions is nearing completion. Plans are underway to package up the works for construction tenders. The packages will be aligned with the overhead line electrification programme and coordinated with commencement of EMU passenger services. Works on site will be progressed throughout the Christmas closure. The next three months will see finalisation of the design and putting together tender packages for the first group of platform extensions.

Otahuhu Bus-Train Interchange - Negotiations with KiwiRail are still in progress and will continue over the next month to ensure design and construction commences to enable completion December 2014.

Manukau Station - The project has resumed with focus now on making the building watertight and a target completion date of March 2014. Next three months will include ongoing construction works for the rail station and MIT building and analysis and design works for the bus connections in advance of completion of the Lot 59 main bus interchange. Auckland Transport is leading the Maori engagement for both Auckland Transport and Auckland Council on this project.

Te Atatu Bus Interchange - Auckland Transport is carrying out an evaluation of the Te Atatu Bus Interchange location options as part of the SH16 Busway study.

Community Transport

The evaluation of Kiwi Carpool Week held in June showed the website received 11,705 visits during the campaign period, with a total of 8,198 registrants on the website by the end of the promotion. Key motivators for people carpooling were identified as economic and environmental factors. Notable registrations to the website came from the Greater East Tamaki business association members and ACG Strathallan, the first school on the programme. The results showed that an average carpool journey was 23.07 kms (each way) and users carpoled an average of 2.6 days per week. The annual congestion benefit of the reduced vehicle trips is \$933,703.

The Red Light Running campaign began this month in association with the New Zealand Police and New Zealand Transport Agency. The campaign objective is to reduce the incidence of red light running by private vehicles, buses and bicycles.

The media channels comprise of bus backs, billboards, radio and online with a potential reach of 970,000 people in Auckland.



The campaign was pre-tested against other concept options and received very high scores on level of understanding and engagement.

The Driver Distraction campaign was in response to 20 fatal deaths and 57 serious injuries that were reported between 2007-2011 attributed to driver 'distractions'. Post campaign research was undertaken on 352 people from AT's customer panel (aged 15-24) and 108 older people to deliver an evaluation of campaign recall, media contribution, attribution to Auckland Transport, message take-out and overall effectiveness.

Summary of results:

- Very high level recall amongst target group (15-24) at 67%, and significant recall by older audiences (54%). Reduced crashes due to distraction will be the longer term measure.
- Cinema viewings (16th May - 11th July) on 416 screens were confirmed at 316,000 viewings for a cost 40 cents per viewer. YouTube video plays on AT website of the cinema ad were in excess of 42,000.
- During the campaign period there were over 21,000 unique visitors to the AT website distractions web page with people spending over 2 minutes on average viewing the material.

Over the next six 6 months the campaign will be adapted to focus on another high risk area, which is 'passenger distraction', with a focus primarily around parents and child distraction.

Cycling and Walking

A draft Cycle Business Plan with supporting presentations has been distributed to Local Boards for comments. Feedback on the draft has already been provided by NZTA, Cycle Action Auckland and Auckland Council.

Confirmation of the 2012 fatal and series injury cycle statistics for Auckland have confirmed a significant reduction of 64% when compared to 2011 and a 48% reduction compared to the 2010 crash statistics. Further assessment of the statistics and trends will be used to enhance the integrated infrastructure, educational and promotional activities for 2013 and 2014.

The Future Streets (Te Ara Mua) partnership project (with Ternz, University of Auckland with support from the Ministry of Business, Innovation & Employment and Mangere-Otahuhu Local Board) has identified Mangere Central as the focus area for changing the environment to improve walking and cycling.

Special Topic – Integrated Ticketing

The roll-out of AT HOP on buses continues to schedule.

A campaign has run during August (finishing August 31) to remind tertiary customers to renew their tertiary concession. Advertising includes on train and bus posters and EDM (electronic direct mail) to current holders of AT HOP and Purple HOP tertiary concessions.

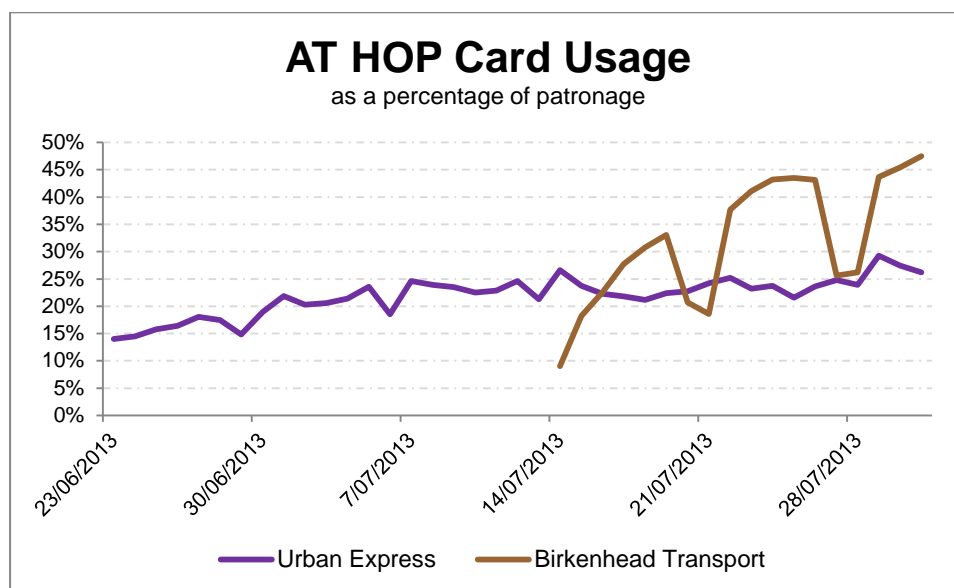
A campaign to promote registration of AT HOP cards is awaiting internal and legal approval. The campaign is targeted at existing train and ferry users. Once registered AT HOP customers can take advantage of online top-ups and auto top-ups, which will reduce queuing at on-platform ticket and top up machines. Just under 52% of cards are registered,

Most communication around the bus launch have been direct to customer, via posters on buses, EDM and flyers handed out by Transport Ambassadors.

A text marketing campaign has enabled the collection of names and email addresses of over 6,000 bus passengers, along with an indication of what bus services they use. This will allow direct electronic messaging to customers as the roll-out progresses.

Customer numbers are steadily increasing, as is card use.

- 151,751 cards issued
- 101,727 cards activated (tagged-on at least once)
- 30,409 At HOP cards activated in the past 90 days



- The total number of buses with equipment installed is 422.
- The retail distribution network is expanding as the roll-out progresses:
 - 23 retailers are now active and serving customers across the network
 - A new customer service centre was opened at Manukau last month, adding to the eight already in place. A further two service centres are planned over the coming two months at MIT and Botany Town Centre
 - 9 Ticket Top Up machines installed on the Northern Busway