

# Statistics Report

September 2014



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# PUBLIC TRANSPORT

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## 1. HIGHLIGHTS

### Patronage

Auckland public transport patronage totalled 73,957,488 passenger trips for the 12 months to Sep-2014, an increase of +1.1% on the 12 months to Aug-2014 and +7.6% on the 12 months to Sep-2013. September monthly patronage was 6,612,702, an increase of 782,718 boardings or +13.4% on Sep-2013, normalised to ~ +11.0% accounting for special event patronage, one more business and one less weekend day in Sep-2014 compared to Sep-2013. Financial year to date patronage has grown by + 8.5%.

Rail patronage totalled 11,923,347 passenger trips for the 12 months to Sep-2014, an increase of +1.7% on the 12 months to Aug-2014 and +16.7% on the 12 months to Sep-2013. Patronage for Sep-2014 was 1,119,230, an increase of 194,217 boardings or +21.0% on Sep-2013, normalised to ~ +21.2%. Financial year to date rail patronage has grown by +16.8%.

The Northern Express bus service carried 2,540,018 passenger trips for the 12 months to Sep-2014, an increase of +1.6% on the 12 months to Aug-2014 and + 11.1% on the 12 months to Sep-2013. Northern Express bus service patronage for Sep-2014 was 234,282, an increase of 40,686 boardings or +21.0% on Sep-2013, normalised to ~ +20.8%. Financial year to date Northern Express patronage has grown by +18.6%.

Bus services excluding Northern Express carried 54,387,408 passenger trips for the 12 months to Sep-2014, an increase of +1.0% on the 12 months to Aug-2014 and +6.2% on the 12 months to Sep-2013. Bus services excluding Northern Express patronage for Sep-2014 was 4,887,764, an increase of 516,418 boardings or +11.8% on Sep-2013, normalised to ~ +8.8%. Financial year to date bus services excluding Northern Express patronage has grown by +7.1%.

Ferry services carried 5,106,715 passenger trips for the 12 months to Sep-2014, an increase of +0.6% on the 12 months to Aug-2014 and an increase +2.0% on the 12 months to Sep-2013. Ferry services patronage for Sep-2014 was 371,426, an increase of 31,397 boardings or +9.2% on Sep-2013, normalised to ~ +8.1%. Financial year to date ferry patronage has decreased by -0.3%.

### Service Performance

For rail, service punctuality in Sep-2014 was 86.4%, compared to the average for the 12 months to Sep-2014 of 87.7%. Service delivery was 97.0%, compared to the average for the 12 months to Sep-2014 of 97.1%.

For bus, service punctuality in Sep-2014 was 91.9%. Service delivery was 96.9%.

For ferry, service punctuality in Sep-2014 was 99.8%. Service delivery was 99.9%. Ferry service punctuality and reliability remain operator self reported.

### Initiatives

- Full electric train services commenced on the Eastern Line Britomart/Manukau from 15 September.
- 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. 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.

- New simplified bus network for Pukekohe and Waiuku consultation has been taking place between 22 September to 17 October.
- The 'Get on board with Jerome' campaign is a brand campaign for Public Transport. The campaign runs through October and November, primary objective of the campaign is to encourage increased use of public transport.
- Retailer promotions programme targeted at a large number of public transport users that are still paying cash fares at locations within close proximity to Customer Service Centres and retail outlets. Several similar stops across Auckland have been identified and will be targeted with this campaign to increase awareness of the retailer close by.

## 2. PUBLIC TRANSPORT PATRONAGE

### Network Wide Summary

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

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

Auckland public transport patronage totalled 73,957,488 passengers for the 12 months to Sep-2014, an increase of +1.1% on the 12 months to Aug-2014 and + 7.6% on the 12 months to Sep-2013 as illustrated in Figure 1. September monthly patronage was 6,612,702, an increase of 782,718 boardings or +13.4% on Sep-2013, normalised to ~ +11.0%.

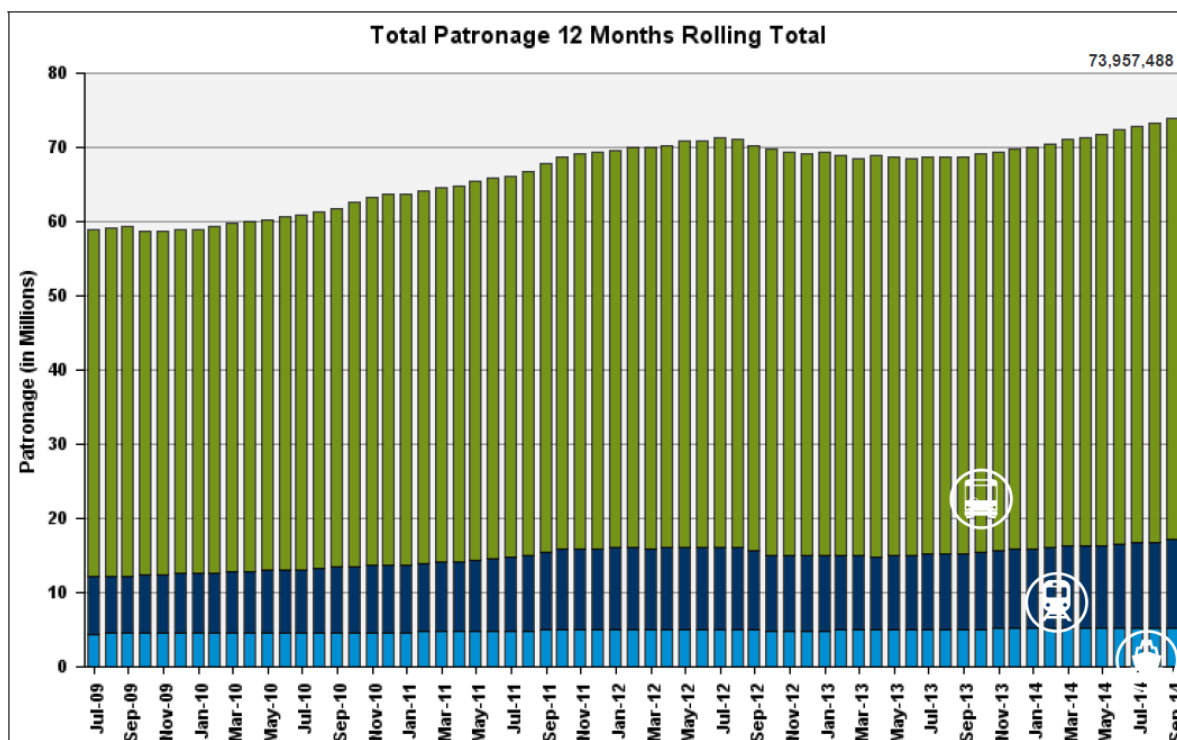


Figure 1: Total Patronage – 12 Months Rolling Total

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

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

	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
<b>1. Rapid Transit Network sub-total:</b>	1,353,512	234,903	21.0%	14,463,365	1.7%	1,959,029	15.7%	4,111,610	601,539	17.1%
Northern Express Bus	234,282	40,686	21.0%	2,540,018	1.6%	253,472	11.1%	721,424	113,274	18.6%
<b>Rail sub-total:</b>	1,119,230	194,217	21.0%	11,923,347	1.7%	1,705,557	16.7%	3,390,186	488,265	16.8%
- Western Line	390,363	38,292	10.9%	4,406,868	0.9%	702,430	19.0%	1,222,189	158,172	14.9%
- Southern & Eastern Line	728,867	155,925	27.2%	7,516,479	2.1%	1,003,127	15.4%	2,167,997	330,093	18.0%
<b>Services</b>	495,197	85,236	20.8%	5,257,185	1.6%	608,901	13.1%	1,483,796	175,653	13.4%
-Manukau Services	147,054	49,412	50.6%	1,364,154	3.8%	244,862	21.9%	425,080	106,027	33.2%
-Onehunga Services	86,616	21,277	32.6%	895,140	2.4%	149,364	20.0%	259,121	48,413	23.0%
<b>2. Frequent Connector and Local Bus (Include School Bus) sub-total:</b>	4,887,764	516,418	11.8%	54,387,408	1.0%	3,158,008	6.2%	14,586,224	962,451	7.1%
- Frequent Connector & Local Bus	4,615,917	504,592	12.3%	51,779,798	1.0%	3,072,446	6.3%	13,835,459	954,578	7.4%
- Contracted School Bus	271,847	11,826	4.5%	2,607,610	0.5%	85,562	3.4%	750,765	7,873	1.1%
<b>3. Ferry</b>	371,426	31,397	9.2%	5,106,715	0.6%	98,065	2.0%	1,118,534	-3,238	-0.3%
<b>Total Patronage</b>	<b>6,612,702</b>	<b>782,718</b>	<b>13.4%</b>	<b>73,957,488</b>	<b>1.1%</b>	<b>5,215,102</b>	<b>7.6%</b>	<b>19,816,368</b>	<b>1,560,752</b>	<b>8.5%</b>

For the financial year to date, three months from Jul-2014, patronage has increased by 8.5% or 1,560,752 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.

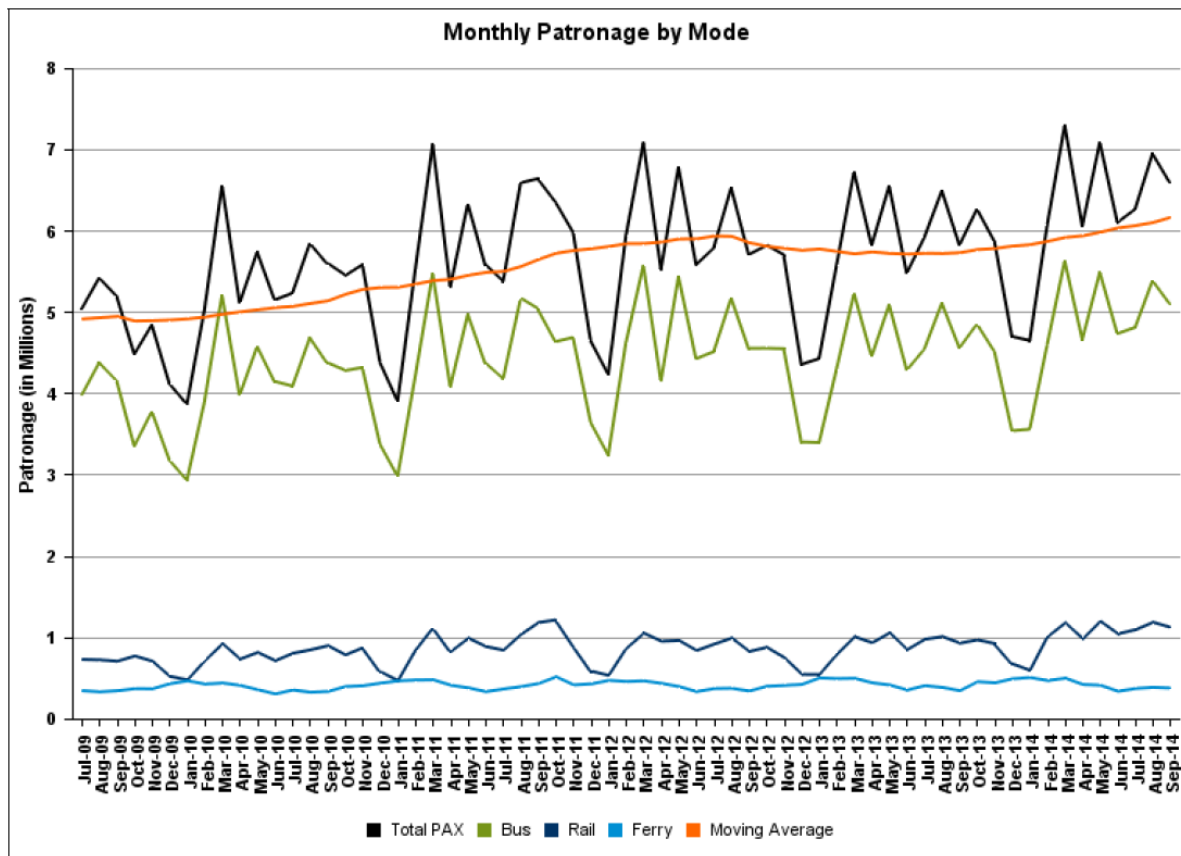


Figure 2. Monthly Patronage by Mode

## 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 Sep-2014 and totalled 14,463,365 passengers for the 12 months to Sep-2014 (Figure 3), an increase of +1.7% on the 12 months to Aug-2014 and +15.7% on the 12 months to Sep-2013. RTN Patronage for Sep-2014 was 1,353,512 boardings, an increase of +21.0% (+234,903 boardings) on Sep-2013 (Figure 4) normalised to ~+21.2%. Financial year to date RTN patronage has grown by +17.1%.

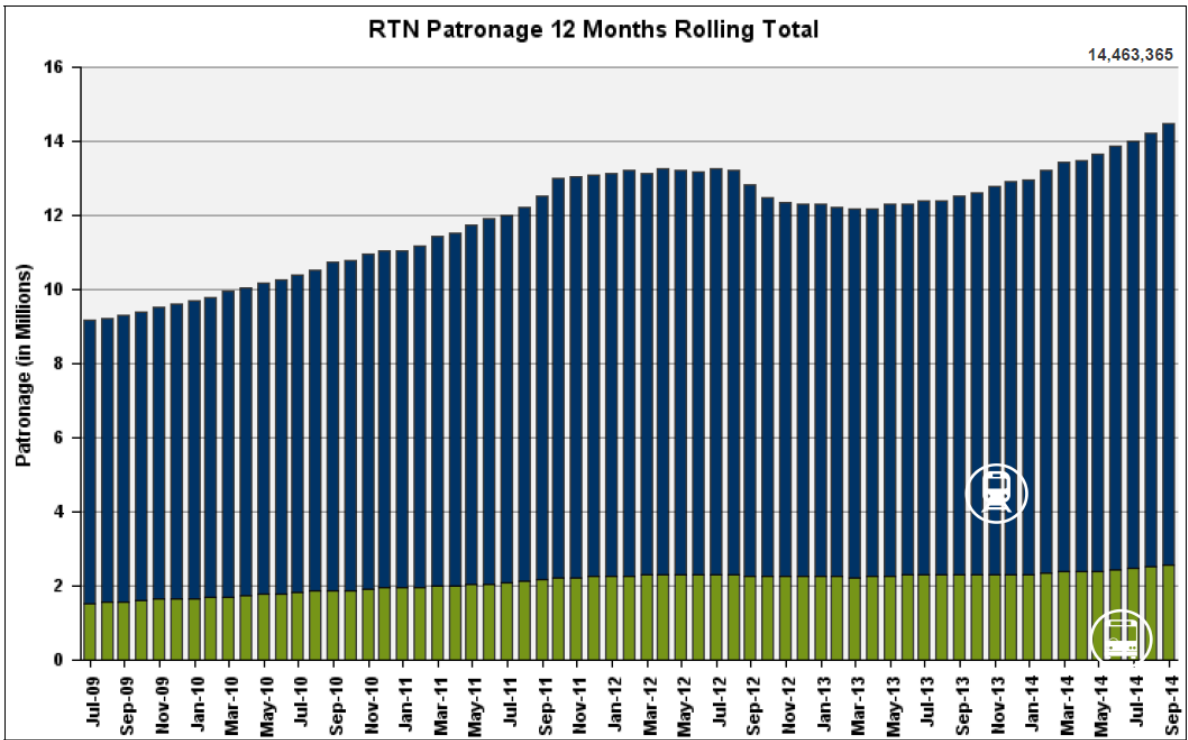
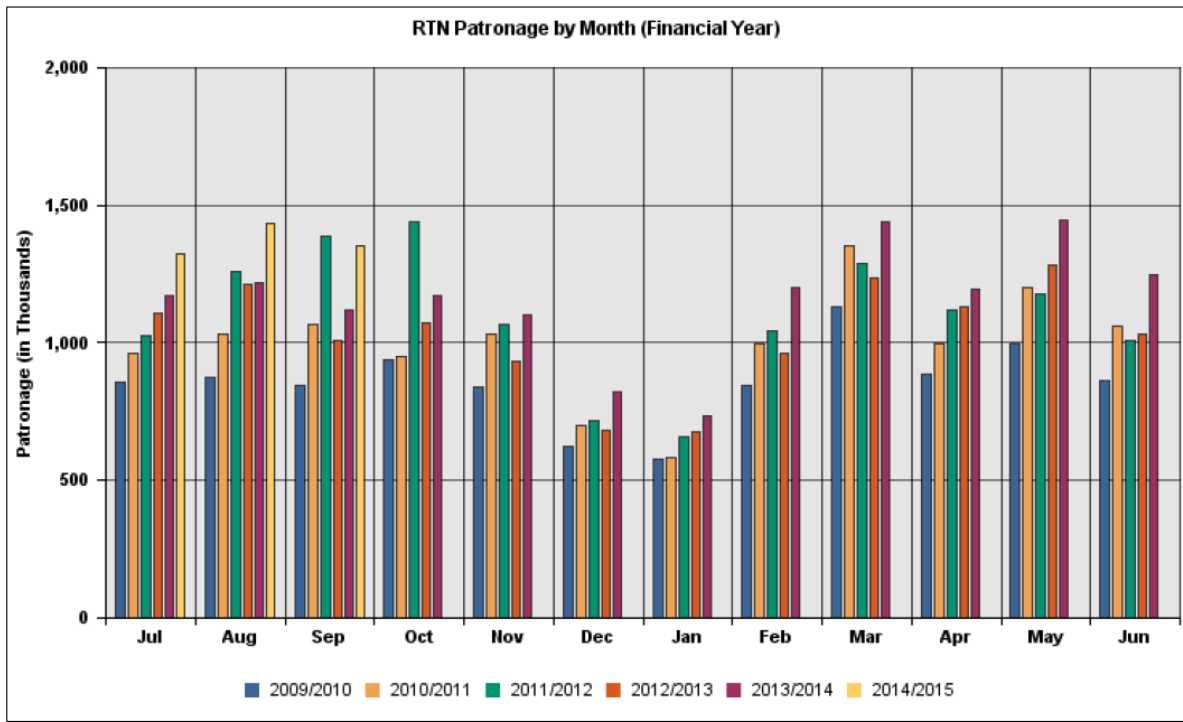


Figure 3. RTN Patronage – 12 Months Rolling Total



Jul-14	Aug-14	Sep-14	Oct-13	Nov-13	Dec-13	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13
12.9% ▲	17.7% ▲	21.0% ▲	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 Sep-2014 and totalled 11,923,347 passengers for the 12 months to Sep-2014 (Figure 5), an increase of +1.7% on the 12 months to Aug-2014 and +16.7% on the 12 months to Sep-2013. Patronage for Sep-2014 was 1,119,230 boardings, an increase of +21.0% (+194,217 boardings) on Sep-2013 (Figure 6), normalised to ~ +21.2%. Financial year to date rail patronage has grown by +16.8%. There was one more business day in September this year compared to the same month last year, and fewer weekend blocks for engineering works (one partial block this year compared to two full network blocks last year). Off-setting this there were fewer special events this year compared to last year, which included a Tri-nations test match.

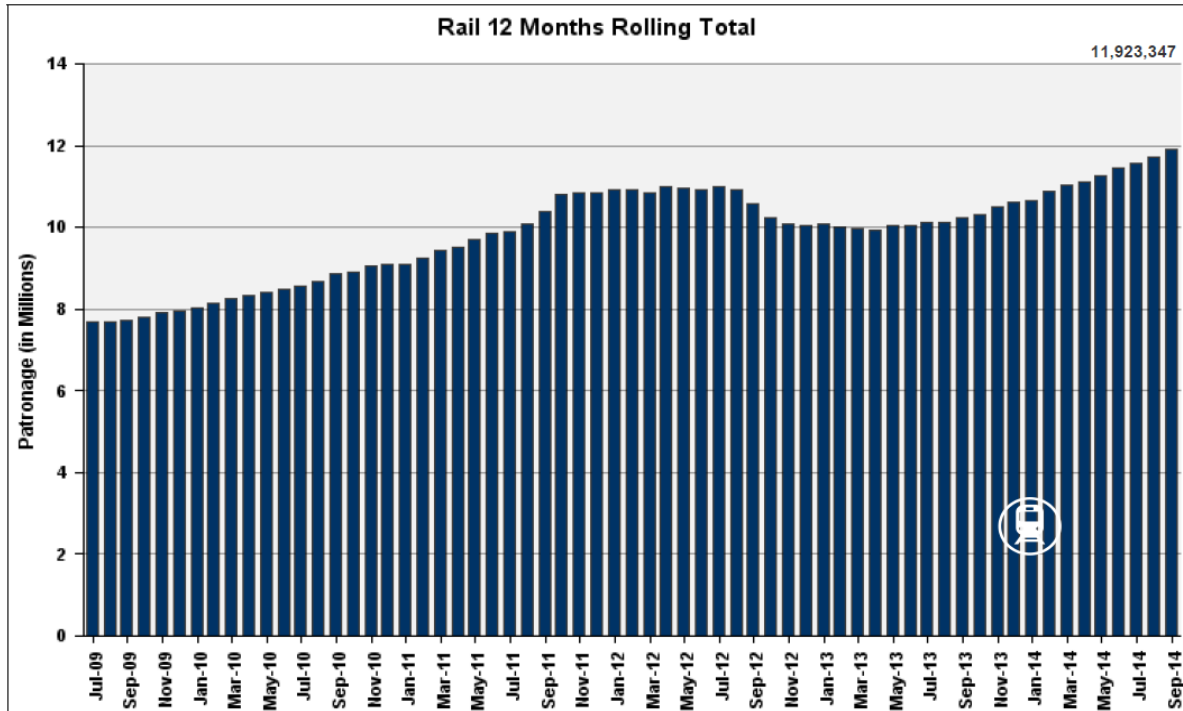


Figure 5. Rail Patronage – 12 Months Rolling Total

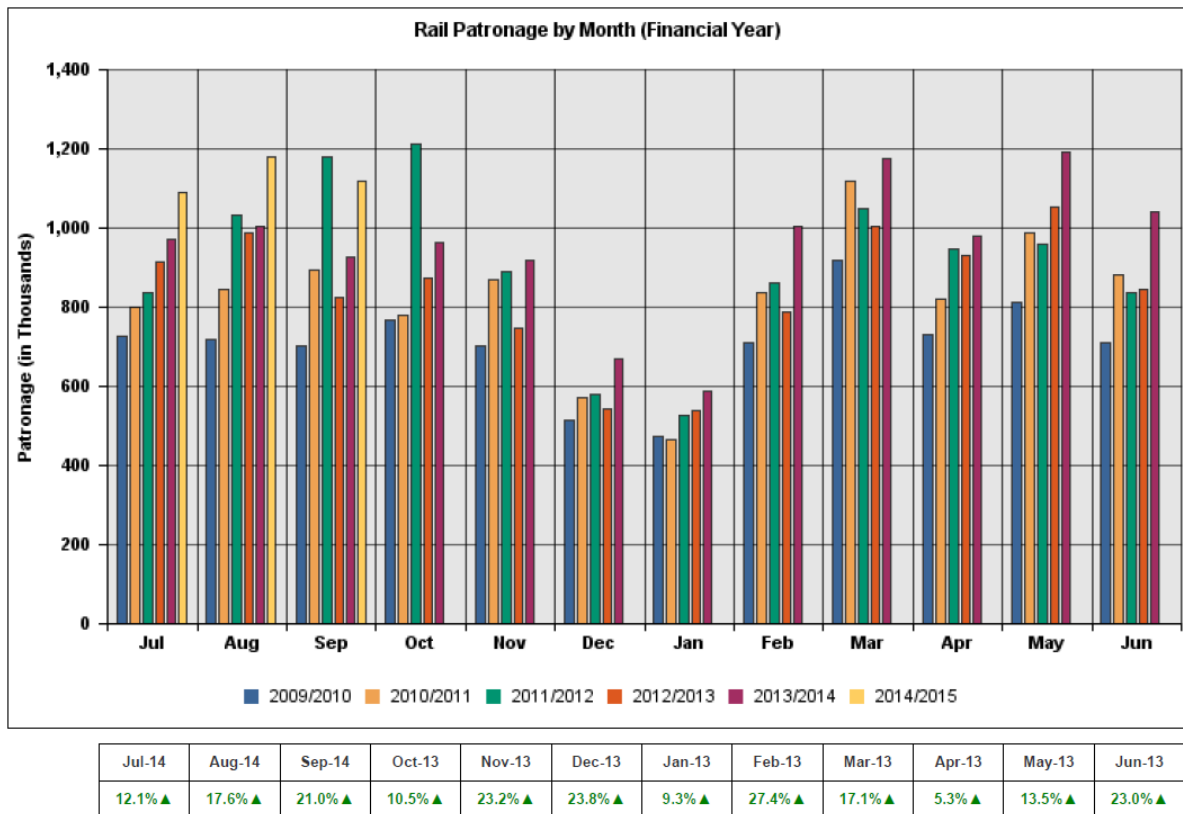


Figure 6. Rail Patronage – Growth by Month 2009/10 to 2014/15



Figure 7 illustrates estimated average passengers per business day.

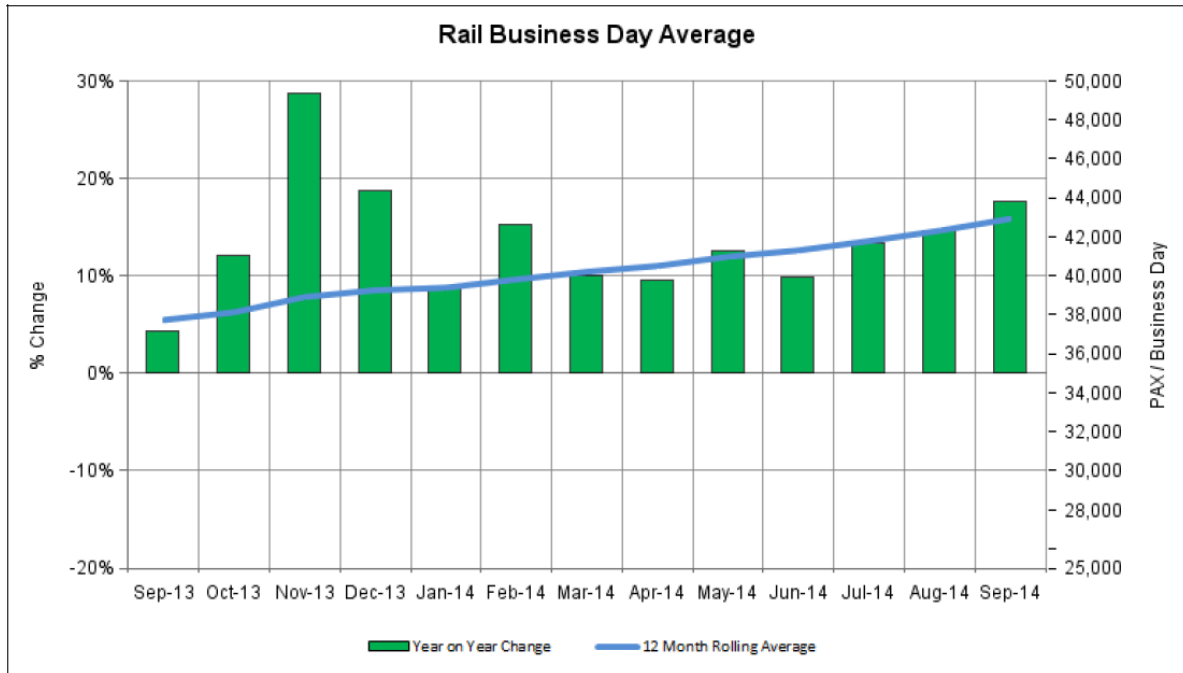


Figure 7. Rail Patronage – Average Business Day Daily Passenger Counts for Scheduled Services

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

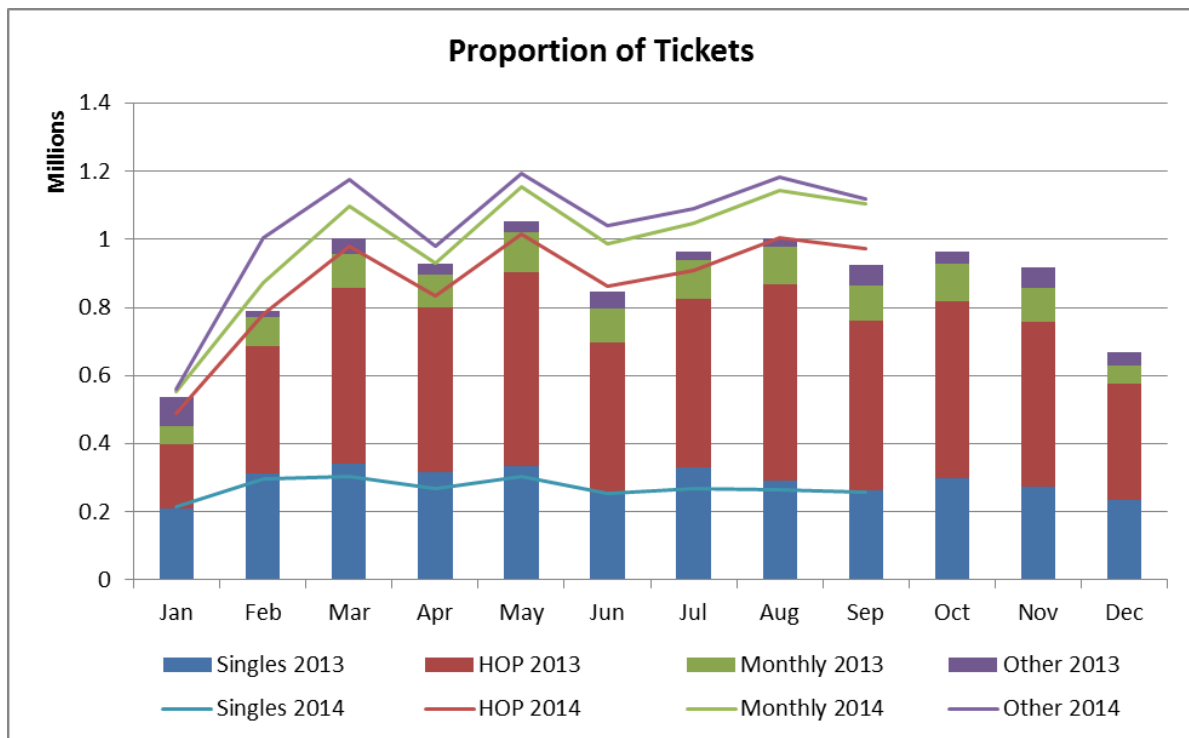
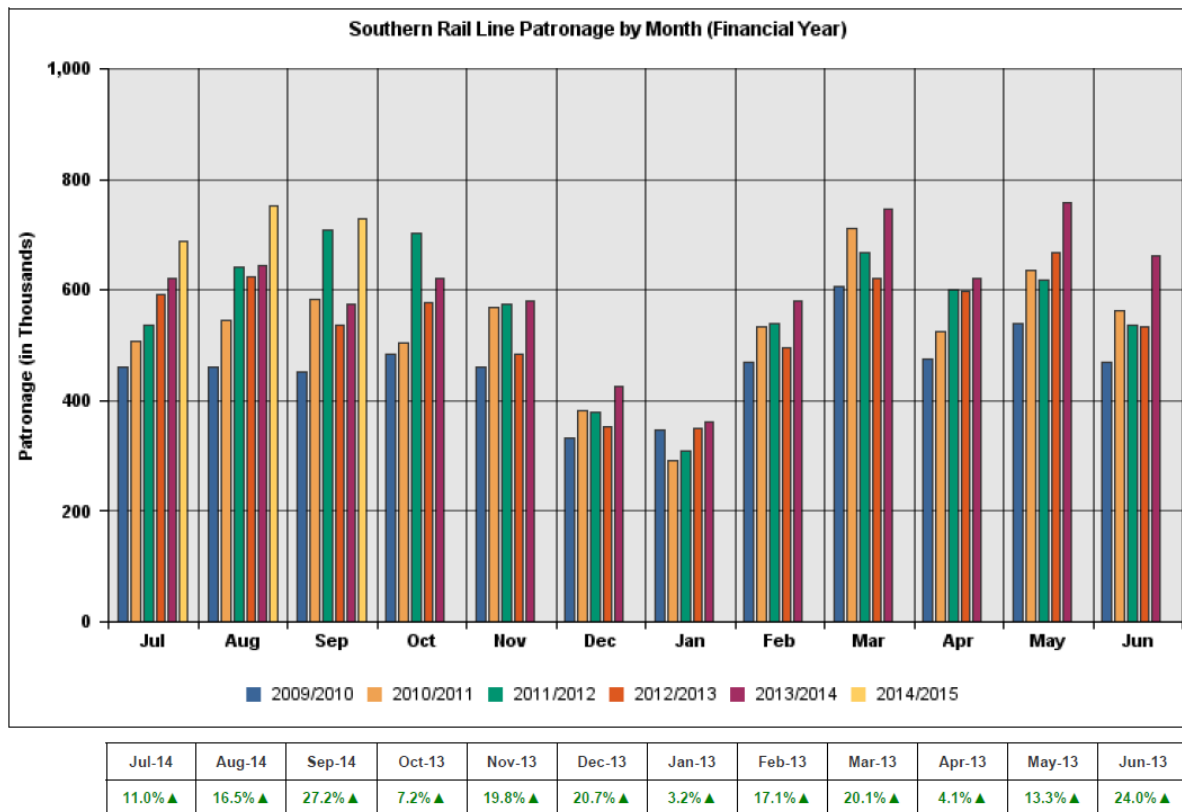


Figure 8. Ticket Sales by Ticket Type – 2014 compared to 2013



## 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 7,516,479 passengers for the 12 months to Sep-2014, an increase of +2.1% on the 12 months to Aug-2014 and +15.4% on the 12 months to Sep-2013. Patronage for Sep-2014 was 728,867 boardings, an increase of +27.2% (+155,925 boardings) on Sep-2013 (Figure 9). Financial year to date patronage has grown by +18.0%.

Specific monitoring of Papakura/Pukekohe travel, currently ~250,000 passenger trips per annum, as we move more to EMU to/from Papakura and diesel shuttles between Papakura/Pukekohe will be provided from October 2014 report.

## Western Rail Line

Western Line rail patronage totalled 4,406,868 passengers for the 12 months to Sep-2014, an increase of +0.9% on the 12 months to Aug-2014 and +19.0% on the 12 months to Sep-2013. Patronage for Sep-2014 was 390,363 boardings, an increase of +10.9% (+38,292 boardings) on Sep-2013 (Figure 10). Financial year to date patronage has grown by +14.9%. Bus replacements were in operation on the weekend of 13 & 14 September, and there were fewer special events in September this year compared to the same month last year.

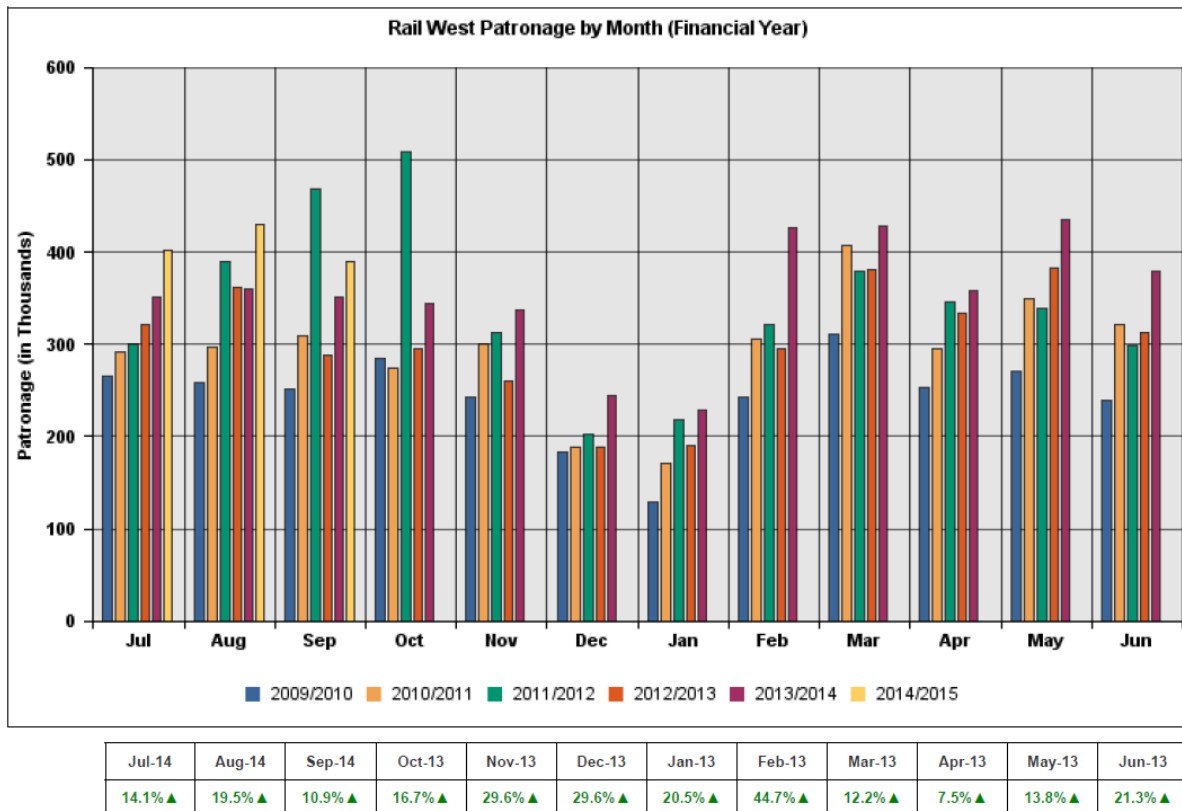


Figure 10. Western Line Rail Patronage – Growth by Month 2009/10 to 2014/15

## 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 2,540,018 passengers for the 12 months to Sep-2014 (Figure 11), an increase of +1.6% on the 12 months to Aug-2014 and +11.1% on the 12 months to Sep-2013. Patronage for Sep-2014 was 234,282 boardings, an increase of +21.0% (+40,686 boardings) on Sep-2013 (Figure 12), normalised to ~+20.8%. Financial year to date Northern Express patronage has grown by +18.6%.

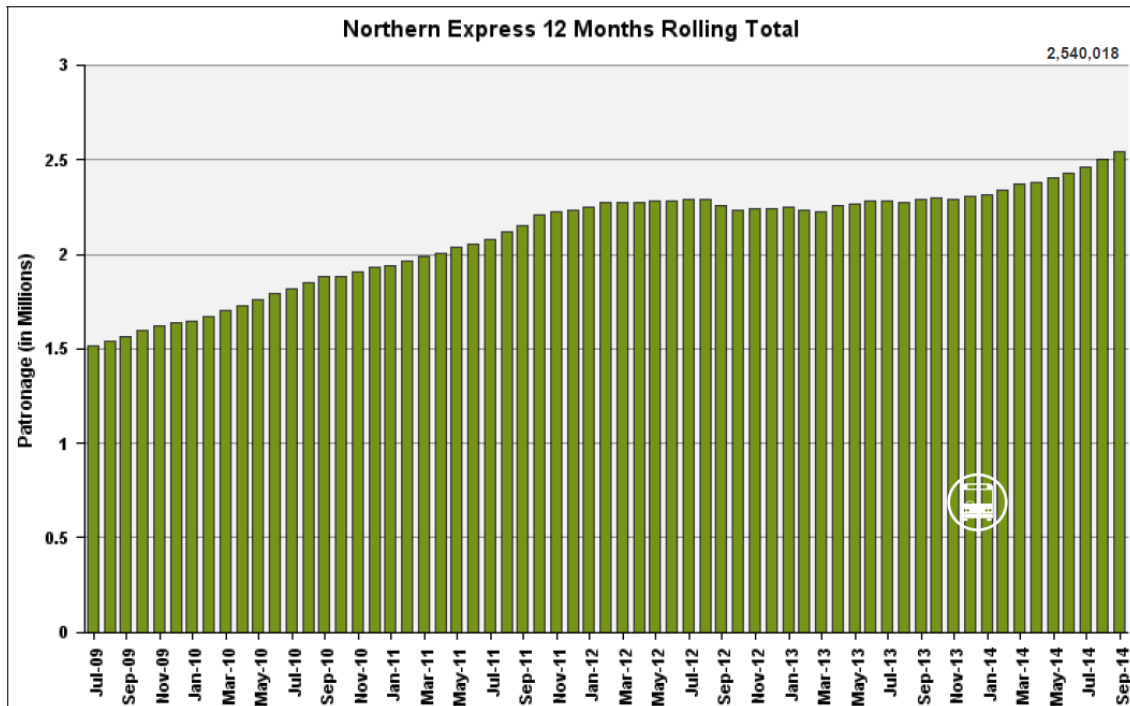
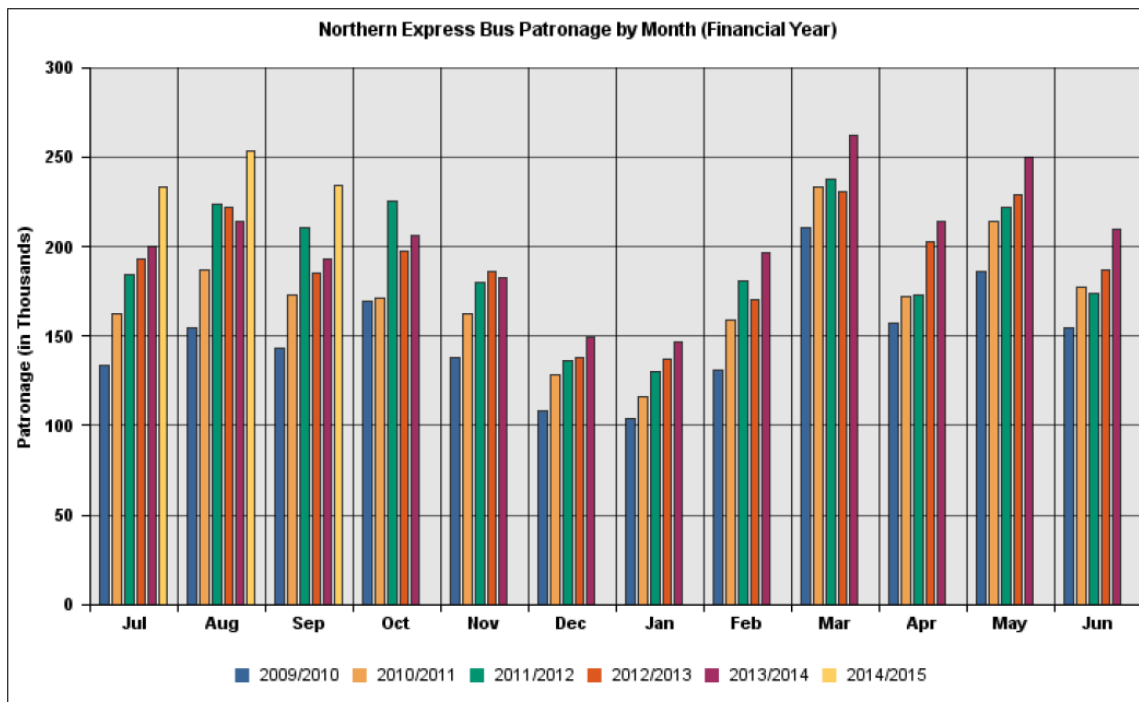


Figure 11. Northern Express Bus Patronage – 12 Months Rolling Total

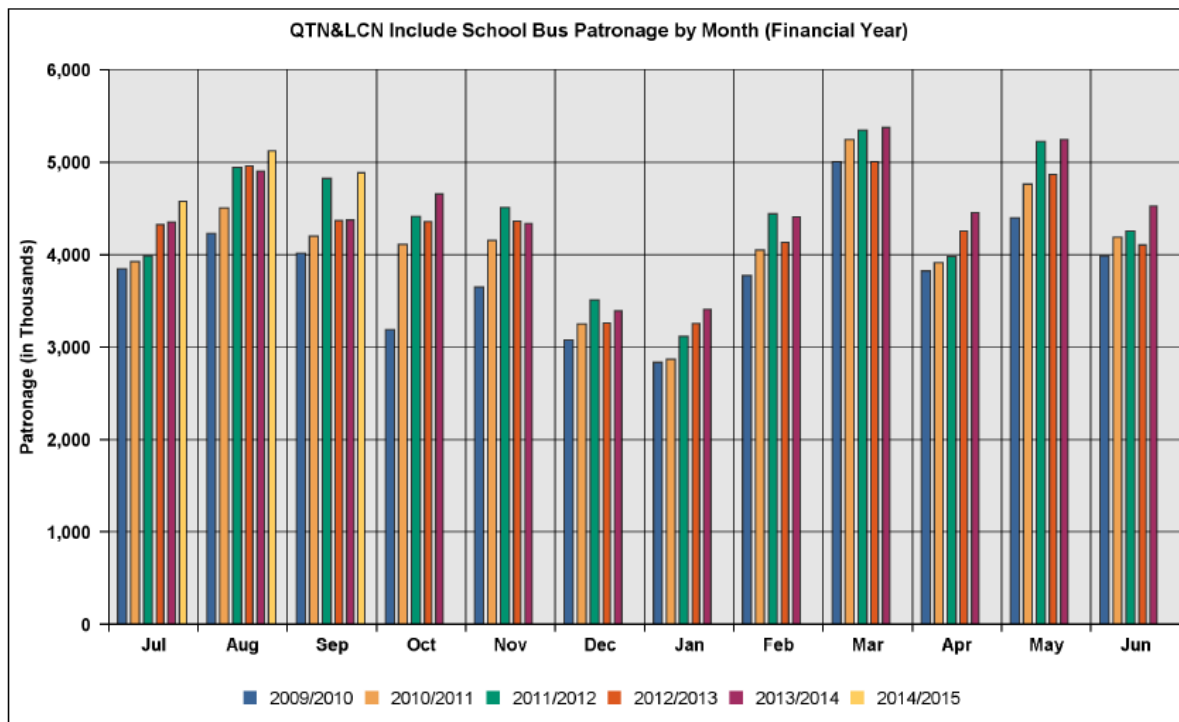


Month	Jul-14	Aug-14	Sep-14	Oct-13	Nov-13	Dec-13	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13
Growth	16.7%▲	18.3%▲	21.0%▲	4.6%▲	-1.7%▼	8.6%▲	7.0%▲	15.2%▲	13.6%▲	5.7%▲	9.0%▲	12.4%▲

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

### Bus Patronage (Excluding Northern Express)

Patronage totalled 54,387,408 passengers for the 12 months to Sep-2014, an increase of +1.0% on the 12 months to Aug-2014 and +6.2% on the 12 months to Sep-2013. Patronage for Sep-2014 was 4,887,764 boardings, an increase of +11.8% (+516,418 boardings) on Sep-2013 (Figure 13), normalised to ~ +8.8%. Financial year to date other bus patronage has grown by +7.1%.



Month	Jul-14	Aug-14	Sep-14	Oct-13	Nov-13	Dec-13	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13
Growth	5.3%▲	4.4%▲	11.8%▲	6.9%▲	-0.6%▼	3.9%▲	4.7%▲	6.7%▲	7.4%▲	4.6%▲	7.7%▲	10.3%▲

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



Normalised average business day patronage is illustrated at Figure 14.

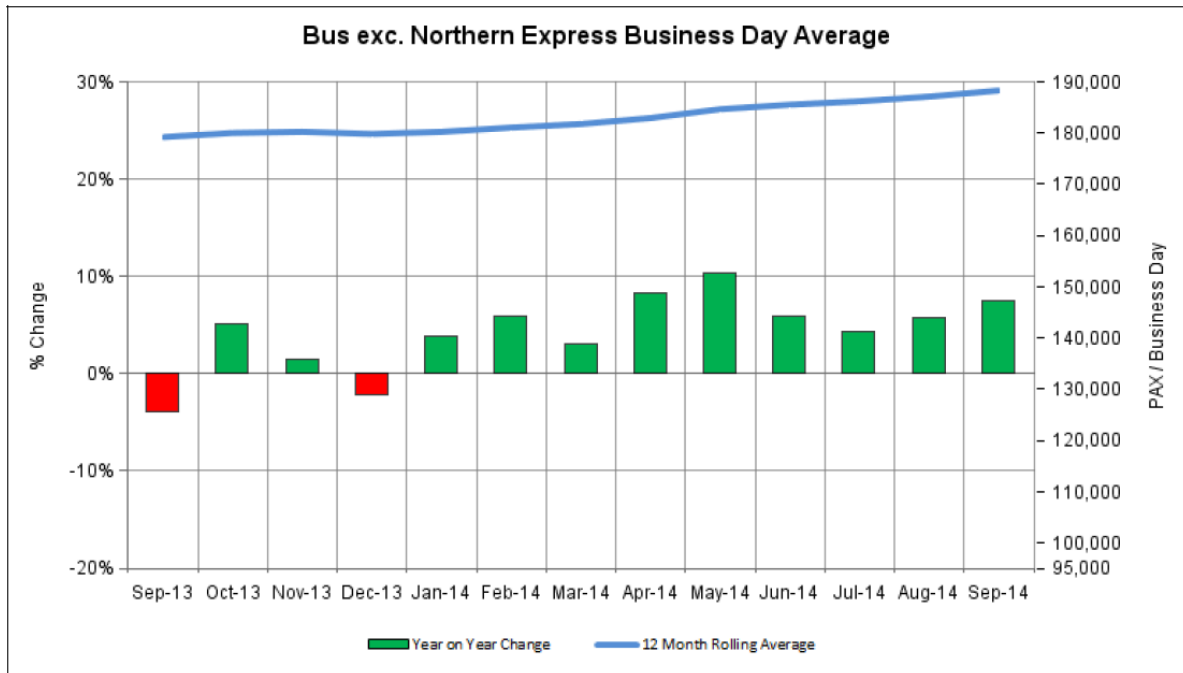


Figure 14. Bus Patronage – Average Business Day Daily Passenger Counts

### Ferry Patronage

Ferry services carried 5,106,715 passenger trips for the 12 months to Sep-2014, an increase of +0.6% on the 12 months to Aug-2014 and an increase +2.0% on the 12 months to Sep-2013. Ferry services patronage for Sep-2014 was 371,426, an increase of 31,397 boardings or +9.2% on Sep-2013, normalised to ~ 8.1%. Financial year to date ferry patronage has decreased by -0.3%.

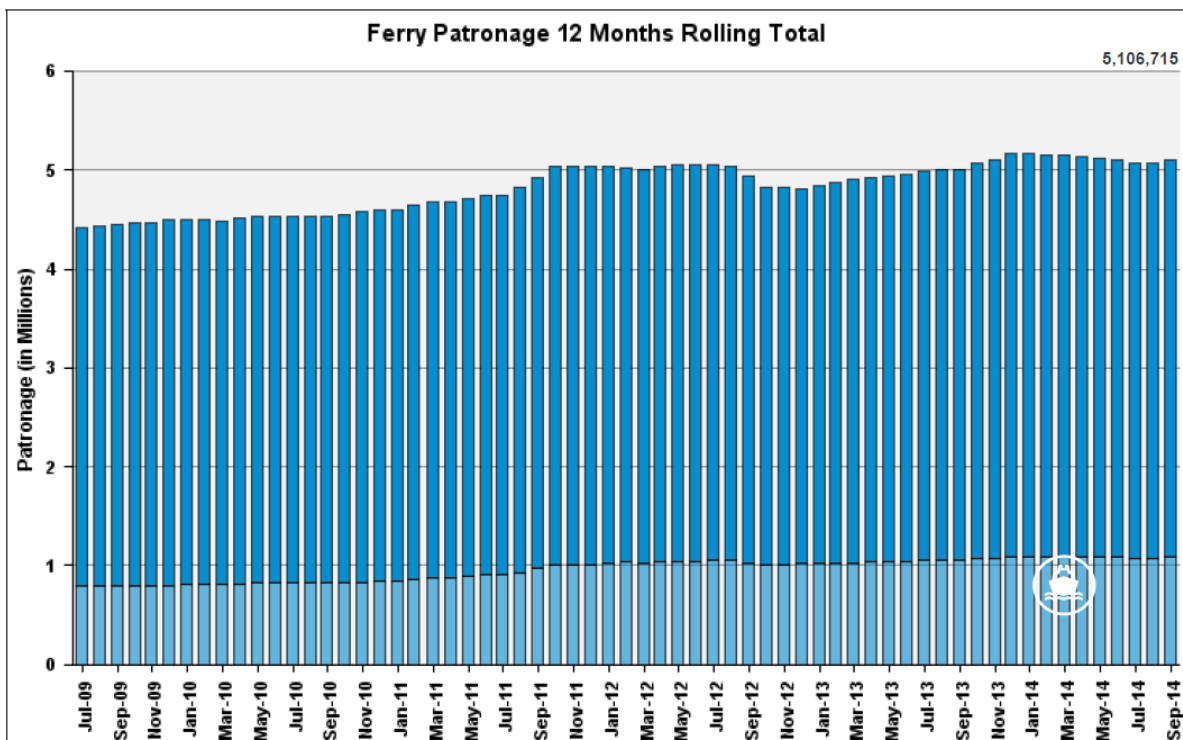
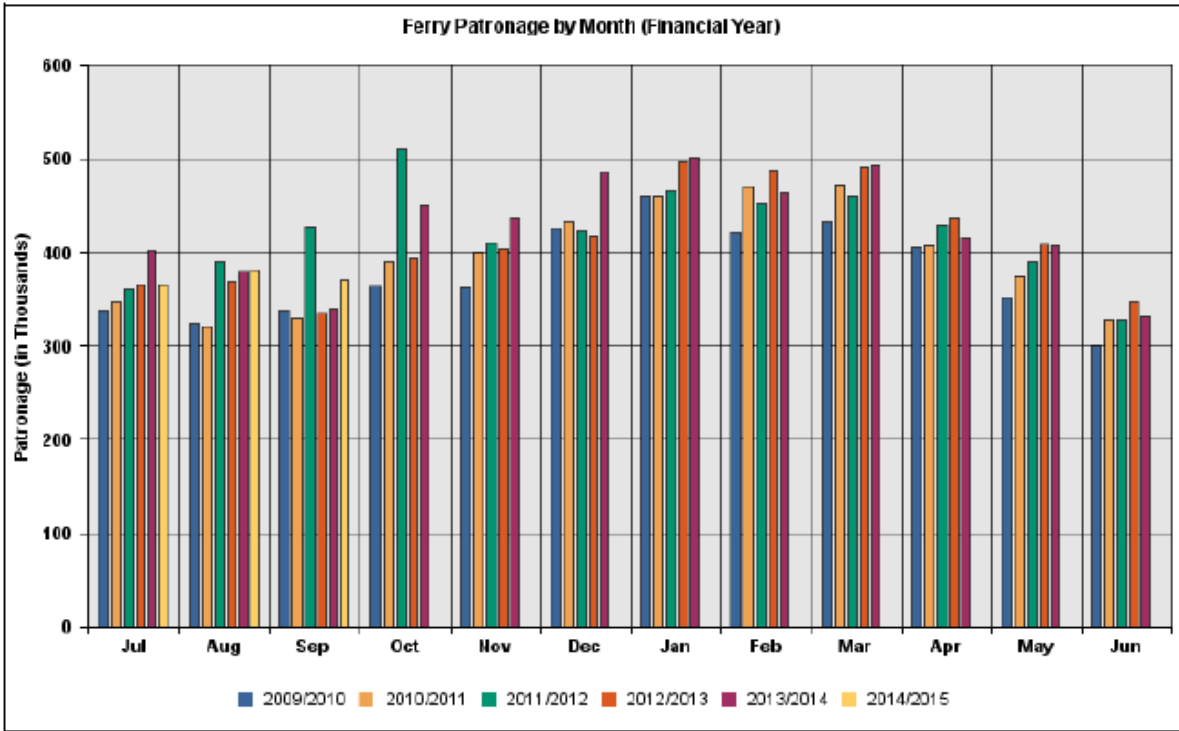


Figure 15. Ferry Patronage – 12 Months Rolling Total (Above Split – Exempt Services / Contract)



Jul-14	Aug-14	Sep-14	Oct-13	Nov-13	Dec-13	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13
-8.9% ▼	0.4% ▲	9.2% ▲	14.1% ▲	8.1% ▲	16.6% ▲	0.9% ▲	-5.0% ▼	0.4% ▲	-4.7% ▼	-0.7% ▼	-4.4% ▼

Figure 16. Ferry Patronage – Growth by Month 2009/10 to 2014/15

### 3. PUBLIC TRANSPORT SERVICE PERFORMANCE

#### Rail Service Performance

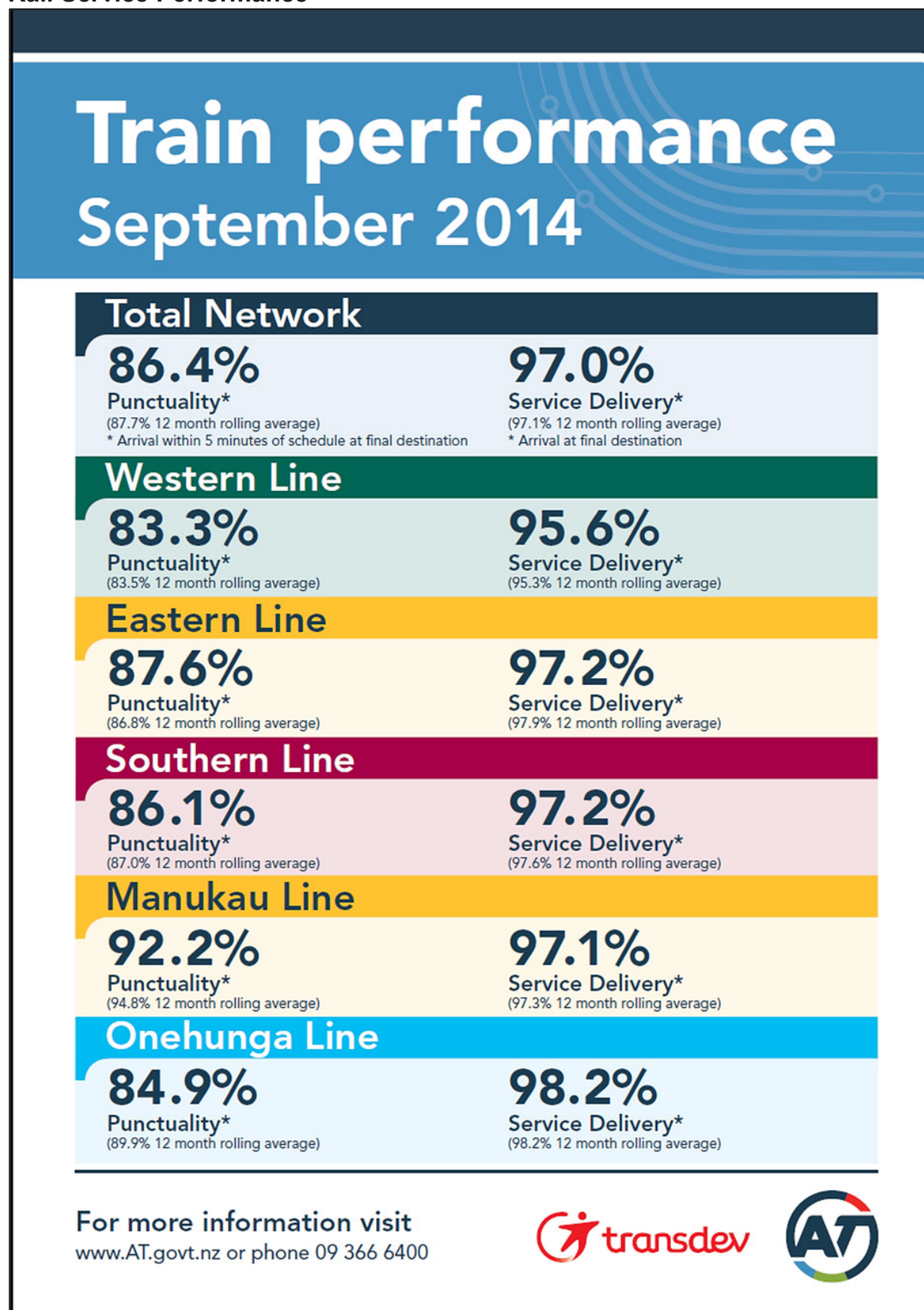


Figure 17. Rail Published Performance Results for September 2014

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

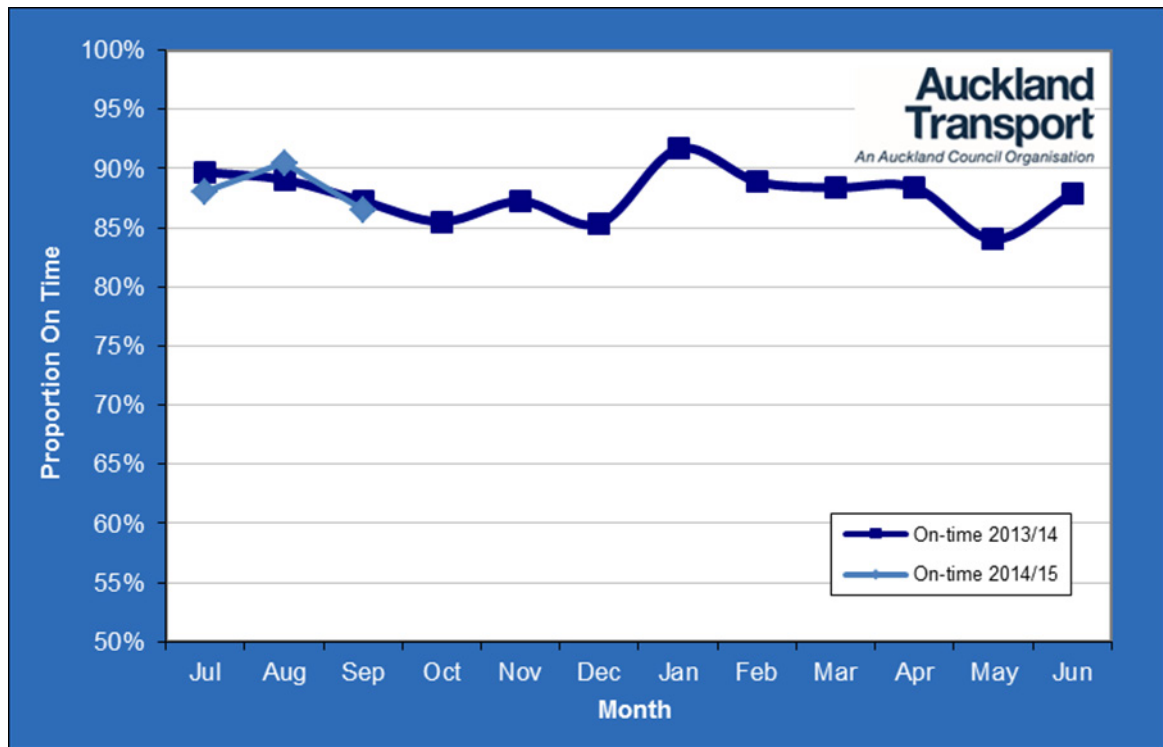


or part and that arrived at their final destination within five minutes of the scheduled time regardless of whether the train departed its origin on time.

For September-2014 service delivery was 97.0% and punctuality was 86.4% compared to the 12 month average of 97.1% and 87.7% respectively. Punctuality trends comparing 2013/14 and 2014/15 are presented in Figure 18.

**Table 2: Train Performance Statistics - September 2014**

	West	East	South	Manukau	Onehunga	Total
Services Planned	2,558	1,930	2,090	1,552	1,400	<b>9,530</b>
Services Cancelled	113	55	58	45	25	<b>296</b>
Services Delayed > 5 min	407	232	281	117	207	<b>1,244</b>



**Figure 18. Rail Punctuality Trends for 2013 and 2014**

Several significant incidents affected service delivery in the month including an increase in diesel train faults in the month. The following major incidents impacted on service delivery during September:

- Track, Signals, Train Control and Traction Overhead (KiwiRail) – Major incidents following signal faults had a significant impact on service delivery on two days during the month.
- Diesel Train faults (KiwiRail) – Major incidents significantly impacted service delivery on seven days during the month.
- Electric Train Operations – Electric trains replaced all diesel trains on Manukau services from mid-September. There were no significant incidents resulting from electric train faults relating to these services however operations were affected by incidents on other lines.
- Operational (Transdev) – Major incidents significantly impacted delivery on one day during the month.
- Other – Train operations were impacted on two days during the month, including a collision between a train and a car at the Walters Road level crossing, Takanini, on 2 September and a freight train breakdown at Manurewa on 26 September.

## Train Delay Impacts

Train delay minutes increased by 38.1% compared to the same month last year and increased relative to recent trends. For the month a total of 15,262 delay minutes were recorded as a result of all causes. The main contributors to this increase were from diesel train faults. While network delay minutes increased relative to recent months, these remain below the levels recorded in the same period last year. Figure 19 also shows the slight increase in the trend of train services operated over time and the decreasing average delay minutes per train service.

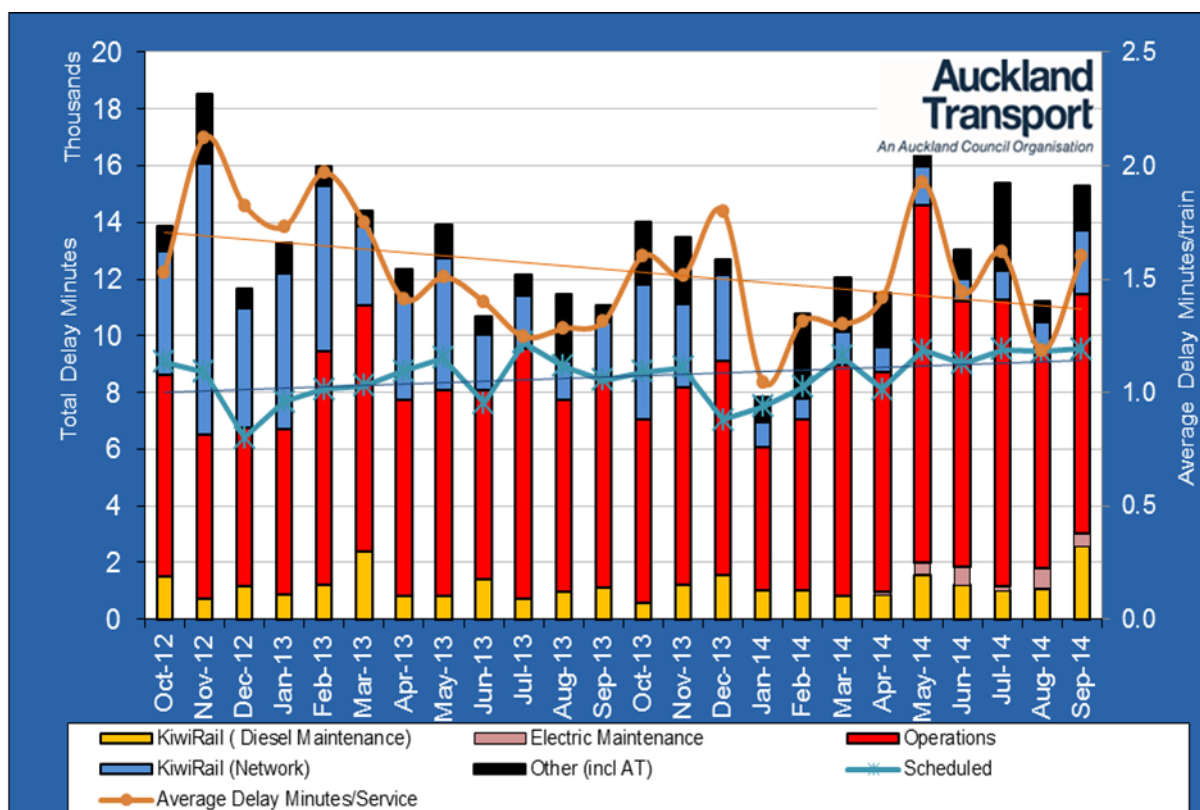


Figure 19. Train Delay Minutes by Cause

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	374	17.9%
Signal/points failure	1,270	60.8%
Speed restrictions	387	18.6%
Track protection measures*	56	2.7%
<b>Total</b>	<b>2,087</b>	

\* 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 17 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 Sep-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 86.4%.

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 4 below. This was 86.2% on-time performance for Sep-2014.

**Table 4. Rail Punctuality Weighted by Passenger Volume**

	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14
Total Network Actual Service Delays	87.3%	85.5%	87.3%	85.4%	91.7%	88.9%	88.4%	88.4%	84.0%	87.9%	88.0%	90.5%	86.4%
Weighted by Passenger Volume by Line	85.9%	83.7%	86.0%	84.1%	90.3%	87.2%	87.2%	87.7%	84.1%	87.2%	87.4%	89.9%	86.2%

## Rail Capacity

Based on the planned train allocations applicable at the end of the month, including changes made to Manukau Line services following the introduction of electric trains from mid-September there were seven services reported to have exceeded AT's planned seating to standing ratio on average during September.

## Bus Service Performance

For September 2014, 96.86% 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 September 2014 was 91.86%, 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 number of sighted scheduled bus journeys during the month. 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 - September 2014**

Operator	Scheduled Trips	Reliability	Punctuality
Airbus	5,560	94.73%	88.72%
Birkenhead	11,386	97.69%	92.53%
H & E	18,506	97.43%	82.17%
NZ Bus	125,013	96.70%	93.12%
Ritchies	30,051	92.68%	92.68%
Tranzit	2,202	95.15%	88.67%
Urban Express	5,564	98.90%	96.06%
Waiheke Bus Company	2,331	91.70%	79.59%
<b>Total</b>	<b>200,613</b>	<b>96.86%</b>	<b>91.86%</b>

\*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 September 2014, 99.86% 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 September 2014 was 99.77%, 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 - September 2014**

Route	Scheduled Trips	Reliability	Punctuality
Bayswater	1,028	100%	100%
Half Moon Bay	584	99.49%	99.49%
Birkenhead	1,108	100%	100%
Gulf Harbour	264	100%	99.62%
West Harbour	594	100%	99.83%
Rakino	16	100%	99.37%
Pine Harbour	660	99.55%	99.55%
Hobsonville	110	100%	99.09%
Total	4,364	99.86%	99.77%

## 4. SPECIAL EVENT PUBLIC TRANSPORT SERVICES

A total of 57 events took place in September 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.

### Queen and Adam Lambert in Concert, Vector Arena: Wednesday, 03 September 2014

Total Attendance : 10,180

	INBOUND		OUTBOUND		Average % Gate Moved
	Special Event Service Passengers	% Gate Moved	Special Event Service Passengers	% Gate Moved	
RAIL	0	0.00%	168	1.65%	0.83%
BUS	0	0.00%	-	-	0.00%
FERRY	0	0.00%	110	1.08%	0.54%
<b>TOTAL</b>		-	278	2.73%	1.37%

### Queen and Adam Lambert in Concert, Vector Arena: Thursday, 04 September 2014

Total Attendance : 9,940

	INBOUND		OUTBOUND		Average % Gate Moved
	Special Event Service Passengers	% Gate Moved	Special Event Service Passengers	% Gate Moved	
RAIL	0	0.00%	264	2.66%	1.33%
BUS	0	0.00%	-	-	0.00%
FERRY	0	0.00%	47	0.47%	0.24%
<b>TOTAL</b>		-	311	3.13%	1.56%

### ITM Cup Auckland vs. Wellington Eden Park, Eden Park: Saturday, 06 September 2014

Total Attendance : 3,343

	INBOUND		OUTBOUND		Average % Gate Moved
	Special Event Service Passengers	% Gate Moved	Special Event Service Passengers	% Gate Moved	
RAIL	544	16.27%	385	11.52%	13.89%
BUS	-	-	-	-	-
FERRY	-	-	-	-	-
<b>TOTAL</b>	544	16.27%	385	11.52%	13.89%

### ITM Cup Auckland vs. North Harbour Eden Park, Eden Park: Saturday, 20 September 2014

Total Attendance : 4,200

	INBOUND		OUTBOUND		Average % Gate Moved
	Special Event Service Passengers	% Gate Moved	Special Event Service Passengers	% Gate Moved	
RAIL	886	21.10%	907	21.60%	21.35%
BUS	9	0.21%	31	0.74%	0.48%
FERRY	-	-	-	-	-
<b>TOTAL</b>	895	21.31%	938	22.33%	21.82%

## **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 September 2014.

## 6. PUBLIC TRANSPORT SERVICE DEVELOPMENT PROJECTS

### Projects Implemented

- Electric trains commenced running across all services on the Manukau line on September 15.
- Platform extensions at 10 train stations across the network have been completed.
- Modifications to the Oteha Valley north bound on ramp have been completed. This will allow future north-bound services travelling via the Albany Busway Station to Silverdale to access the Northern Motorway,

### Projects in Progress

- Preparations continue on the Business Case for Zonal Integrated Fares.
- The construction of distributed stabling for the new Electric Trains in South Auckland, the Auckland CBD and West Auckland is progressing and is planned to be completed by early November.
- Pukekohe and Waiuku – consultation on the bus New Network is underway and will close on the 17<sup>th</sup> of October.
- North Star services will be adjusted from 12 October 2014 to improve timetable reliability and punctuality.

### Projects in Planning

- The timetables for other bus service operators (Birkenhead, Ritchies etc.) are being reviewed to improve timetable reliability and punctuality.
- West Auckland – consultation on the bus New Network is planned for the period 21 October to 1 December.
- Implementation of new Southern and Eastern Line rail timetables from early December with frequency increase to Manukau electric train services and all Papakura/ Pukekohe services to travel via Southern Lines.

## 7. PUBLIC TRANSPORT PROMOTIONAL ACTIVITIES

### “Get on board with Jerome” campaign

The ‘Get on board with Jerome’ campaign is a brand campaign for Public Transport. The primary objective of the campaign is to encourage increased use of public transport. The campaign runs through October and November, with the AT HOP sales promotion running in November. The campaign is intended to be long term through 2015. See [www.at.govt.nz/onboard](http://www.at.govt.nz/onboard)

Campaign objectives:

- Increase patronage on trains, buses and ferries
- Increase use of the Journey Planner
- Increase sales and use of the AT HOP card
- Increase registration rates on the AT HOP card

### Best Fare

The Rail team identified that high school children feature heavily amongst those found fare evading. Even when children pay for their travel, over 50% of children still use cash and those that use an AT HOP card, don't have a concession loaded on their card.

The Best Fare campaign was launched to encourage greater use of AT HOP and online top-ups:

- by encouraging parents to take a more active role than giving their kid's cash.
- educate parents on the savings they can make by registering the AT HOP card under their child's name and loading a child concession.

The campaign has been in the market since mid-September and the message has been communicated via newspaper ads, posters on board trains and buses, at AT HOP retailers and customer service centres. Information has also been sent to schools via the Travel Demand Management team to add to their newsletter and website.

### Extended hours for Waiheke Customer Service Centre

In order to increase the level of service to Waiheke Island customers we are providing dedicated Customer Services facilities for processing of concessions on the island. The Customer Service Centre will be open on the last Tuesday of each month, starting from the 28th October.

### Discovery Day Pass

The AT HOP Discovery Day Pass is a product aimed for the visitor market. Development has been based on key customer requirements identified in the Visitor Market Segment research. These include more targeted and specific information on routes, pricing, concessions, easy to view summaries of transport options and easy to use network/route information maps.

This pilot marketing project has a key objective to introduce and promote a recognisable electronic ‘One Day Pass’, plus promoting the Inner/Outer LINK and Ferry Services as a starter destination visitor guide/pass that provides interconnected public transport routes to key destinations. The pass will be launched via two key sites, iSITE at the International Airport and the Britomart Transport Centre in the city centre on 28th October.

### Inner Link 28 September – 26 October

This campaign focusses on residents of Ponsonby who either commute or regularly travel to the CBD by car. Using a creative style that was successful in launching the increased frequency of service for the City Link, the advertising repeats points of strength for Inner Link.

### Outer Link 28 September – 26 October

Similarly for residents in Westmere we have focussed on the benefits of the Outer Link service while highlighting the frustrations of driving.



## **Titirangi, Laingholm and South Lynn acquisition campaign 1 September - 5 October**

A campaign to increase patronage for the recently improved bus services in the Titirangi, Laingholm and South Lynn areas. Newspaper advertising in the Western Leader, addressed mail delivery to 21,000 households in the area, advertising on the back of buses, posters in Adshel spaces on Titirangi Rd and a mobile billboard on Seabrook Ave alongside one of the routes. Also visited local cafes, dairies, schools, libraries and community centres to explain the changes and install posters.

## **New Network Consultation – Pukekohe and Waiuku 22 September to 17 October**

Marketing materials informing the public of the New Network consultation have been in market since 22 September. These include press, online, digital screens, and PT posters.

## **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).

## **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.

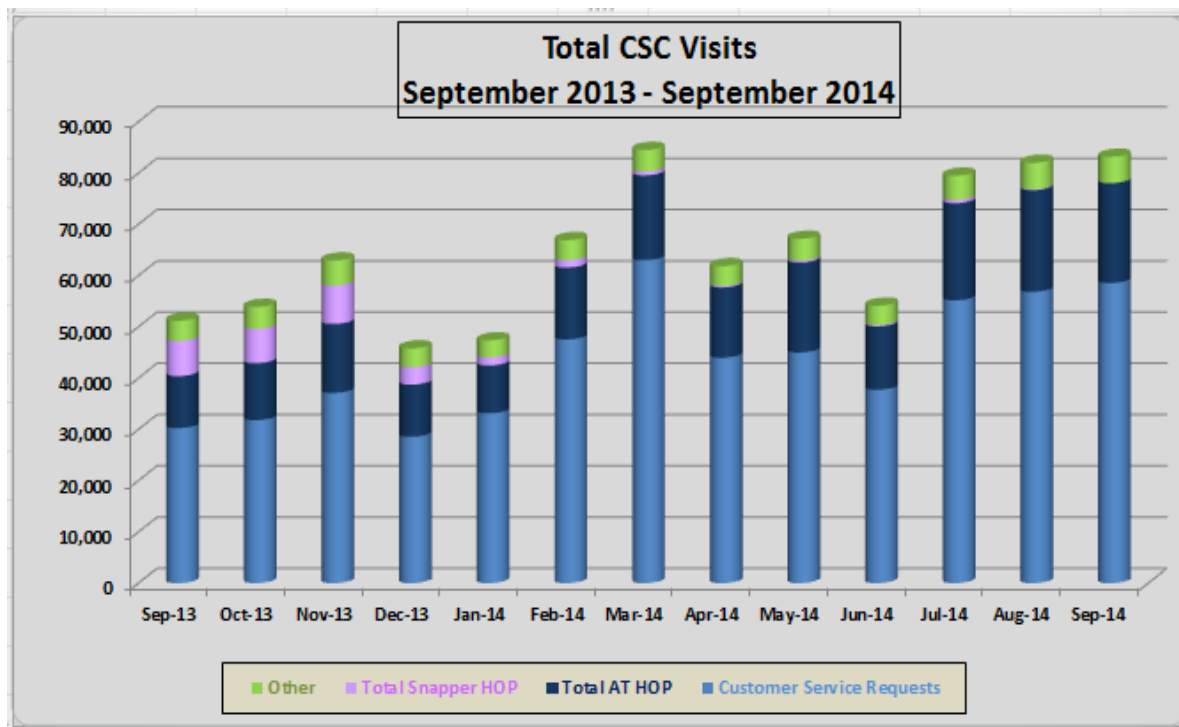
## **Tertiary Concession Renewal**

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 September 2014 was 83,170, up from 81,999 in August. This compares to 51,195 visits in the same period last year, an increase of 62%. Included in the total were over 23,000 (28%) ticket and top-up requests. This equates to approximately 8% of total AT HOP card top-ups, 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

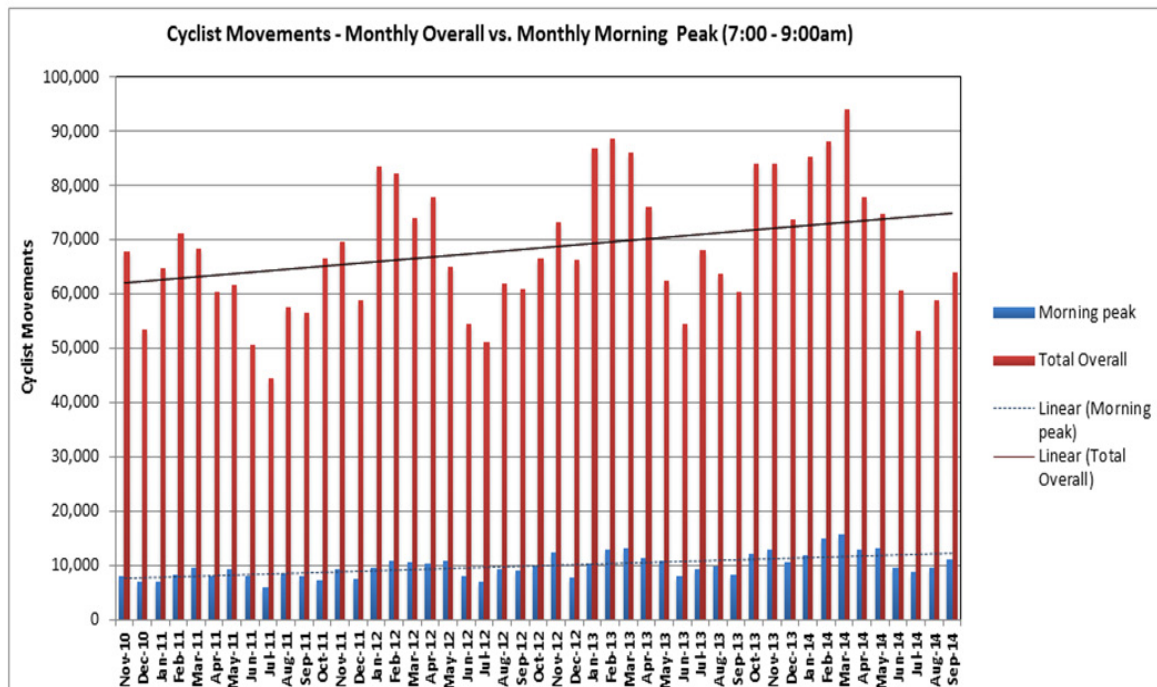
In September 2014, the PT Contact Centre was offered 28,494 calls, with 27,546 (96.7%) answered. The grade of service was 83.0%. This compares to 31,069 calls in the same period last year, of which 29,798 (95.9%) were answered. The grade of service was 84%.

The AT HOP Contact Centre was offered 11,061 calls with 10,834 (97.9%) answered. The grade of service was 89%. This compares to 7,362 calls in the same period last year, with 7,145 (97.1%) answered. The grade of service was 88%.

## 9. MONTHLY CYCLE MONITORING REPORT (September 2014)

There has been a decrease of 6.3% in cyclist movements in September 2014 when compared to September 2013. The morning peak movement's increased by 31.3% when compared to September last year.

A total of 899,251 cycle trips were recorded for the 12 months to September 2014, this is an increase of 5.35% 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	64,103			7.8%	-1.0%	6.3%
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	11,079			15.1%	-8.4%	31.3%
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%		