

Statistics Report

August 2014



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PUBLIC TRANSPORT

1. HIGHLIGHTS

Patronage

Auckland public transport patronage totalled 73,174,770 passengers for the 12 months to Aug-2014, an increase of +0.6% on the 12 months to Jul-2014 and +6.6% on the 12 months to Aug-2013. August monthly patronage was 6,934,914, an increase of 434,383 boardings or +6.7% on Aug-2013, normalised to ~ +9.3% accounting for additional special event patronage, one less business and one more weekend day in Aug-2014 compared to Aug-2013. Year to date patronage has grown by +6.3% .

Rail patronage totalled 11,729,130 passengers for the 12 months to Aug-2014, an increase of +1.5% on the 12 months to Jul-2014 and +16.0% on the 12 months to Aug-2013. Patronage for Aug-2014 was 1,181,117, an increase of 176,487 boardings or +17.6% on Aug-2013, normalised to ~ +19.0%. Year to date rail patronage has grown by +14.9%.

The Northern Express bus service carried 2,499,332 passenger trips for the 12 months to Aug-2014, an increase of +1.6% on the 12 months to Jul-2014 and +9.7% on the 12 months to Aug-2013. Northern Express bus service patronage for Aug-2014 was 253,328, an increase of 39,155 boardings or +18.3% on Aug-2013, normalised to ~ +19.9%. Year to date Northern Express patronage has grown by +17.5%.

Bus services excluding Northern Express carried 53,870,990 passenger trips for the 12 months to Aug-2014, an increase of +0.4% on the 12 months to Jul-2014 and +5.2% on the 12 months to Aug-2013. Bus services excluding Northern Express patronage for Aug-2014 was 5,119,656, an increase of 217,396 boardings or +4.4% on Aug-2013, normalised to ~ +7.4%. Year to date bus services excluding Northern Express patronage has grown by +4.8%.

Ferry services carried 5,075,318 passenger trips for the 12 months to Aug-2014, no change on the 12 months to Jul-2014 and an increase +1.4% on the 12 months to Aug-2013. Ferry services patronage for Aug-2014 was 380,813, an increase of 1,345 boardings or +0.4% on Aug-2013, normalised to ~ +2.0%. Year to date ferry patronage has decreased by -4.4%.

Service Performance

For rail, service punctuality in Aug-2014 was 90.5%, compared to the average for the 12 months to Aug-2014 of 87.8%. Service delivery was 97.6%, compared to the average for the 12 months to Aug-2014 of 97.1%.

For bus, service punctuality in Aug-2014 was 90.50%. Service delivery was 96.38%. This financial year is the first time AT real time data has been used to measure reliability and punctuality.

Initiatives

- The new simplified bus network for Blockhouse Bay, Green Bay, Titirangi, Laingholm and parts of Glen Eden and New Lynn has been implemented on 3 August. Also on this date all other West Auckland bus services operated by Go West have new timetables and some minor route changes.
- Hibiscus Coast – consultation on the bus New Network, including extension of the Northern Express to the Hibiscus Coast Busway Station, has taken place between 14 July and 14 August. We are now analysing the submissions and making final recommendations on the proposed Hibiscus Coast service changes.

2. PUBLIC TRANSPORT PATRONAGE

Network Wide Summary

Normalising factors used on actual patronage counts in this report for Aug-2014 include:

- Additional patronage for special events across bus and rail.
- Adjustment required for one less business and one more weekend day in Aug-2014 compared to Aug-2013.

Auckland public transport patronage totalled 73,174,770 passengers for the 12 months to Aug-2014, an increase of +0.6% on the 12 months to Jul-2014 and +6.6% on the 12 months to Aug-2013 as illustrated in Figure 1. August monthly patronage was 6,934,914, an increase of 434,383 boardings or +6.7% on Aug-2013, normalised to ~ +9.3%.

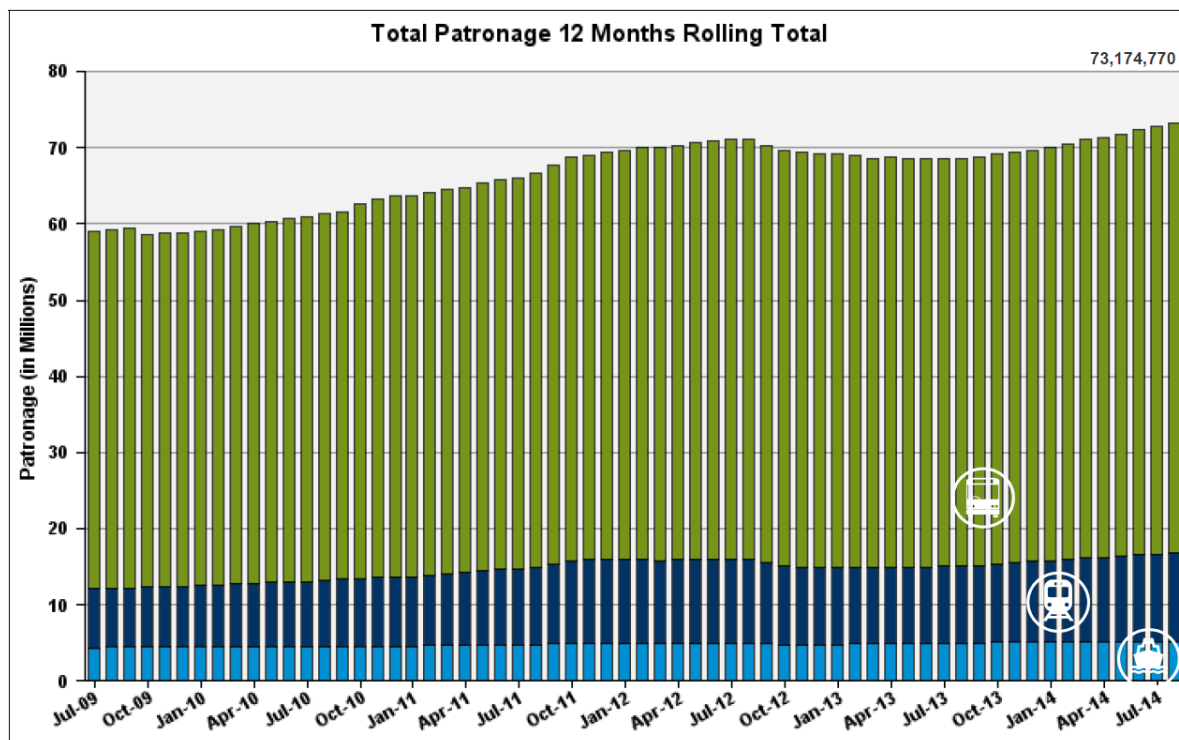


Figure 1: Total Patronage – 12 Months Rolling Total

A breakdown of patronage by month, 12 months rolling total and financial year-to-date (Jul-2014 to Aug-2014) is provided at Table 1.

Table 1. Patronage Breakdown by Month, 12 Months Rolling and Financial Year-to-Date

| | Aug-2014 | | | | | | | | | |
|--|------------------|------------------|--------------------|-------------------|----------------------------|------------------|--------------------|-------------------|------------------|--------------------|
| | Month | | | 12 Months | | | | YTD (from July) | | |
| | Patronage | Change Prev Year | % Change Prev Year | Patronage | % Change Prev Month Period | Change Prev Year | % Change Prev Year | Patronage | Change Prev Year | % Change Prev Year |
| 1. Rapid Transit Network sub-total: | 1,434,445 | 215,642 | 17.7% | 14,228,462 | 1.5% | 1,834,834 | 14.8% | 2,758,098 | 366,636 | 15.3% |
| Northern Express Bus | 253,328 | 39,155 | 18.3% | 2,499,332 | 1.6% | 221,352 | 9.7% | 487,142 | 72,588 | 17.5% |
| Rail sub-total: | 1,181,117 | 176,487 | 17.6% | 11,729,130 | 1.5% | 1,613,482 | 16.0% | 2,270,956 | 294,048 | 14.9% |
| - Western Line | 430,137 | 70,255 | 19.5% | 4,368,576 | 1.6% | 728,419 | 20.0% | 831,826 | 119,880 | 16.8% |
| - Southern & Eastern Line | 750,980 | 106,232 | 16.5% | 7,360,554 | 1.5% | 885,063 | 13.7% | 1,439,130 | 174,168 | 13.8% |
| -Pukekohe / Papakura Services | 524,006 | 64,981 | 14.2% | 5,171,949 | 1.3% | 543,121 | 11.7% | 988,599 | 90,417 | 10.1% |
| -Manukau Services | 143,492 | 28,464 | 24.7% | 1,314,742 | 2.2% | 206,825 | 18.7% | 278,026 | 56,615 | 25.6% |
| -Onehunga Services | 83,482 | 12,787 | 18.1% | 873,863 | 1.5% | 135,117 | 18.3% | 172,505 | 27,136 | 18.7% |
| 2. Frequent Connector and Local Bus (Include School Bus) sub-total: | 5,119,656 | 217,396 | 4.4% | 53,870,990 | 0.4% | 2,646,352 | 5.2% | 9,698,460 | 446,033 | 4.8% |
| - Frequent Connector & Local Bus | 4,819,937 | 227,114 | 4.9% | 51,275,206 | 0.4% | 2,584,306 | 5.3% | 9,219,542 | 449,986 | 5.1% |
| - Contracted School Bus | 299,719 | -9,718 | -3.1% | 2,595,784 | -0.4% | 62,046 | 2.4% | 478,918 | -3,953 | -0.8% |
| 3. Ferry | 380,813 | 1,345 | 0.4% | 5,075,318 | 0.0% | 71,242 | 1.4% | 747,108 | -34,635 | -4.4% |
| Total Patronage | 6,934,914 | 434,383 | 6.7% | 73,174,770 | 0.6% | 4,552,428 | 6.6% | 13,203,666 | 778,034 | 6.3% |

For the financial year-to-date, two months from Jul-2014, patronage has increased by +6.3% or 778,034 boardings compared to the same period in the previous financial year.

Figure 2 illustrates the monthly patronage trend by mode across bus, rail and ferry and by monthly total moving average.

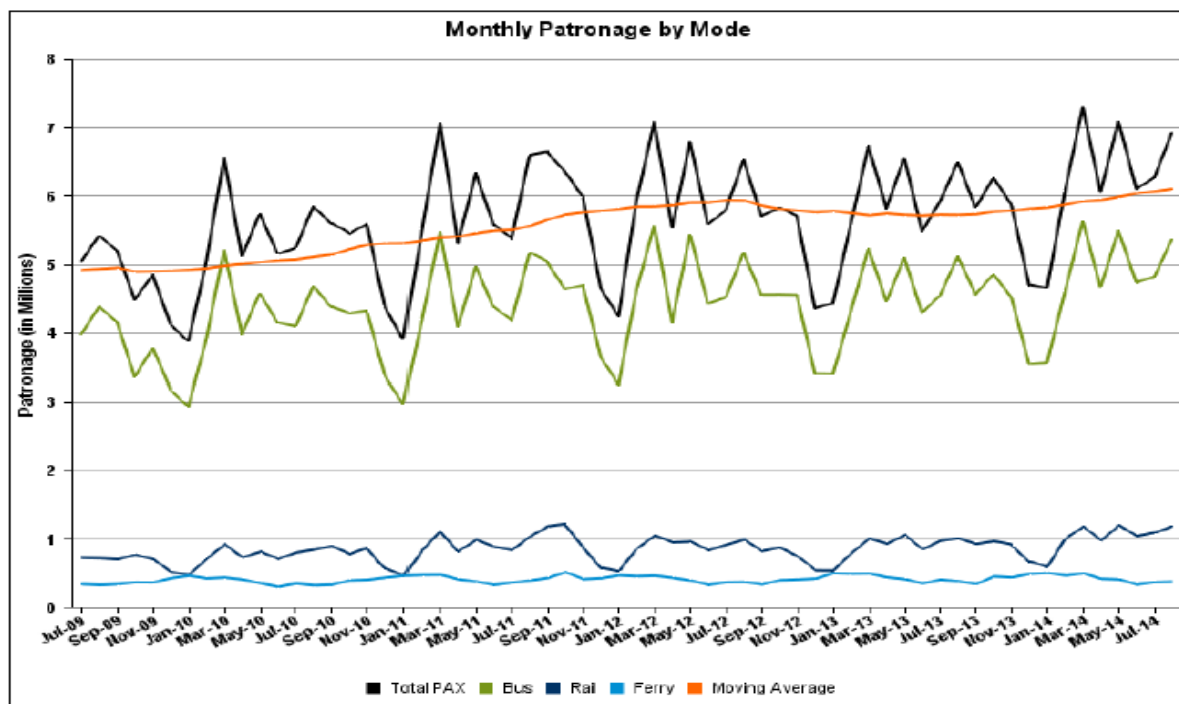


Figure 2. Monthly Patronage by Mode

Rapid Transit Network

The Rapid Transit Network (RTN) comprises right-of-way (unobstructed by other traffic) public transport of rail and the Northern Express traversing the Northern Busway. The RTN is the first tier of a four-tier public transport network design approach for Auckland to be progressively implemented (the New Network). The second tier will comprise a Frequent Network of high frequency bus services, which utilise bus lanes and traffic signal pre-emption measures connecting to form a network of services in their own right. The third tier comprises Connector and Local bus services and ferry services connecting with the RTN and the Frequent Network and providing services to local destinations. The RTN, Frequent, Connector and Local services will be progressively integrated and connected to form a public transport network that will permit customers to access multiple destinations through direct services or across multiple services via transfers. The network will be supplemented by fourth tier targeted services for individual customer groups to meet specific needs.

RTN Patronage improved in Aug-2014 and totalled 14,228,462 passengers for the 12 months to Aug-2014 (Figure 3), an increase of +1.5% on the 12 months to Jul-2014 and +14.8% on the 12 months to Aug-2013. RTN Patronage for Aug-2014 was 1,434,445 boardings, an increase of +17.7% (+215,642 boardings) on Aug-2013 (Figure 4) normalised to +19.1%. Year to date RTN patronage has grown by +15.3%.

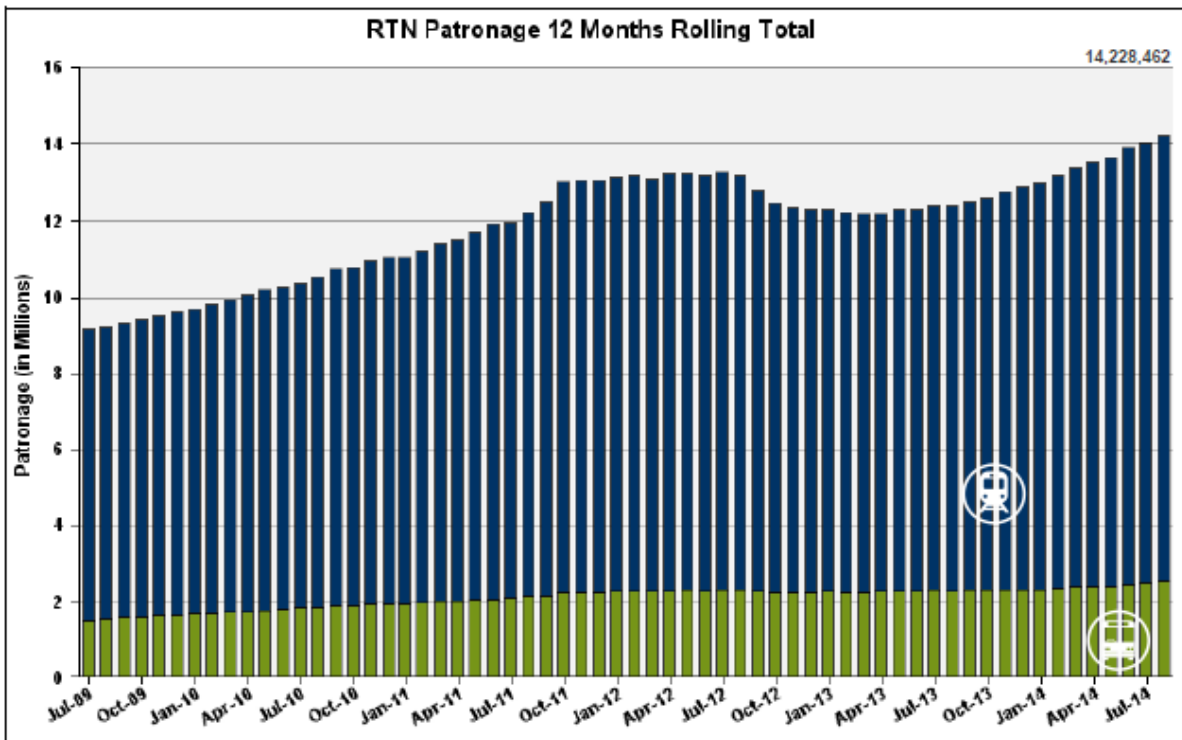
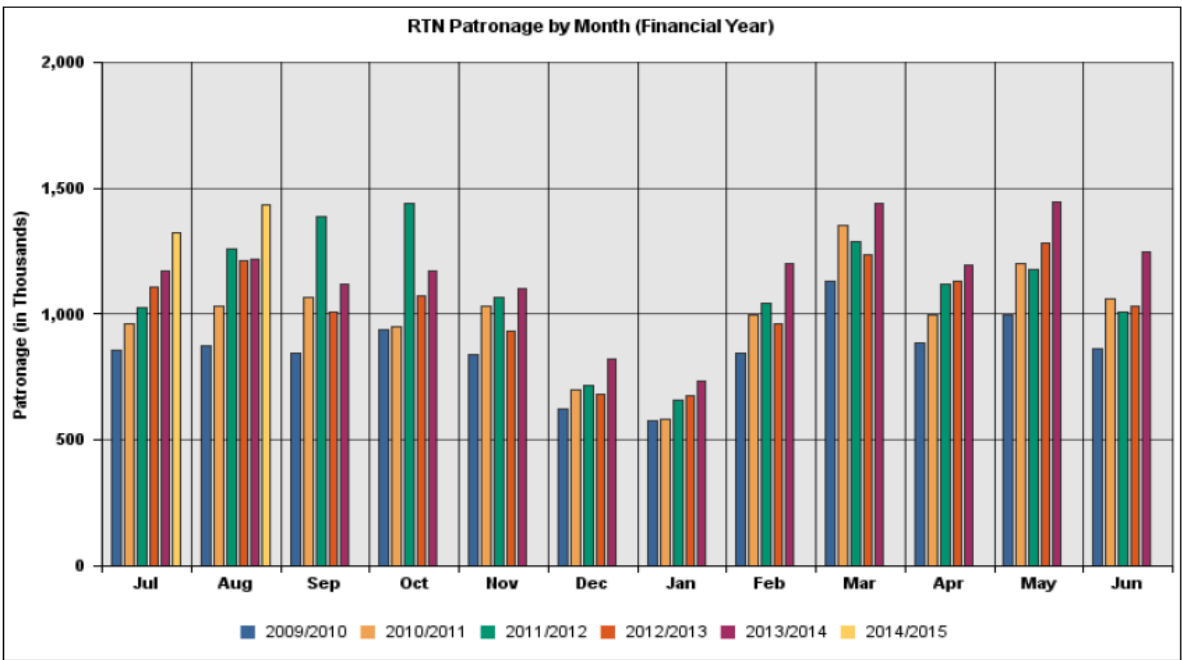


Figure 3. RTN Patronage – 12 Months Rolling Total



| | | | | | | | | | | | |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Jul-14 | Aug-14 | Sep-13 | Oct-13 | Nov-13 | Dec-13 | Jan-13 | Feb-13 | Mar-13 | Apr-13 | May-13 | Jun-13 |
| 12.9%▲ | 17.7%▲ | 11.0%▲ | 9.4%▲ | 18.3%▲ | 20.7%▲ | 8.8%▲ | 25.2%▲ | 16.4%▲ | 5.4%▲ | 12.7%▲ | 21.1%▲ |

Figure 4. RTN Patronage – Growth by Month 2009/10 to 2014/15

Rail Patronage

Rail patronage improved in Aug-2014 and totalled 11,729,130 passengers for the 12 months to Aug-2014 (Figure 5), an increase of +1.5% on the 12 months to Jul-2014 and +16.0% on the 12 months to Aug-2013. Patronage for Aug-2014 was 1,181,117 boardings, an increase of +17.6% (+176,487 boardings) on Aug-2013 (Figure 6), normalised to ~ +19.9%. Year to date rail patronage has grown by +14.9%.

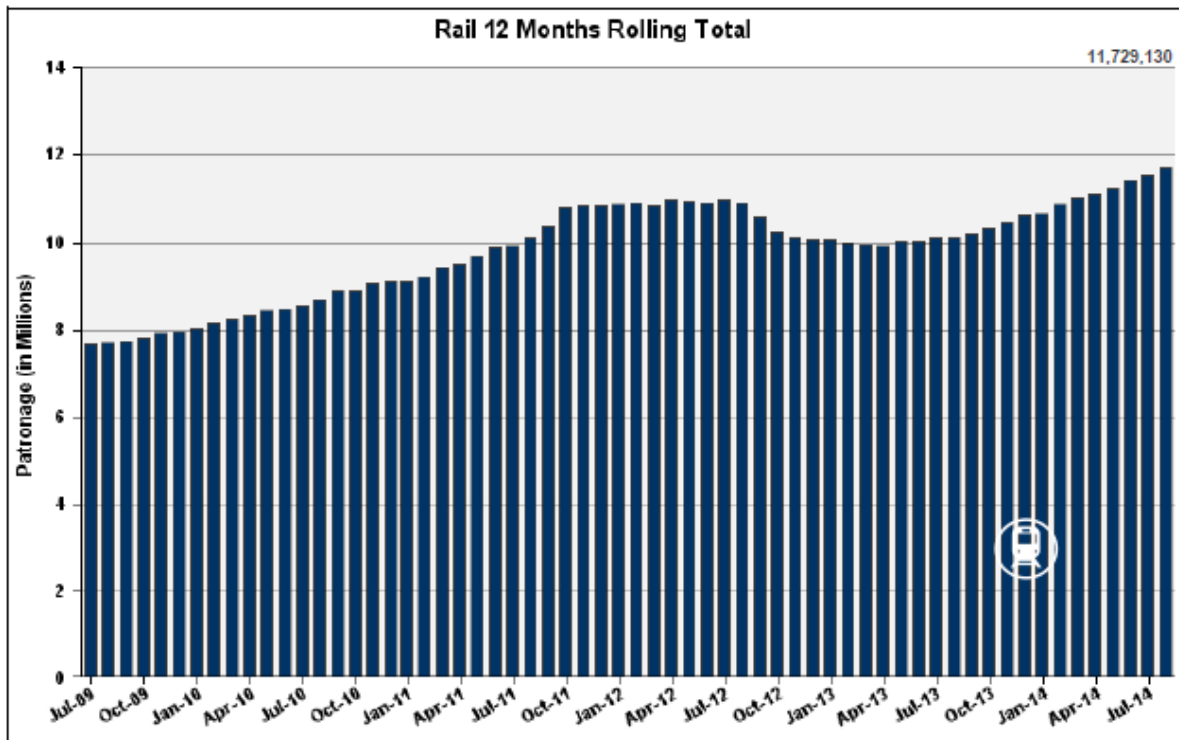


Figure 5. Rail Patronage – 12 Months Rolling Total

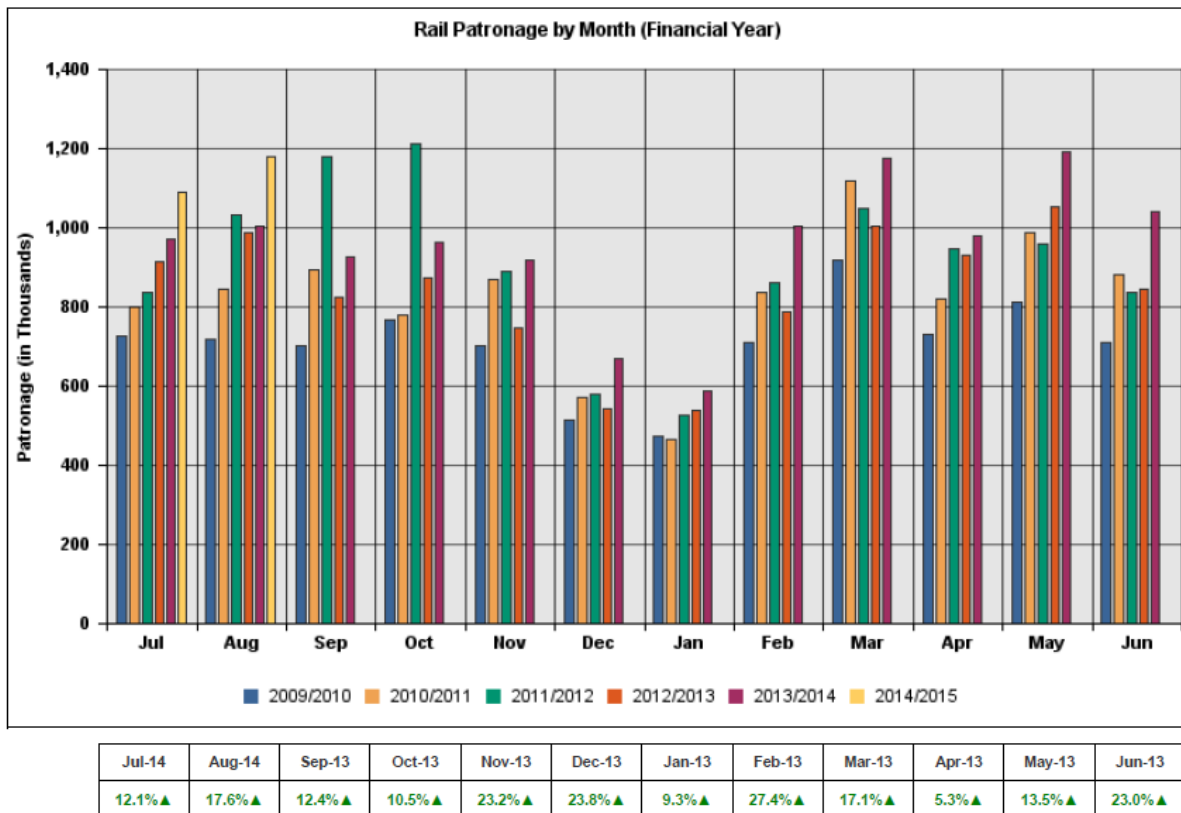


Figure 6. Rail Patronage – Growth by Month 2009/10 to 2014/15

Figure 7 illustrates estimated average passengers per business day.

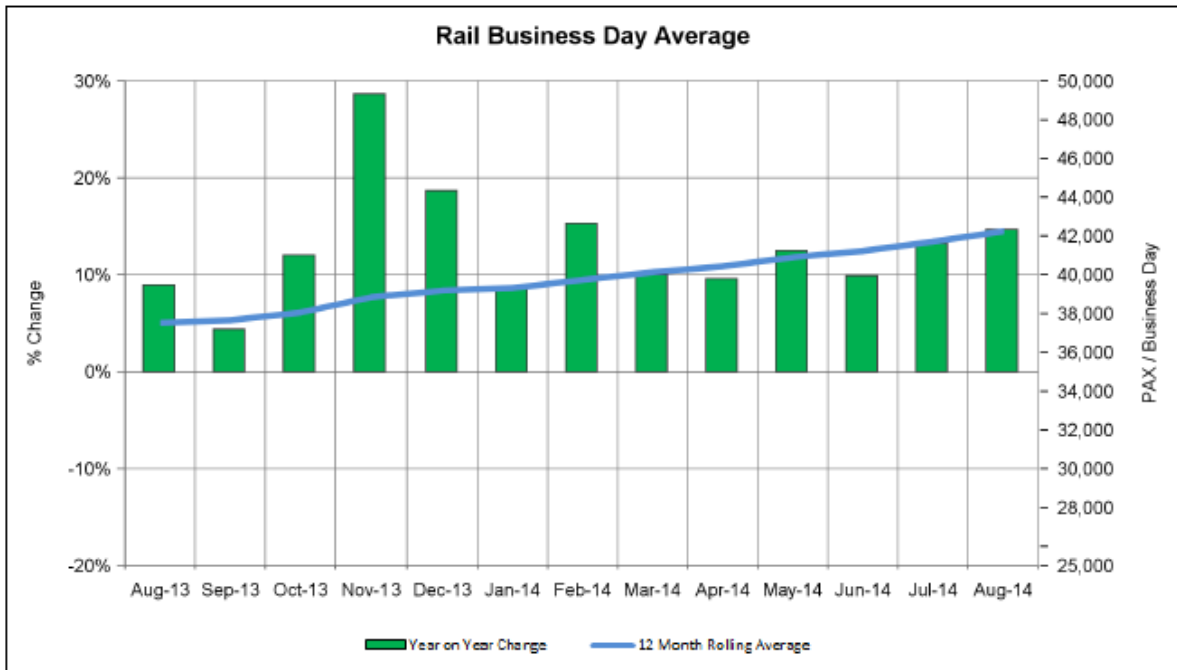


Figure 7. Rail Patronage – Average Business Day Daily Passenger Counts for Scheduled Services

Rail ticket types sold (Figure 8) illustrates an increase in AT HOP card usage relative to single paper ticket sales in Aug-2014 compared to Aug-2013.

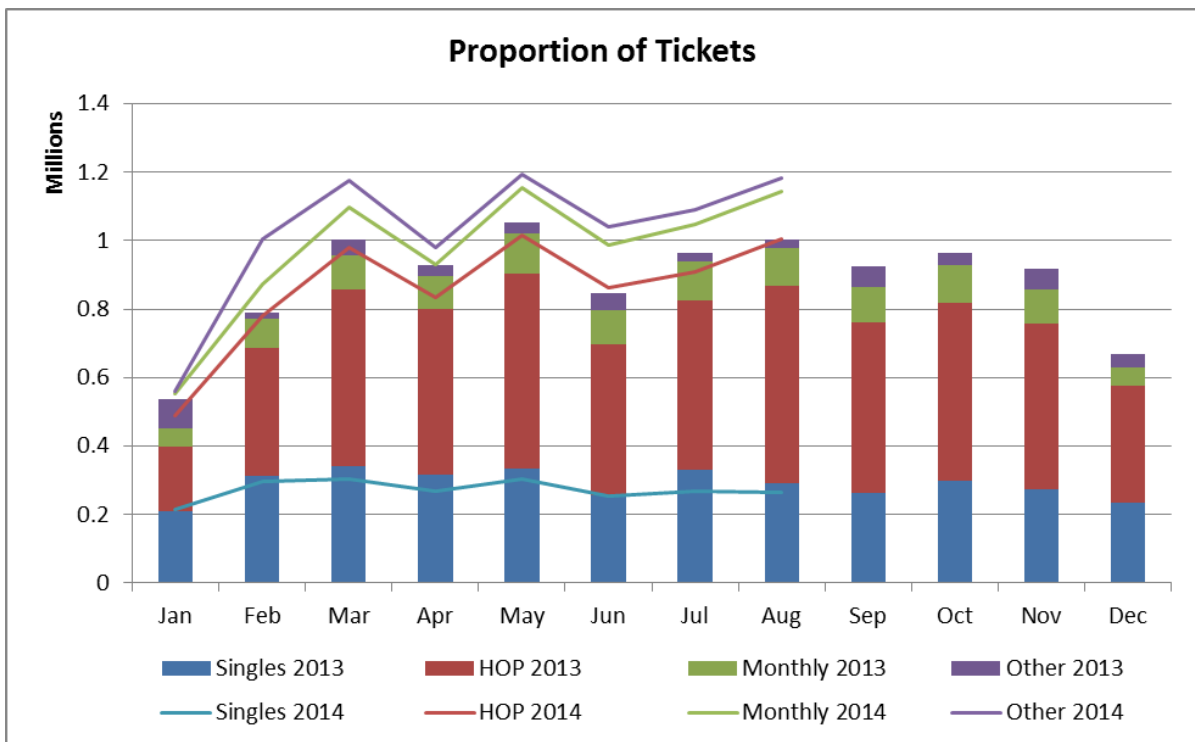


Figure 8. Ticket Sales by Ticket Type – 2014 compared to 2013

Southern & Eastern Rail Lines (including the Onehunga and Manukau Lines)

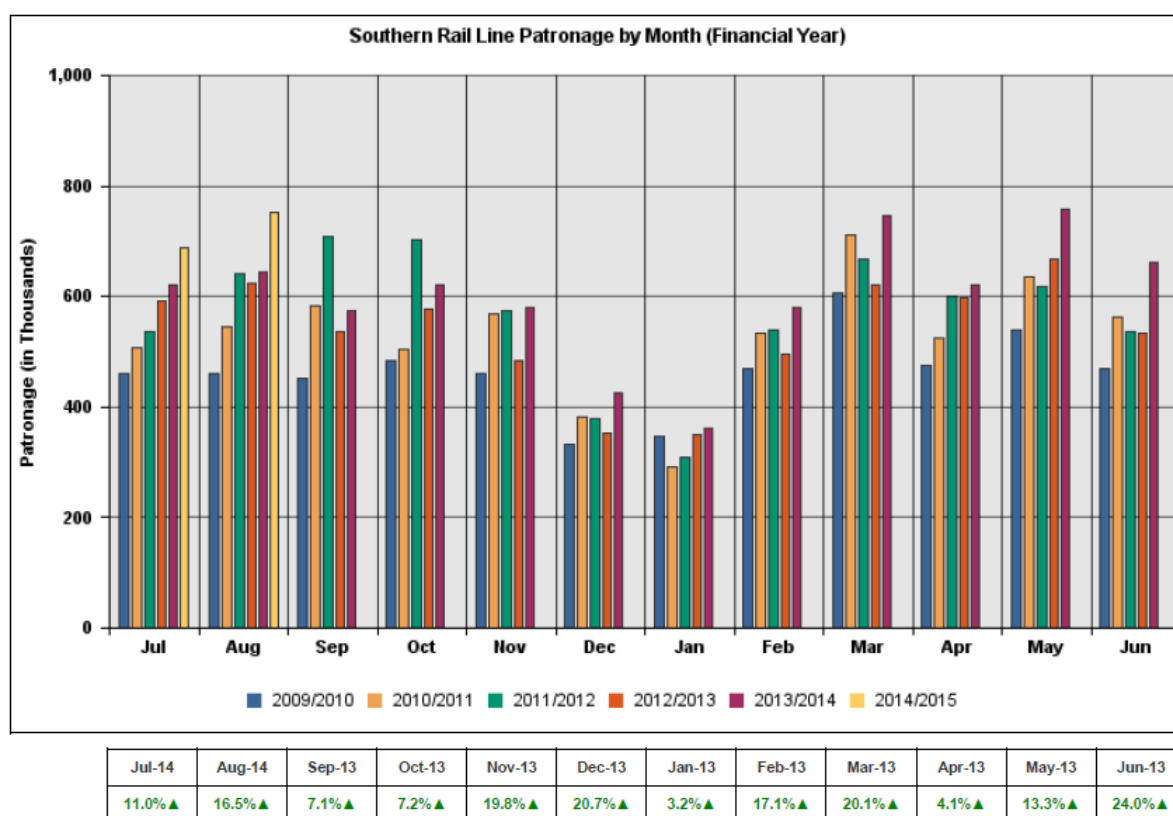


Figure 9. Southern & Eastern Line (including Onehunga and Manukau Lines) Rail Patronage – Growth by Month 2009/10 to 2014/15

Southern and Eastern Line rail patronage including the Onehunga and Manukau Lines totalled 7,360,554 passengers for the 12 months to Aug-2014, an increase of +1.5% on the 12 months to Jul-2014 and +13.7% on the 12 months to Aug-2013. Patronage for Aug-2014 was 750,980 boardings, an increase of +16.5% (+106,232 boardings) on Aug-2013 (Figure 9). Year to date patronage has grown by + 13.8%.

Western Rail Line

Western Line rail patronage totalled 4,368,576 passengers for the 12 months to Aug-2014, an increase of +1.6% on the 12 months to Jul-2014 and +20.0% on the 12 months to Aug-2013. Patronage for Aug-2014 was 430,137 boardings, an increase of +19.5% (+430,137 boardings) on Aug-2013 (Figure 10). Year to date patronage has grown by +16.8%. Bus replacements for the early ramp down of all services after 8.30pm on the Western line for electrification works concluded on 14 August.

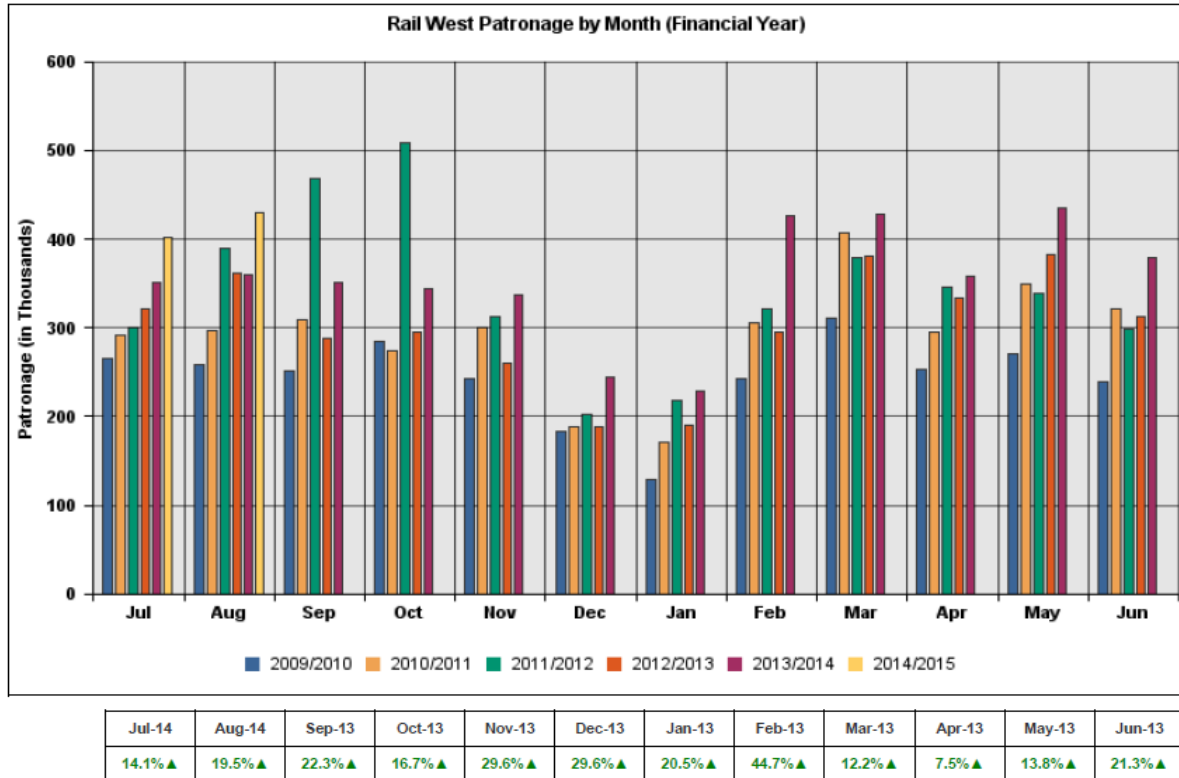


Figure 10. Western Line Rail Patronage – Growth by Month 2009/10 to 2014/15

Northern Express

The Northern Busway along with the rail network forms the Rapid Transit Network. For the Northern Express bus service (the only dedicated Northern Busway service) patronage totalled 2,499,332 passengers for the 12 months to Aug-2014 (Figure 11), an increase of +1.6% on the 12 months to Jul-2014 and +9.7% on the 12 months to Aug-2013. Patronage for Aug-2014 was 253,328 boardings, an increase of +18.3% (+39,155 boardings) on Aug-2013 (Figure 12), normalised to ~+19.9%. Year to date Northern Express patronage has grown by +17.5%.

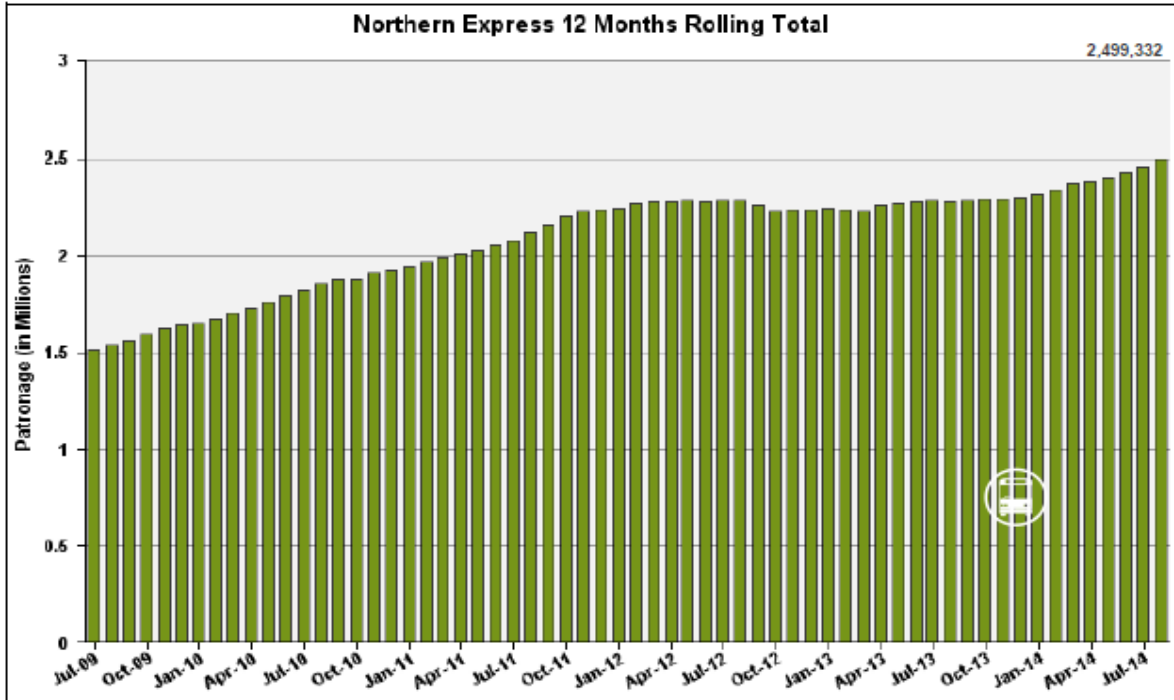
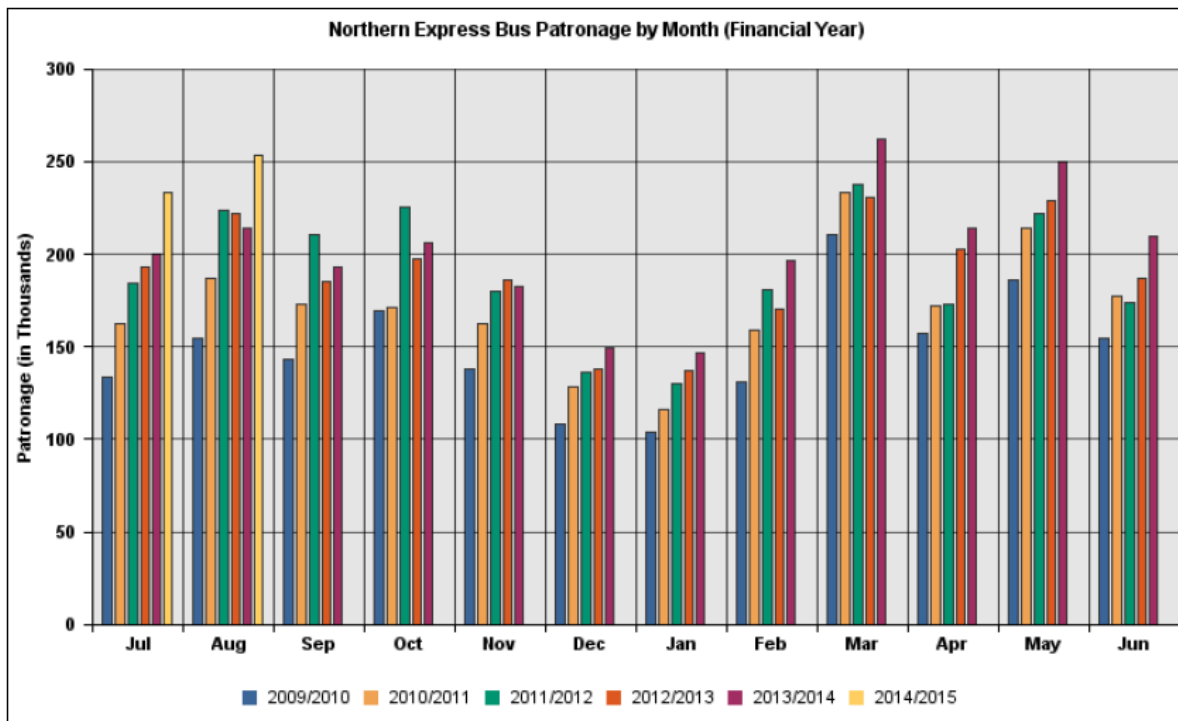


Figure 11. Northern Express Bus Patronage – 12 Months Rolling Total



| Jul-14 | Aug-14 | Sep-13 | Oct-13 | Nov-13 | Dec-13 | Jan-13 | Feb-13 | Mar-13 | Apr-13 | May-13 | Jun-13 |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 16.7%▲ | 18.3%▲ | 4.6%▲ | 4.6%▲ | -1.7%▼ | 8.6%▲ | 7.0%▲ | 15.2%▲ | 13.6%▲ | 5.7%▲ | 9.0%▲ | 12.4%▲ |

Figure 12. Northern Express Bus Patronage – Growth by Month 2009/10 to 2014/15

Bus Patronage (Excluding Northern Express)

Patronage totalled 53,870,990 passengers for the 12 months to Aug-2014, an increase of +0.4% on the 12 months to Jul-2014 and +5.2% on the 12 months to Aug-2013. Patronage for Aug-2014 was 5,119,656 boardings, a change of +4.4% (+217,396 boardings) on Aug-2013 (Figure 13), normalised to ~ +7.4%. Year to date other bus patronage has grown by +4.8%. Normalised average business day patronage is illustrated at Figure 14.

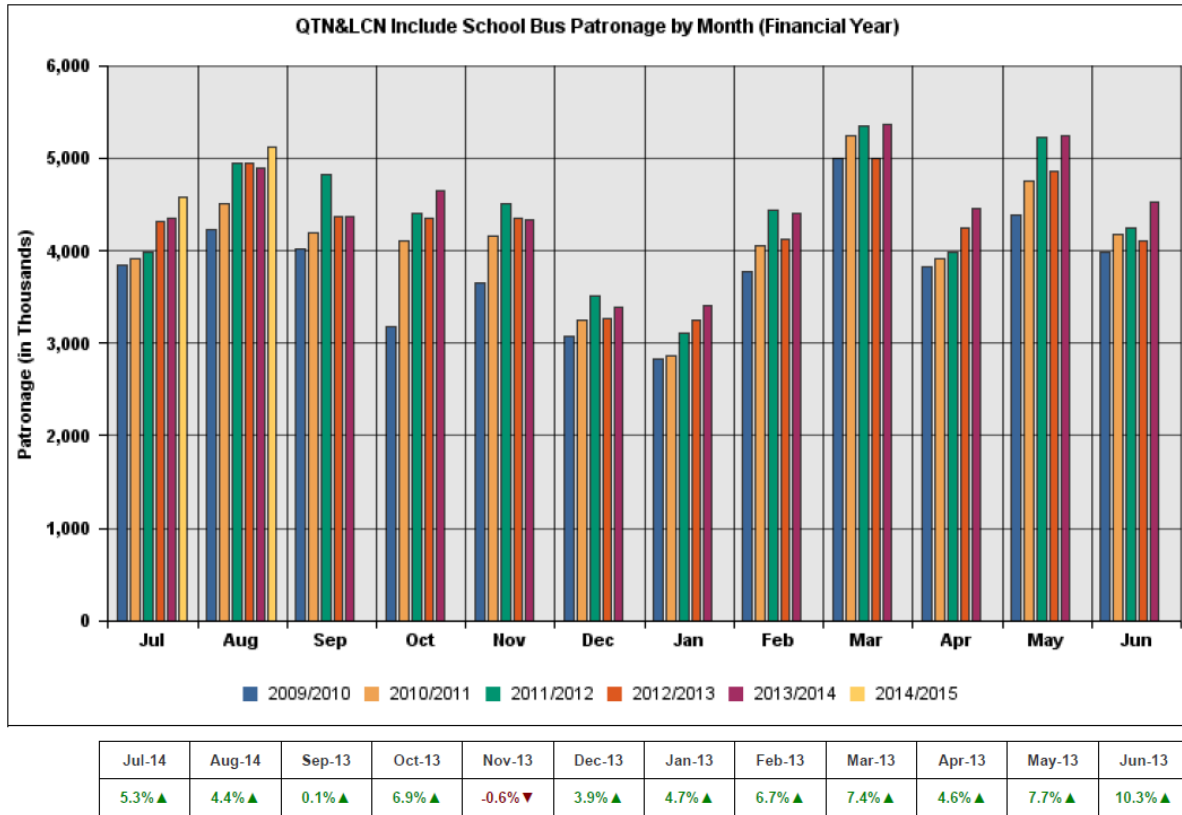


Figure 13. Bus Patronage (other than Northern Express) – Growth by Month 2009/10 to 2014/15

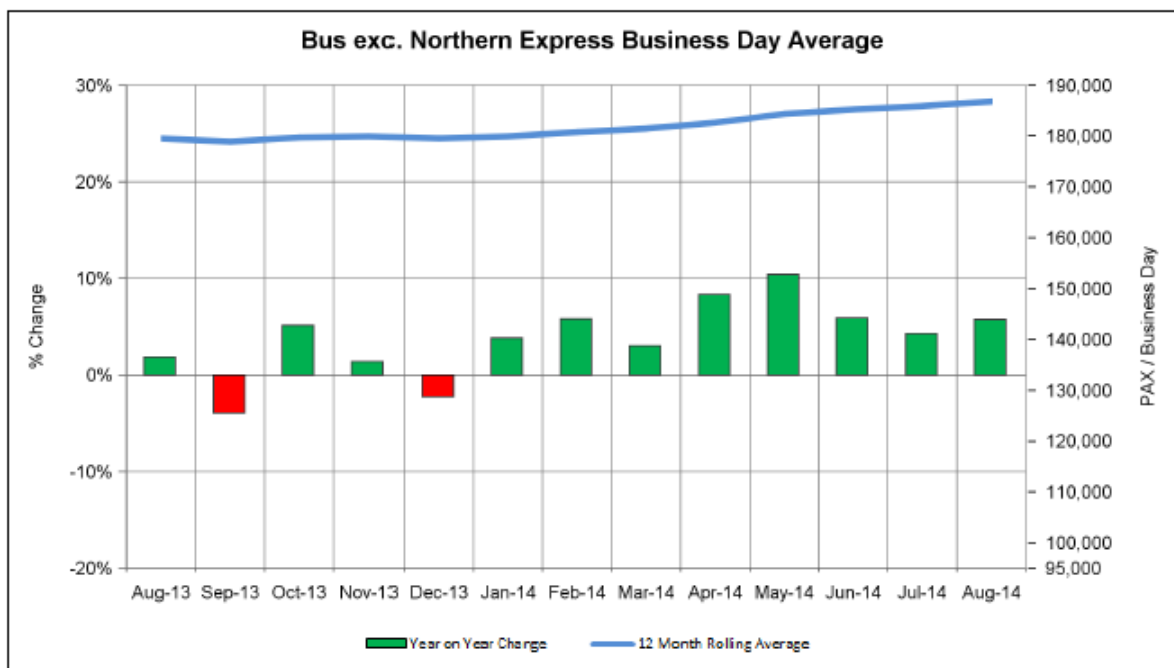


Figure 14. Bus Patronage – Average Business Day Daily Passenger Counts

Ferry Patronage

Ferry services carried 5,075,318 passenger trips for the 12 months to Aug-2014, no change on the 12 months to Jul-2014 and an increase +1.4% on the 12 months to Aug-2013. Ferry services patronage for Aug-2014 was 380,813 (Figure 15), an increase of 1,345 boardings or +0.4%, normalised to ~ +2.0%. Year to date ferry patronage has decreased by -4.4%.

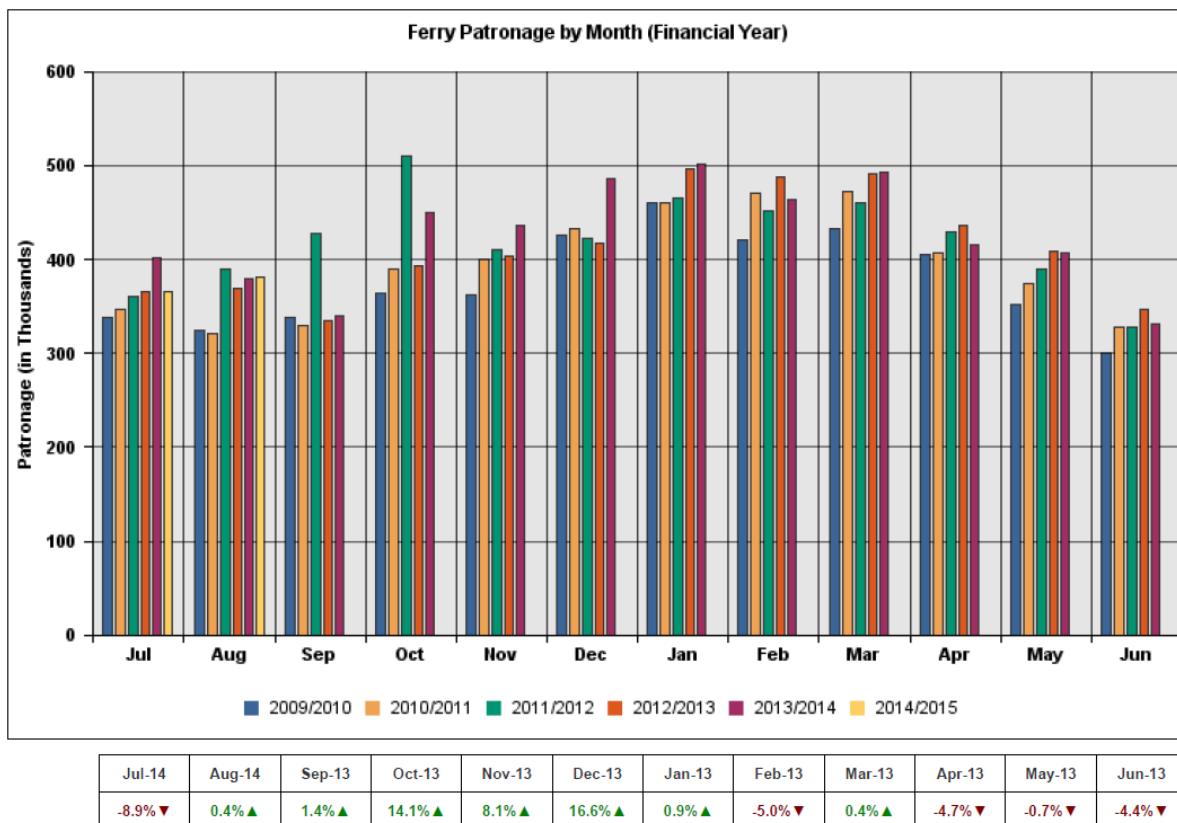


Figure 15. Ferry Patronage – Growth by Month 2009/10 to 2014/15

3. PUBLIC TRANSPORT SERVICE PERFORMANCE

Rail Service Performance

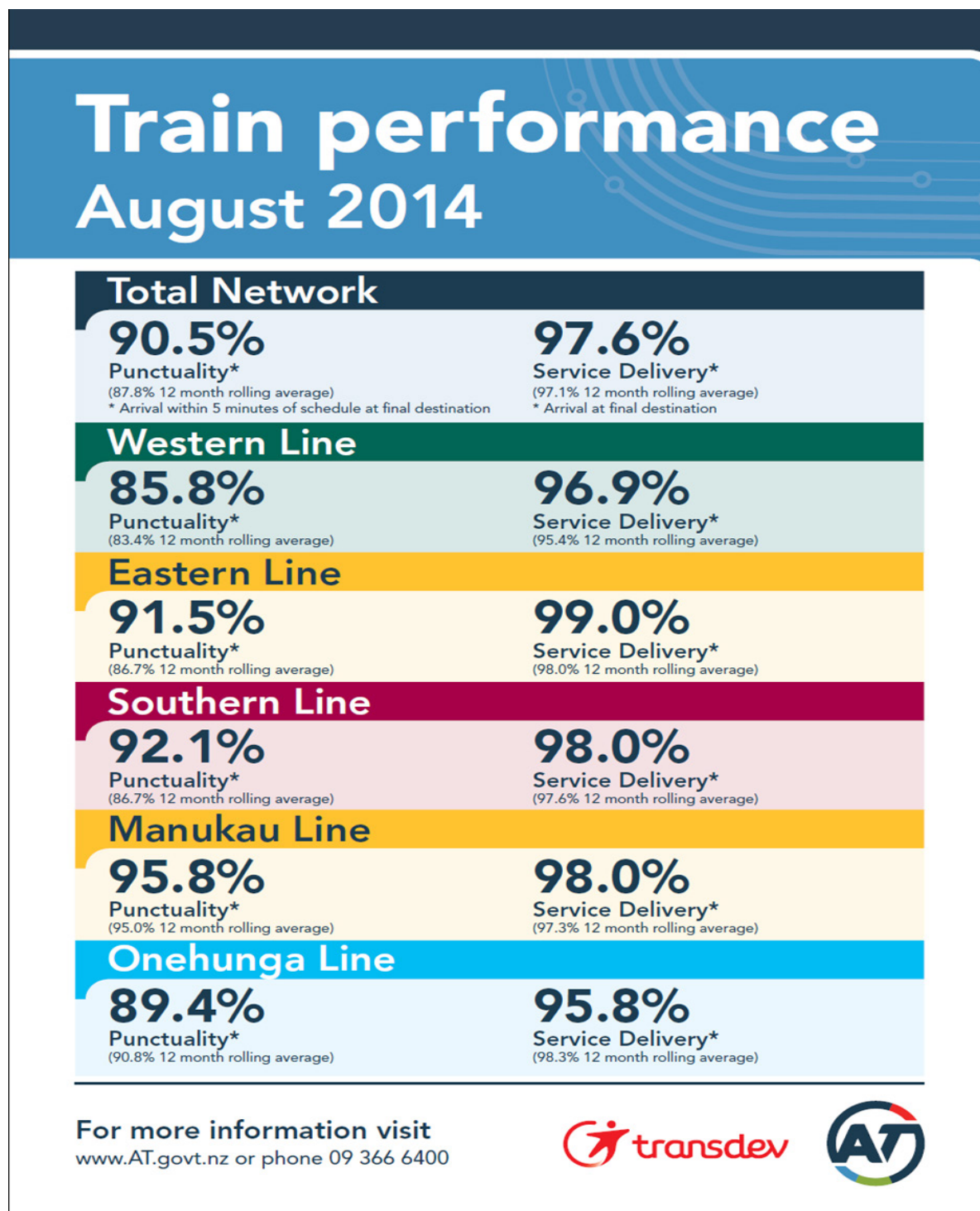


Figure 16. Rail Published Performance Results for August 2014

Service delivery (or reliability) is the proportion of trains that are not cancelled in full or part and arrive at their final destination. Punctuality is the proportion of trains that were not cancelled in full or part and that arrived at their final destination within five minutes of the scheduled time regardless of whether the train departed its origin on time.

For August-2014 service delivery was 97.6%. Punctuality for August 2014 was 90.5% compared to the 12 month average of 97.1% and 87.8%. Punctuality trends comparing 2013 and 2014 are presented at Figure 17.

Table 2. Train Performance Statistics - August 2014

| | West | East | South | Manukau | Onehunga | Total |
|--------------------------|-------|-------|-------|---------|----------|-------|
| Services Planned | 2,688 | 1,933 | 2,088 | 1,563 | 1,412 | 9,684 |
| Services Cancelled | 84 | 19 | 42 | 32 | 59 | 236 |
| Services Delayed > 5 min | 370 | 162 | 161 | 65 | 143 | 901 |

Several significant incidents affected service delivery in the month including issues with the fleet performance throughout the month.

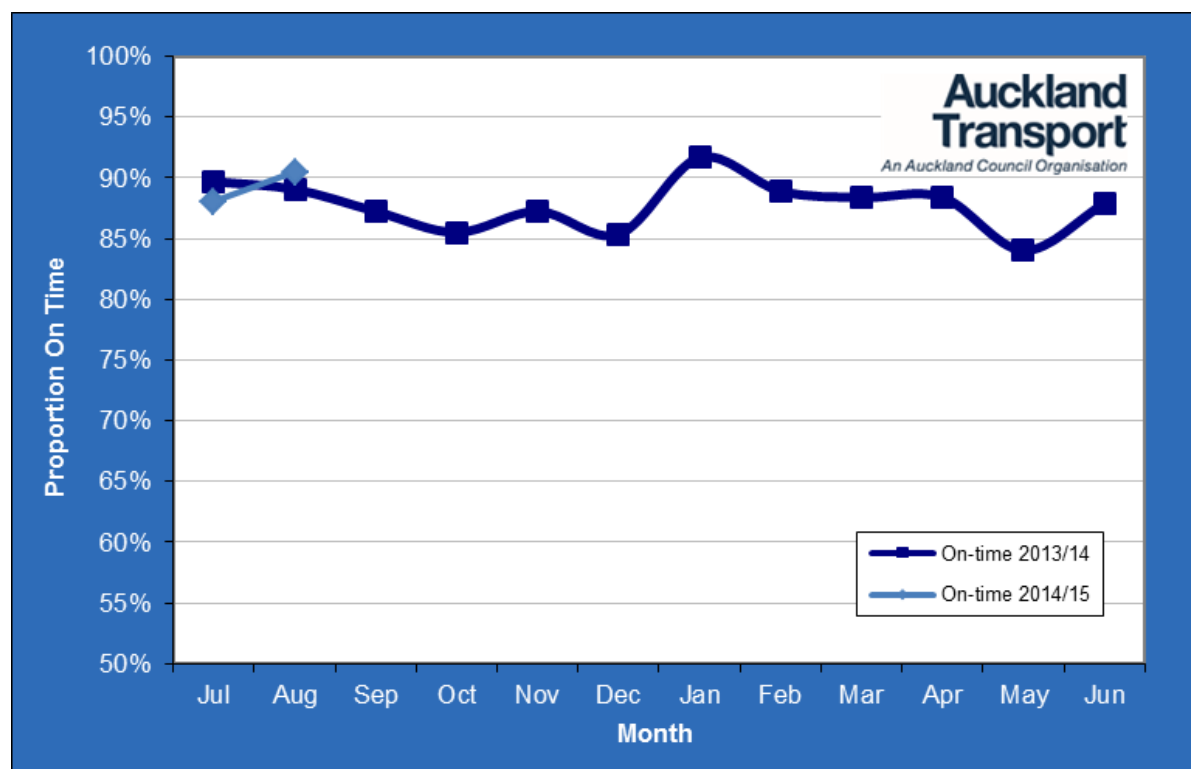


Figure 17. Rail Punctuality Trends for 2013 and 2014

The following major incidents impacted on service delivery during August:

- Track, Signals, Train Control and Traction Overhead (KiwiRail) – There were minor disruptions from track or signal faults during the month, however power supply issues affected the delivery of some services on one day.
- Diesel Train faults (KiwiRail) – Major incidents significantly impacted delivery on three days during the month with other minor incidents during the month.
- Electric Train Operations – Services were affected on one day during the month.
- Operational (Transdev) – Major incidents significantly impacted delivery on two days during the month.
- Other – There were no significant third party incidents affecting service delivery during the month.

Train Delay Impacts

Train delay minutes were 2.3% below the level for the same month last year. For the month a total of 11,194 delay minutes were recorded as a result of all causes. Figure 18 also shows the slight increase in the trend of train services operated over time and the decreasing average delay minutes per train service.

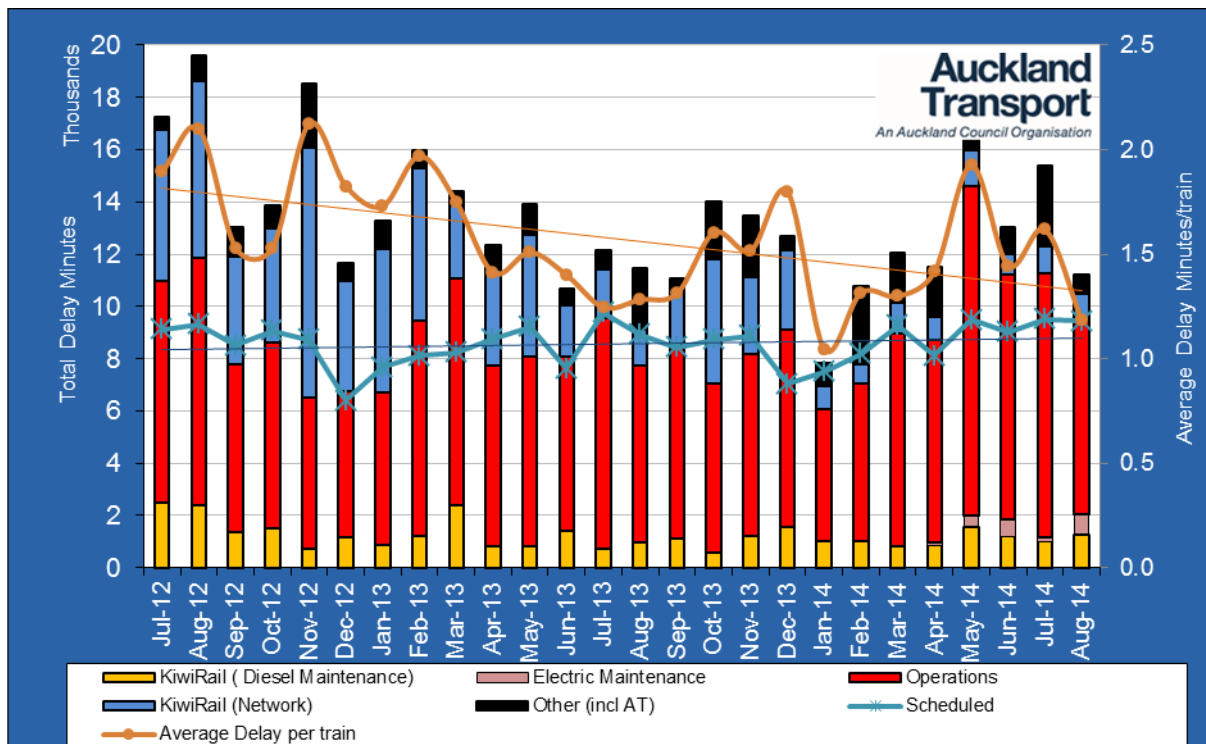


Figure 18. Train Delay Minutes by Cause

The following table is a break-down of the infrastructure-related delay minutes for the month:

Table 3. Infrastructure Related Delays

| | Delay Minutes | Proportion |
|----------------------------|---------------|------------|
| Network Control | 428 | 43.7% |
| Signal/points failure | 149 | 15.2% |
| Speed restrictions | 391 | 39.9% |
| Track protection measures* | 11 | 1.1% |
| Total | 979 | |

* Track protection measures are put in place at sites where work that involves activities close to the track is underway. These require trains to slow or stop at a safe distance prior to the actual site and only proceed after receiving approval from the site protector that the track is clear of all obstructions.

Passenger Weighted Delays

Figure 16 illustrates the actual train service numbers by line and cumulative across the total network that arrived at their destination on time and were not delayed compared to the total services scheduled. In Aug-2014, the overall network on-time performance as the percentage of total service trips arriving on time compared to the total service trips scheduled across the network was 90.5%.

Weighting the actual on-time performance by line against patronage carried on each line provides the total network on-time performance delays as a percentage of total passengers carried - Table 5 below. This was 89.9% on-time performance for Aug-2014.

Table 4. Rail Punctuality Weighted by Passenger Volume

| | Aug-13 | Sep-13 | Oct-13 | Nov-13 | Dec-13 | Jan-14 | Feb-14 | Mar-14 | Apr-14 | May-14 | Jun-14 | Jul-14 | Aug-14 |
|--------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Total Network Actual Service Delays | 89.1% | 87.3% | 85.5% | 87.3% | 85.4% | 91.7% | 88.9% | 88.4% | 88.4% | 84.0% | 87.9% | 88.0% | 90.5% |
| Weighted by Passenger Volume by Line | 87.8% | 85.9% | 83.7% | 86.0% | 84.1% | 90.3% | 87.2% | 87.2% | 87.7% | 84.1% | 87.2% | 87.4% | 89.9% |

Rail Capacity

Based on the planned train allocations there were eleven services reported to have exceeded AT's planned seating to standing ratio on average during August. Additionally a further four services were near the planned ratio. Reduced fleet availability as a result of the derailment that occurred in early

March continues to pressure some capacity, together with the temporary reintroduction of diesel services on the Onehunga Line during the month.

Bus Service Performance

For August 2014, 96.38% of total scheduled service trips were operated, leaving their origin stop no more than one minute early or ten minutes late (reliability measure). Service punctuality for August 2014 was 90.50%, measured by the percentage of total scheduled services leaving their origin stop no more than one minute early or five minutes late (punctuality measure). Reliability and punctuality statistics for bus services are based off the total scheduled bus services and include all service trips with no exclusions. Statistics from 1 July 2014 are now AT-reported using GPS-tracking data comparison to scheduled times, and no longer self-reported by bus operators.

Table 5. Bus Service Reliability and Punctuality - August 2014

| Operator | Scheduled Trips | Reliability | Punctuality |
|---------------------|-----------------|---------------|---------------|
| Airbus | 5,630 | 92.22% | 77.87% |
| Birkenhead | 11,322 | 97.45% | 91.94% |
| H & E | 18,530 | 93.17% | 81.44% |
| NZ Bus | 124,789 | 96.86% | 91.73% |
| Ritchies | 30,007 | 96.77% | 92.41% |
| Tranzit | 2,265 | 91.31% | 82.48% |
| Urban Express | 5,623 | 98.35% | 95.28% |
| Waiheke Bus Company | 2,352 | 93.68% | 82.82% |
| Total | 200,518 | 96.38% | 90.50% |

*reliability and punctuality using actual GPS-tracked performance data. A percentage of trips may have completed their trips and been punctual but are not recorded as a result of either faulty equipment or not being logged on to the system correctly.

Ferry Service Performance

For August 2014, 99.60% of contracted service trips were operated, leaving their origin stop no more than one minute early or ten minutes late (reliability measure). Service punctuality for August 2014 was 99.34%, measured by the percentage of total scheduled services leaving their origin stop no more than one minute early or five minutes late (punctuality measure). Reliability and punctuality statistics for ferry services are based independently off the total scheduled ferry services and include all service trips with no exclusions. Statistics are self-reported by the ferry operators utilising ferry skipper logs. Reporting will transition to AT-reported GPS-tracking data in coming months.

Table 6. Contracted Ferry Service Reliability and Punctuality - August 2014

| Route | Scheduled Trips | Reliability | Punctuality |
|---------------|-----------------|---------------|---------------|
| Bayswater | 1,012 | 99.70% | 99.70% |
| Half Moon Bay | 587 | 98.64% | 98.30% |
| Birkenhead | 1,086 | 99.63% | 99.36% |
| Gulf Harbour | 252 | 99.21% | 99.21% |
| West Harbour | 567 | 100% | 100% |
| Rakino | 20 | 100% | 100% |
| Pine Harbour | 630 | 100% | 100% |
| Hobsonville | 105 | 100% | 94.29% |
| Total | 4,259 | 99.60% | 99.34% |

4. SPECIAL EVENT PUBLIC TRANSPORT SERVICES

A total of 45 events took place in August with two that had an impact on public transport either with road closures and/or route diversions or additional special event services. The following identifies where Special Event services were provided. Additional passenger movements as a result of events will also be carried on scheduled public transport services.

All Blacks vs. Australia Bledisloe Cup, Eden Park: Saturday, 23 August 2014

Total Attendance : 48,211

| | INBOUND | | OUTBOUND | | Average % Gate Moved |
|--------------|----------------------------------|---------------|----------------------------------|---------------|----------------------|
| | Special Event Service Passengers | % Gate Moved | Special Event Service Passengers | % Gate Moved | |
| RAIL | 13,617 | 28.24% | 13,903 | 28.84% | 28.54% |
| BUS | 6,166 | 12.79% | 6,570 | 13.63% | 13.21% |
| FERRY | - | - | - | - | - |
| TOTAL | 19,783 | 41.03% | 20,473 | 42.47% | 41.75% |

ITM Cup Auckland vs. Tasman Eden Park, Eden Park: Sunday, 31 August 2014

Total Attendance : 2,689

| | INBOUND | | OUTBOUND | | Average % Gate Moved |
|--------------|----------------------------------|---------------|----------------------------------|---------------|----------------------|
| | Special Event Service Passengers | % Gate Moved | Special Event Service Passengers | % Gate Moved | |
| RAIL | 360 | 13.39% | 385 | 14.32% | 13.85% |
| BUS | - | - | - | - | - |
| FERRY | - | - | - | - | - |
| TOTAL | 360 | 13.39% | 385 | 14.32% | 13.85% |

5. REGISTERED SERVICE NOTIFICATIONS UNDER THE LAND TRANSPORT MANAGEMENT AMENDED ACT 2013

Under the Land Transport Management Amendment Act 2003, no application was approved during the month of August 2014.

6. PUBLIC TRANSPORT SERVICE DEVELOPMENT PROJECTS

Projects Implemented

- The new simplified bus network for Blockhouse Bay, Green Bay, Titirangi, Laingholm and parts of Glen Eden and New Lynn has been implemented on 3 August. Also on this date all other West Auckland bus services operated by Go West have new timetables and some minor route changes.
 - Post the services changes Urban Express and NZ Bus (Go West) service are running at 95% reliability, which is a significant improvement from pre 3 August 2014.
- Hibiscus Coast – consultation on the bus New Network, including extension of the Northern Express to the Hibiscus Coast Busway Station, has taken place between 14 July and 14 August. We are now analysing the submissions and making final recommendations on the proposed Hibiscus Coast service changes.

Projects in Planning

- Pukekohe and Waiuku – consultation on the bus New Network is planned for the period 22 September – 17 October.
- North Star services will be adjusted from 12th October 2014 to improve timetable reliability and punctuality.
- West Auckland – consultation on the bus New Network is planned for the period 21 October – 1 December.
- Birkenhead Transport bus services - developing new timetables to improve headway, frequency and capacity.
- Preparations continue on the Business Case for zone Integrated Fares.

7. PUBLIC TRANSPORT PROMOTIONAL ACTIVITIES

Western Bus Changes 3 August 2014

Communication of bus changes for area covering Green Bay, Titirangi and Laingholm. Customer information provided at just under 400 bus stops, leaflets dropped to a greater area of 70,000 households and AT Ambassadors present at key bus stops to engage, advise and help customers.

Gulf Harbour Launch of new services

Following customer demand and consultation the ferry sailings have tripled. The first burst of advertising started on 11 August 2014 and will be followed through-out the year at key times to ensure the patronage remains high.

Electric Train safety campaign for Manukau & Eastern Line

In the lead up to the launch of electric trains on the Manukau and Eastern Line the 'Watch Out' safety message is being promoted in this area. A mail drop is planned for households within a 1km radius of railway lines along this rail corridor. Press advertising is planned for suburban newspapers in this area along with further radio advertising and specific billboard spaces.

New Movers

Each month a personal, welcome to the neighbourhood pack with public transport information is sent to all 'new movers' (people changing residential address).

Connecting Aucklanders Info-graphic Video

A video has been published on our website promoting our major public transport projects, this ties into the 'Connecting Aucklanders' theme. A special web 'landing page' has also been released to make it easier for customers to find information on our major projects. Refer to www.at.govt.nz/connectingaucklanders

Retailer promotions

A large number of public transport users are still paying cash fares even at locations within close proximity to Customer Service Centres and retail outlets. For example at stop 7045 Queen St near Customs St West, 4,490 cash sales were made within a week. Several similar stops across Auckland have been identified and will be targeted with this campaign to increase awareness of the retailer close by.

The aim of this campaign is to target frequent public transport users who may not be aware of where to get a card and highlight the convenience of getting a card and the 20% savings they receive on their travel by using an AT HOP card. Phase 1 of this campaign is now live. This is an on-going campaign and will run until the end of the year.

Extended hours for Albany and Smales Farm CSC's

Press adverts and posters have been used to inform customers of the extended AT Customer Service Centre hours at Albany and Smales Farm.

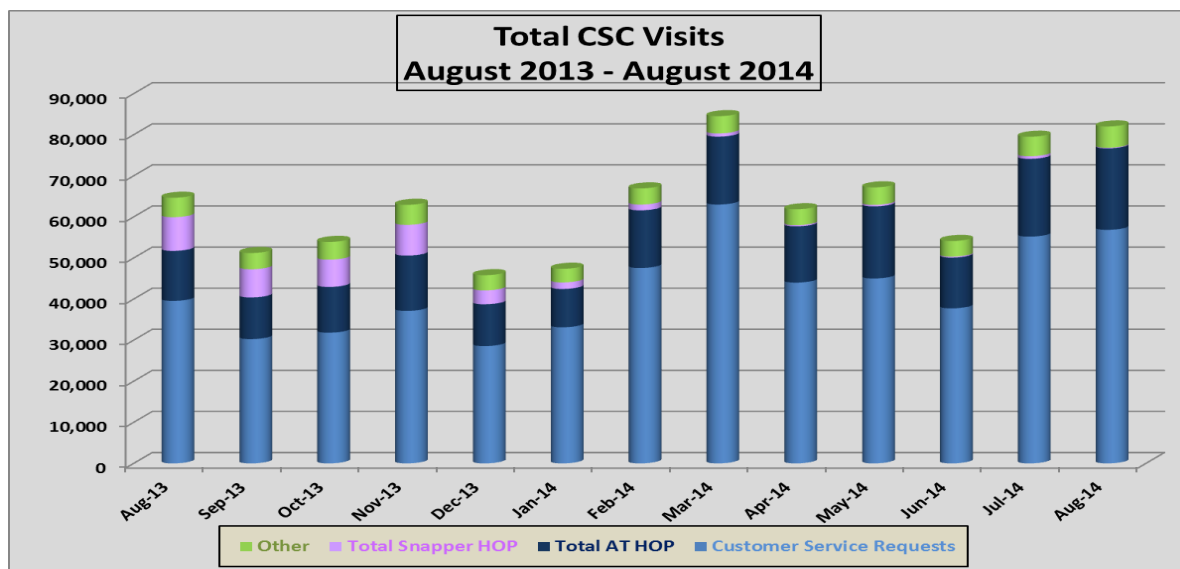
Tertiary Concession Renewal

Approximately 11,000 first semester tertiary concessions expired 31 August. This campaign was to remind students to renew the concession on their card before 31 August or their cards would revert to an adult profile and they would be charged adult fares. The message was communicated to students via posters on-board and emails.

8. PUBLIC TRANSPORT CUSTOMER SERVICE CHANNELS

Walk-In-Centres

The combined customer visits to the Customer Service Centres for August 2014 was 81,999, up from 79,490 in July. This compares to 64,645 visits in the same period last year, an increase of 27%. Included in the total were almost 24,000 (29%) ticket and top-up requests, indicating that some customers prefer face-to-face interactions and there is scope for customer education to build customer confidence in transitioning into the self-service space



AT Public Transport Call Centre

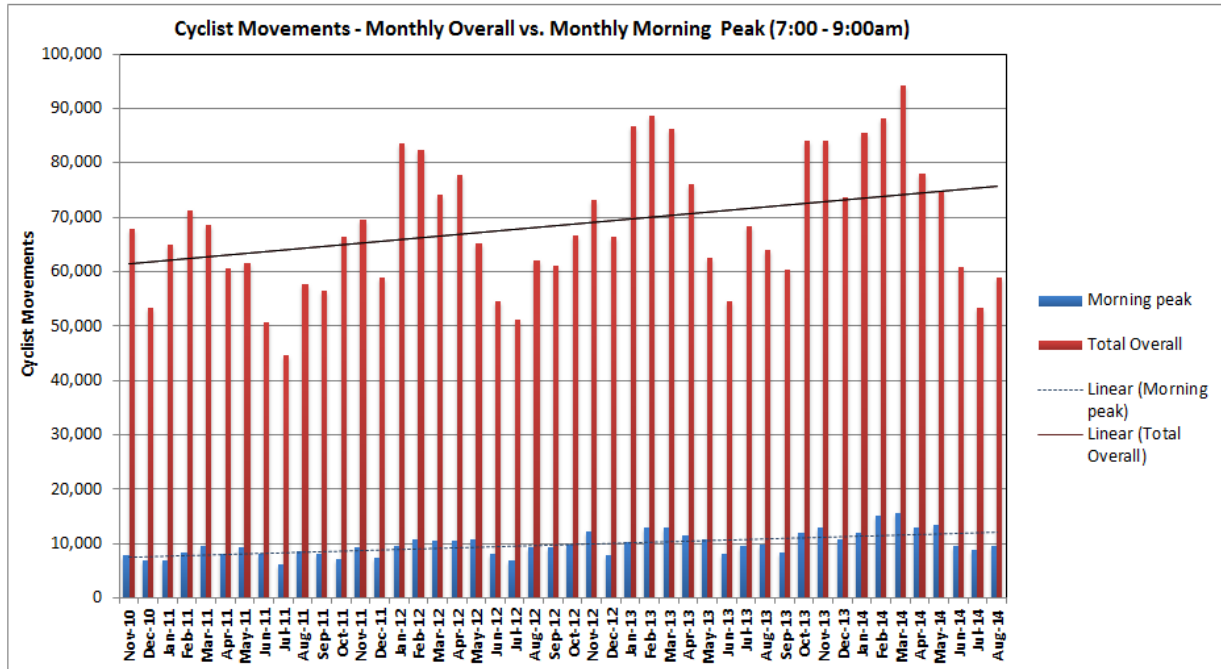
In August 2014, the PT Contact Centre was offered 30,726 calls, with 29,462 (95.9%) answered. The grade of service was 84.0%. This compares to 32,689 calls in the same period last year, of which 31,840 (97.4%) were answered. The grade of service was 89%.

The AT HOP Contact Centre was offered 12,536 calls with 12,071 (96.3%) answered. The grade of service was 89%. This compares to 10,307 calls in the same period last year, with 9,977 (96.8%) answered. The grade of service was 88%.

9. MONTHLY CYCLE MONITORING REPORT (August 2014)

There has been a decrease of 7.9% in cyclist movements in August 2014 when compared to August 2013. The morning peak movement's decreased by 2.5% when compared to August last year.

A total of 895,468 cycle trips were recorded for the year of September 2013 to August 2014, this is an increase of 4.82% on the previous year.



Monthly Comparisons of Cycle Movements

| | Total Movements | | | | | Increase | | | |
|-----------|-----------------|--------|--------|--------|------|----------|---------|---------|---------|
| | 2010 | 2011 | 2012 | 2013 | 2014 | 2010-11 | 2011-12 | 2012-13 | 2013-14 |
| January | 64,836 | 83,629 | 86,768 | 85,399 | | | 29.0% | 3.8% | -1.6% |
| February | 71,287 | 82,290 | 88,760 | 88,272 | | | 15.4% | 7.9% | -0.5% |
| March | 68,513 | 74,124 | 86,233 | 94,195 | | | 8.2% | 16.3% | 9.2% |
| April | 60,534 | 77,862 | 76,130 | 78,004 | | | 28.6% | -2.2% | 2.5% |
| May | 61,675 | 65,137 | 62,564 | 74,759 | | | 5.6% | -4.0% | 19.5% |
| June | 50,742 | 54,632 | 54,498 | 60,722 | | | 7.7% | -0.2% | 11.4% |
| July | 44,614 | 51,175 | 68,232 | 53,317 | | | 14.7% | 33.3% | -21.9% |
| August | 57,713 | 61,945 | 63,886 | 58,811 | | | 7.3% | 3.1% | -7.9% |
| September | 56,549 | 60,960 | 60,320 | | | | 7.8% | -1.0% | |
| October | 66,497 | 66,634 | 83,948 | | | | 0.2% | 26.0% | |
| November | 67,852 | 69,651 | 73,227 | 83,986 | | 2.7% | 5.1% | 14.7% | |
| December | 53,412 | 58,907 | 66,372 | 73,735 | | 10.3% | 12.7% | 11.1% | |

| | Morning Peak Movements | | | | | Increase | | | |
|-----------|------------------------|--------|--------|--------|------|----------|---------|---------|---------|
| | 2010 | 2011 | 2012 | 2013 | 2014 | 2010-11 | 2011-12 | 2012-13 | 2013-14 |
| January | 6,905 | 9,491 | 10,345 | 11,948 | | | 37.5% | 9.0% | 15.5% |
| February | 8,385 | 10,894 | 12,913 | 15,018 | | | 29.9% | 18.5% | 16.3% |
| March | 9,662 | 10,526 | 13,066 | 15,646 | | | 8.9% | 24.1% | 19.7% |
| April | 8,040 | 10,444 | 11,440 | 12,974 | | | 29.9% | 9.5% | 13.4% |
| May | 9,315 | 10,856 | 10,756 | 13,315 | | | 16.5% | -0.9% | 23.8% |
| June | 7,998 | 8,037 | 8,062 | 9,571 | | | 0.5% | 0.3% | 18.7% |
| July | 6,100 | 6,977 | 9,465 | 8,894 | | | 14.4% | 35.7% | -6% |
| August | 8,557 | 9,319 | 9,776 | 9,528 | | | 8.9% | 4.9% | -2.5% |
| September | 8,005 | 9,211 | 8,440 | | | | 15.1% | -8.4% | |
| October | 7,185 | 9,884 | 12,070 | | | | 37.6% | 22.1% | |
| November | 7,962 | 9,272 | 12,343 | 12,938 | | 16.5% | 33.1% | 4.8% | |
| December | 6,904 | 7,461 | 7,885 | 10,736 | | 8.1% | 5.7% | 36.2% | |