

Statistics Report December 2014



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1. HIGHLIGHTS

Patronage

Auckland public transport patronage totalled 75,799,095 passenger trips for the 12 months to Dec-2014, an increase of +1.0% on the 12 months to Nov-2014 and +8.7% on the 12 months to Dec-2013. December monthly patronage was 6,086,765, an increase of 739,608 boardings or +15.8% on Dec-2013, normalised to ~ +12.9% accounting for special event patronage, one more business day and one less weekend day in Dec-2014 compared to Dec-2013. Financial year to date patronage has grown by +9.7%.

Rail patronage totalled 12,515,329 passenger trips for the 12 months to Dec-2014, an increase of +1.6% on the 12 months to Nov-2014 and +17.9% on the 12 months to Dec-2013. Patronage for Dec-2014 was 867,281, an increase of 198,113 boardings or +29.6% on Dec-2013, normalised to ~ +27.9%. Financial year to date rail patronage has grown by +19.8%.

The Northern Express bus service carried 2,664,713 passenger trips for the 12 months to Dec-2014, an increase of +1.6% on the 12 months to Nov-2014 and +15.6% on the 12 months to Dec-2013. Northern Express bus service patronage for Dec-2014 was 190,749, an increase of 41,045 boardings or +27.4% on Dec-2013, normalised to \sim +23.8%. Financial year to date Northern Express patronage has grown by +20.7%.

Bus services excluding Northern Express carried 55,450,944 passenger trips for the 12 months to Dec-2014, an increase of +0.8% on the 12 months to Nov-2014 and +7.4% on the 12 months to Dec-2013. Bus services excluding Northern Express patronage for Dec-2014 was 3,852,179, an increase of 462,243 boardings or +13.6% on Dec-2013, normalised to ~ +10.6%. Financial year to date bus services excluding Northern Express patronage has grown by +7.8%.

Ferry services carried 5,168,110 passenger trips for the 12 months to Dec-2014, an increase of +0.7% on the 12 months to Nov-2014 and +0.0% movement on the 12 months to Dec-2013. Ferry services patronage for Dec-2014 was 524,846, an increase of 38,207 boardings or +7.9% on Dec-2013, normalised to $\sim +6.1\%$. Financial year to date ferry patronage has increased by 2.3%.

Service Performance

For rail, service punctuality in Dec-2014 was 83.1%, compared to the average for the 12 months to Dec-2014 of 88.2%. Service delivery was 95.8%, compared to the average for the 12 months to Dec-2014 of 97.3%.

For bus, service punctuality in Dec-2014 was 90.5%. Service reliability was 95.6%.

For ferry, service punctuality in Dec-2014 was 99.6%. Service reliability was 99.7%. Ferry service punctuality and reliability remain operator self-reported.

Initiatives

- 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.
- The new rail timetable from the 8th December has seen Manukau services only operating on the Eastern Line and all Papakura / Pukekohe services operating via the Southern Line. Onehunga weekend service frequency also increased from 8th December with trains departing every 30 minutes.





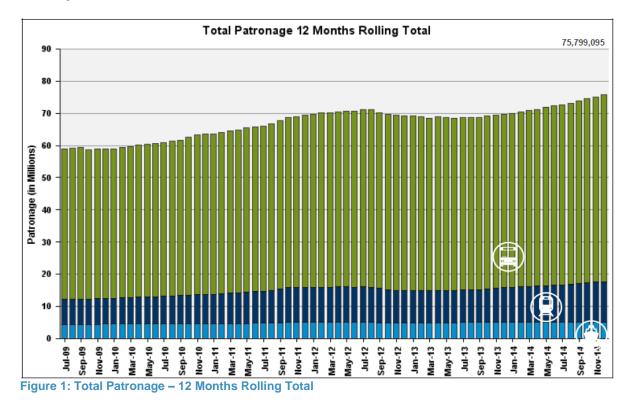
2. PUBLIC TRANSPORT PATRONAGE

Network Wide Summary

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

- Additional patronage for special events across bus and rail.
- One more business day and one less weekend day.

Auckland public transport patronage totalled 75,799,095 passengers for the 12 months to Dec-2014, an increase of +1.0% on the 12 months to Dec-2014 and +8.7% on the 12 months to Dec-2013 as illustrated in Figure 1. December monthly patronage was 5,435,055, an increase of 739,608 boardings or +15.8% on Dec-2013, normalised to $\sim +12.9\%$.



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

Table 1. Patronage Breakdown	by Month,	12 Months Rolling and Financial Year-to-Date
		Dec 2014

		Dec-2014									
	I	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:	1,058,030	239,158	29.2%	15,180,042	1.6%	2,264,756	17.5%	7,919,285	1,318,216	20.0%	
Northern Express Bus	190,749	41,045	27.4%	2,664,713	1.6%	360,383	15.6%	1,384,862	237,969	20.7%	
Rail sub-total:	867,281	198,113	29.6%	12,515,329	1.6%	1,904,373	17.9%	6,534,423	1,080,247	19.8%	
- Western Line	304,472	59,037	24.1%	4,573,062	1.3%	685,968	17.6%	2,316,936	324,366	16.3%	
- Southern & Eastern Line	562,809	139,076	32.8%	7,942,267	1.8%	1,218,405	18.1%	4,217,487	755,881	21.8%	
-Pukekohe / Papakura Services	296,320	78,816	36.2%	4,052,465	2.0%	406,935	11.2%	2,081,683	248,213	13.5%	
-Manukau Services	197,416	41,619	26.7%	2,935,702	1.4%	626,443	27.1%	1,628,969	400,295	32.6%	
-Onehunga Services	69,073	18,641	37.0%	954,100	2.0%	185,027	24.1%	506,835	107,373	26.9%	
2. Frequent Connector and Local Bus (Include School Bus) sub-total:	3,852,179	462,243	13.6%	55,450,944	0.8%	3,820,363	7.4%	28,030,334	2,025,987	7.8%	
- Frequent Connector & Local Bus	3,775,231	455,711	13.7%	52,835,356	0.9%	3,730,660	7.6%	26,796,957	2,010,136	8.1%	
- Contracted School Bus	76,948	6,532	9.3%	2,615,588	0.3%	89,703	3.6%	1,233,377	15,851	1.3%	
3. Ferry	524,846	38,207	7.9%	5,168,110	0.7%	1,647	0.0%	2,553,507	58,157	2.3%	
Total Patronage	5,435,055	739,608	15.8%	75,799,095	1.0%	6,086,765	8.7%	38,503,125	3,402,359	9.7%	





For the financial year to date, six months from Jul-2014, patronage has increased by 9.7% or 3,402,359 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.

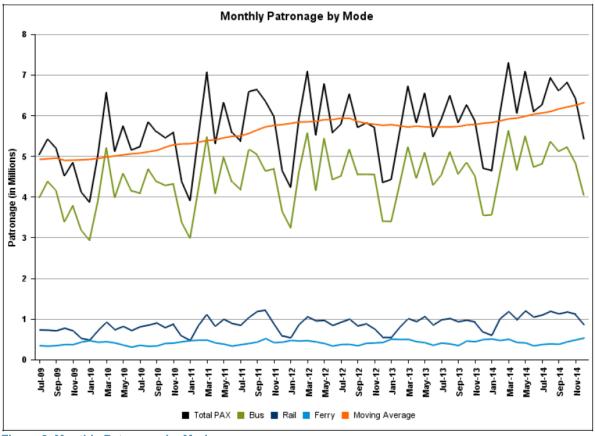


Figure 2. Monthly Patronage by Mode

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 Dec-2014 and totalled 15,180,042 passengers for the 12 months to Dec-2014 (Figure 3), an increase of +1.6% on the 12 months to Nov-2014 and +17.5% on the 12 months to Dec-2013. RTN Patronage for Dec-2014 was 1,058,030 boardings, an increase of +29.2% (+ 239,158 boardings) on Dec-2013 (Figure 4) normalised to ~+27.1%. Financial year to date RTN patronage has grown by +20.0%.





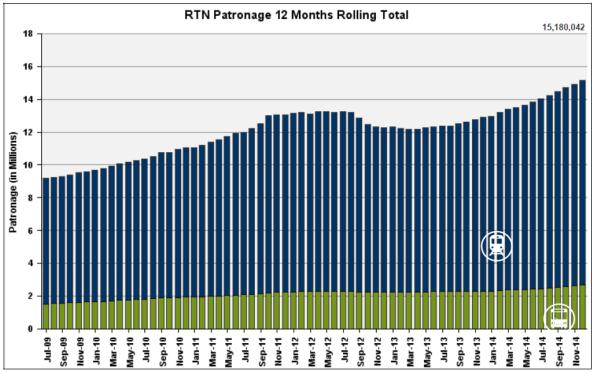
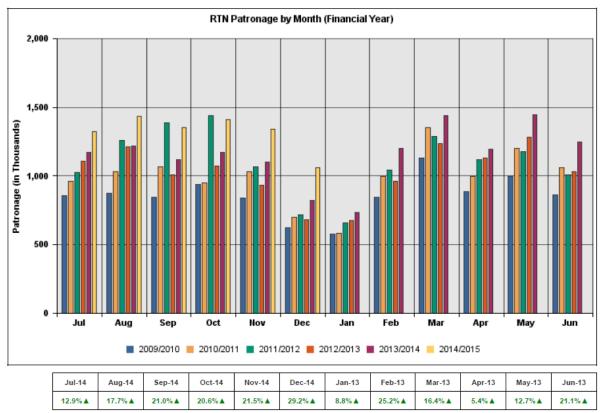


Figure 3. RTN Patronage – 12 Months Rolling Total









Rail Patronage

Rail patronage improved in Dec-2014 and totalled 12,515,329 passengers for the 12 months to Dec-2014 (Figure 5), an increase of +1.6% on the 12 months to Nov-2014 and +17.9% on the 12 months to Dec-2013. Patronage for Dec-2014 was 867,281 boardings, an increase of +29.6% (+ 198,113 boardings) on Dec-2013 (Figure 6), normalised to \sim +27.9%. Financial year to date rail patronage has grown by +19.8%. Additional services were provided to Christmas in the Park and to Phoenix vs West Coast Mariners events during the month.

A new timetable was introduced from 8 December that increased the number of services per week on the rail network by more than 20%. The primary change was a doubling of service frequencies to and from Manukau accompanied by a change in the operations of the Southern and Eastern Lines. All trains travelling to or from Papakura now run as Southern Line services (via Newmarket) while the previous Eastern and Manukau Lines have been combined into the Eastern Line to and from Manukau. This has had some impact on the distribution of passenger numbers as the new combined Eastern/Manukau service grouping includes boardings that were previously reported as Papakura / Pukekohe services.

Buses replaced trains on all lines from 25 December 2014 to 4 January 2015 for major infrastructure upgrade work. A rail replacement timetable was supplied on Christmas Day. All rail replacement buses were configured to accept all HOP ticket types.

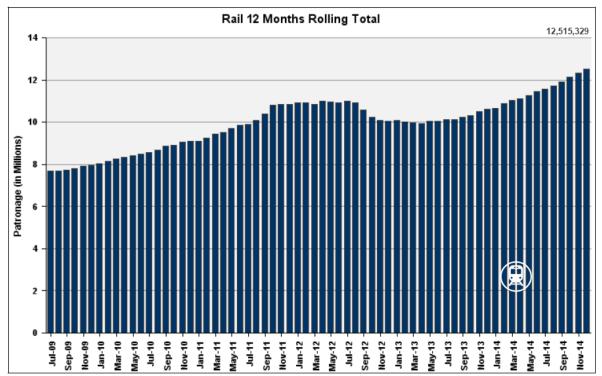
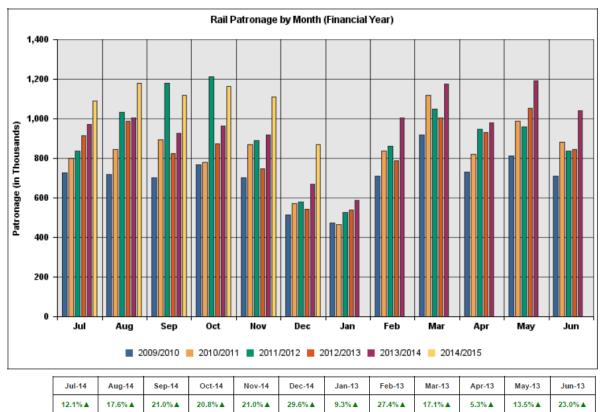


Figure 5. Rail Patronage – 12 Months Rolling Total









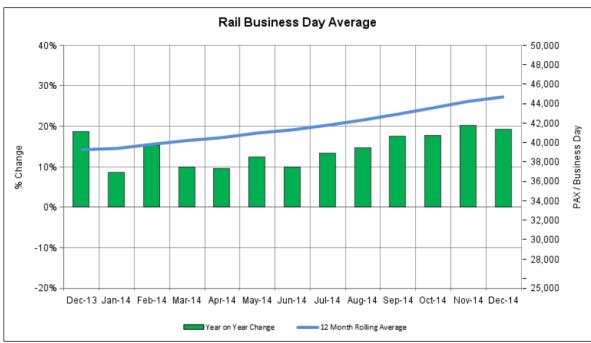


Figure 7 illustrates estimated average passengers per business day.

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 Dec-2014 compared to Dec-2013.





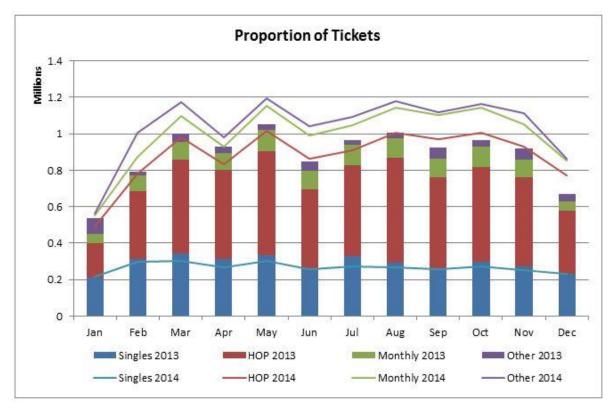
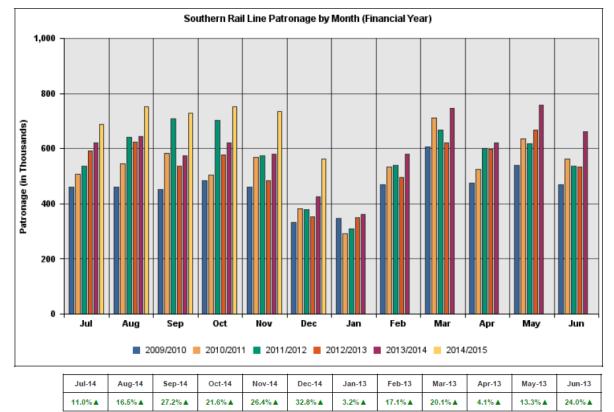


Figure 8. Ticket Sales by Ticket Type – 2014 compared to 2013



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 7,942,267 passengers for the 12 months to Dec-2014, an increase of +1.8% on the 12 months to Nov-2014 and +18.1% on the 12 months to Dec-2013. Patronage for Dec-2014 was 562,809 boardings, an increase of +32.8% (+ 139,076 boardings) on Dec-2013 (Figure 9). Financial year to date patronage has grown by +21.8%.

Travel between Pukekohe and Papakura is currently approximately 250,000 passenger journeys per annum. For the month of December 2014 the number of boardings at Pukekohe station increased by 24.1% when compared to the same month last year. Pukekohe's weekend service commenced on 13 December 2014.

The following table shows the relative change in Pukekohe boardings to the Southern line. Note that as the HOP ticketing system was only fully implemented on rail (including removal of on-board sales) from January 2013, there is no station specific comparative rolling twelve month figure available for last year.

December 2014		Month	•		12-Month	
		Change on	Percentage		Change on	Percentage
	Boardings	last year	change	Boardings	last year	change
Southern Line Britomart/Papakura	286,632	-4,079	-1.4%	5,256,628	595,284	12.8%
Southern Line Pukekohe *	9,687	2,344	24.2%	142,984	*	*

* Boardings by stations only available from January 2013 with full roll-out of HOP system (removal of on-board sales)

Western Rail Line

Western Line rail patronage totalled 4,573,062 passengers for the 12 months to Dec-2014, an increase of +1.3% on the 12 months to Nov-2014 and +17.6% on the 12 months to Dec-2013. Patronage for Dec-2014 was 304,472 boardings, an increase of +24.1% (+ 59,037 boardings) on Dec-2013 (Figure 10). Financial year to date patronage has grown by +16.3%.

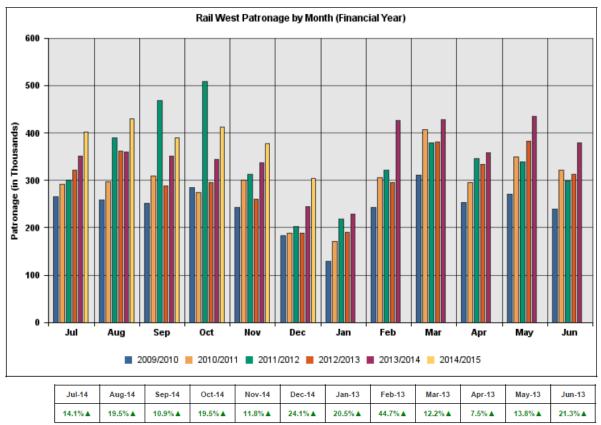


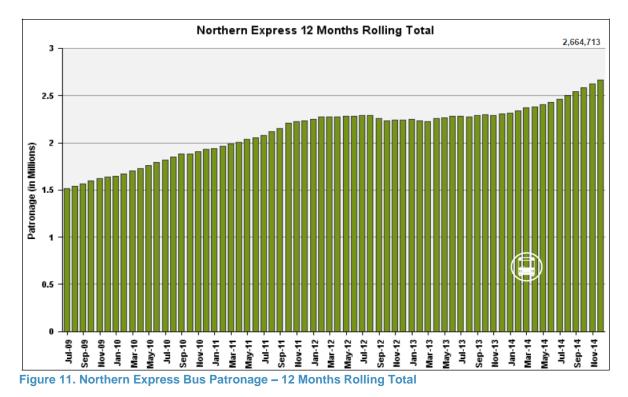
Figure 10. Western Line Rail Patronage – Growth by Month 2009/10 to 2014/15

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 2,664,713 passengers for the 12 months to Dec-2014 (Figure 11), an increase of +1.6% on the 12 months to Nov-2014 and +15.6% on the 12 months to Dec-2013. Patronage for Dec-2014 was 190,749 boardings, an increase of +27.4% (+41,045 boardings) on Dec-2013 (Figure 12), normalised to ~ +23.8%. Financial year to date Northern Express patronage has grown by +20.7%.



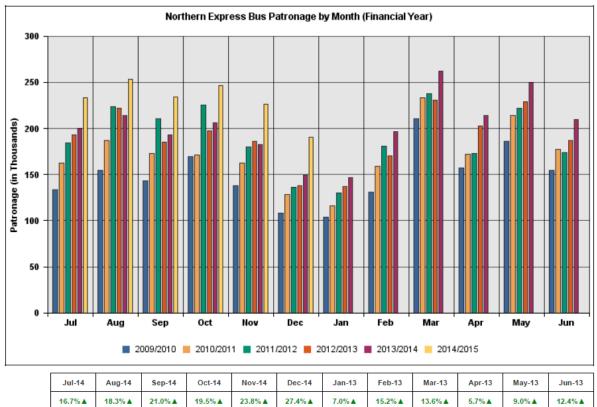


Figure 12. Northern Express Bus Patronage – Growth by Month 2009/10 to 2014/15





Bus Patronage (Excluding Northern Express)

Patronage totalled 55,450,944 passengers for the 12 months to Dec-2014, an increase of +0.8% on the 12 months to Dec-2014 and +7.4% on the 12 months to Dec-2013. Patronage for Dec-2014 was 3,852,179 boardings, an increase of +13.6% (+462,243 boardings) on Dec-2013 (Figure 13), normalised to \sim +10.6%. Financial year to date other bus patronage has grown by +7.8%.

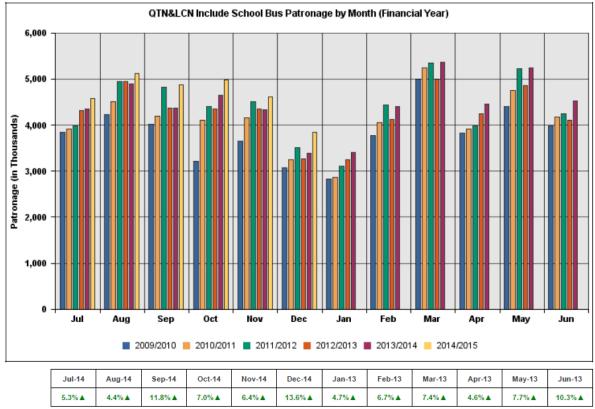
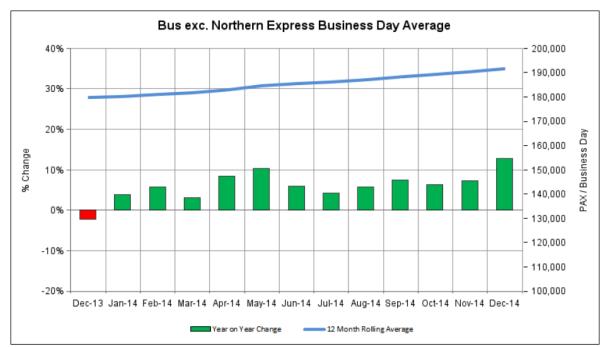


Figure 13. Bus Patronage (other than Northern Express) – Growth by Month 2009/10 to 2014/15



Normalised average business day patronage is illustrated at Figure 14.

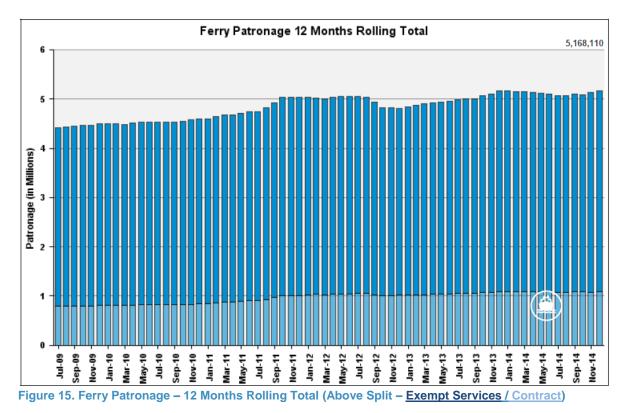
Figure 14. Bus Patronage – Average Business Day Daily Passenger Counts



Ferry Patronage



Ferry services carried 5,168,110 passenger trips for the 12 months to Dec-2014, an increase of 0.7% on the 12 months to Nov-2014 and +0.0% movement on the 12 months to Dec-2013. Ferry services patronage for Dec-2014 was 524,846, an increase of 38,207 boardings or 7.9% on Dec-2013, normalised to ~ 6.1%. This increase is partly attributed to new services to Waiheke Island by the Explore Group, Financial year to date ferry patronage has increased by 2.3%.



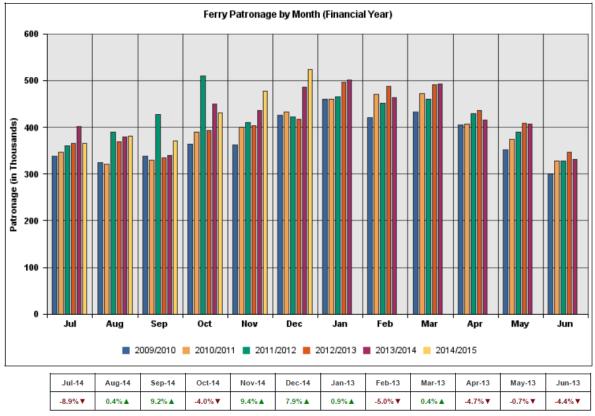


Figure 16. Ferry Patronage – Growth by Month 2009/10 to 2014/15





PUBLIC TRANSPORT SERVICE PERFORMANCE 3.

Rail Service Performance

Train performance December 2014

Total Network

83.1% Punctuality* (88.2% 12 month rolling average) * Arrival within 5 minutes of schedule at final destination

Western Line

80.9% Punctuality* (84.8% 12 month rolling average)

Eastern Line

73.9% Punctuality* (86.5% 12 month rolling average)

Southern Line 87.4%

Punctuality* (88.7% 12 month rolling average)

Manukau Line

96.0% Punctuality* (94.8% 12 month rolling average)

Onehunga Line **89.9**%

Punctuality* (89.2% 12 month rolling average)

For more information visit

95.8% Service Delivery* (97.3% 12 month rolling average) * Arrival at final destination

94.7% Service Delivery* (95.9% 12 month rolling average)

94.6% Service Delivery* (97.8% 12 month rolling average)

96.5% Service Delivery* (97.7% 12 month rolling average)

98.3% Service Delivery* (97.9% 12 month rolling average)

97.6% Service Delivery* (98.1% 12 month rolling average)

www.AT.govt.nz or phone 09 366 6400



Figure 17. Rail Published Performance Results for December 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 December-2014 service delivery was 95.8% and punctuality was 83.1% compared to the 12 month average of 97.3% and 88.2% respectively. This result was one of the best recorded performance for any month on record and exceeded the record performance in October 2014. Punctuality trends comparing 2013/14 and 2014/15 are presented in Figure 18.

Table 2: 1	Train	Performance	Statistics -	December	2014
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	West	East	South	Manukau	Onehunga	Total
Services Planned	2,281	2,409	2,681	359	1,485	9,215
Services Cancelled Services Delayed >	124	125	94	6	35	384
5 min	411	597	326	14	146	1,494

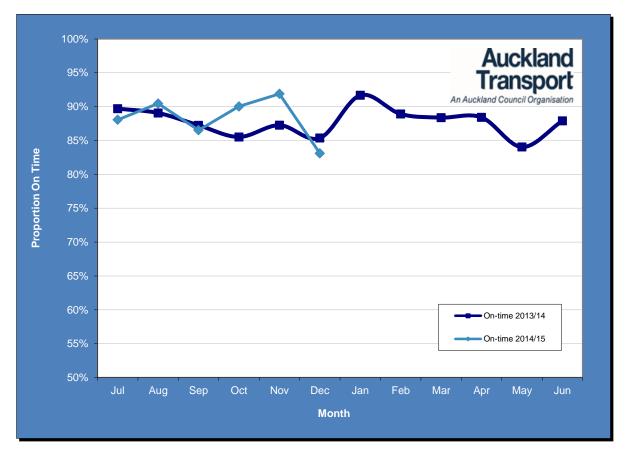


Figure 18. Rail Punctuality Trends for 2013 and 2014

December saw service delivery fall following a large number of train faults that affected service delivery, in addition to the operational challenges of delivering the new rail timetable that provides less resilience to service disruption. 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 December:

- Track, Signals, Train Control and Traction Overhead (KiwiRail) Major infrastructure faults affected services on two days in the month.
- Diesel Train faults (KiwiRail) Major incidents impacted service delivery on six days during the month.
- Electric Train Operations Electric train operations resulted in major delays on seven days during December 2014.





- Operational (Transdev) Major incidents impacted delivery on three days during the month.
- Other Train operations were impacted on two day during the month, one of which was a false fire alarm at Manukau Station and the other was to special event services following a widely reported Police incident at Britomart following the Christmas in the Park concert.

Train Delay Impacts

In line with overall performance results train delay minutes increased substantially by 43.4% compared to the same month last year. Although the total number of services operated increased by 30% compared to December last year, this result reflects the service impacts of the incidents highlighted above. For the month a total of 18,180 delay minutes were recorded as a result of all causes. The main contributors to this improvement were from operations. Figure 19 also shows the increase in the trend of train services operated over time and, despite a significant increase in December, the decreasing average delay minutes per train service.

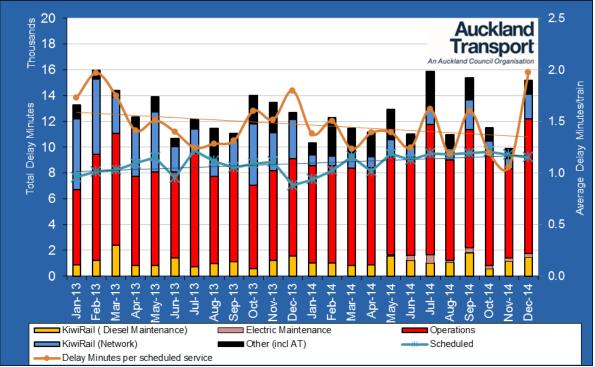


Figure 19. Train Delay Minutes by Cause

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	617	32.8%
Signal/points failure	922	49.0%
Speed restrictions	341	18.1%
Track protection measures*	(0.0%
Total	1,881	

* 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 Dec-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 83.1%.

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 83.5% on-time performance for Dec-2014.

Table 4. Rail Punctuality Weighted by Passenger Volume

	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14
Total Network Actual Service Delays	85.4%	91.7%	88.9%	88.4%	88.4%	84.0%	87.9%	88.0%	90.5%	86.5%	90.0%	91.9%	83.1%
Weighted by Passenger Volume by Line	84.1%	90.3%	87.2%	87.2%	87.7%	84.1%	87.2%	87.4%	89.9%	86.2%	89.7%	91.7%	83.5%

Rail Capacity

Based on the planned train allocations applicable at the end of the month, including the new rail timetable introduced on 8 December, there were no services reported to have exceeded AT's planned seating to standing ratio on average during December however a further four services were close to this standard.

Bus Service Performance

For December 2014, 95.60% 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 December 2014 was 90.49%, 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 - December 2014

Operator	Scheduled Trips	Reliability	Punctuality
Airbus	5,990	87.82%	78.25%
Birkenhead	11,163	97.36%	91.77%
H & E	18,426	94.86%	85.94%
NZ Bus	118,626	96.09%	91.53%
Ritchies	29,359	95.00%	91.14%
Tranzit	2,265	92.99%	86.08%
Urban Express	5,582	98.58%	96.50%
Waiheke Bus Company	2,429	87.67%	74.18%
Total	193,840	95.60%	90.49%

*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 December 2014, 99.68% 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 December 2014 was 99.58%, 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.

Route	Scheduled Trips	Reliability	Punctuality
Bayswater	1,002	100.00%	100.00%
Half Moon Bay	578	99.83%	99.83%
Birkenhead	1,080	99.63%	99.63%
Gulf Harbour	252	100.00%	100.00%
West Harbour	567	100.00%	100.00%
Rakino	56	87.50%	87.50%
Pine Harbour	566	99.65%	99.47%
Hobsonville	210	100.00%	98.57%
Total	4,311	99.68%	99.58%

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





4. SPECIAL EVENT PUBLIC TRANSPORT SERVICES

A total of 131 events took place in December with 30 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.

SkyCity Breakers vs. Wildcats 2014/2015 Vector Arena, Vector Arena: Thursday, 11 December 2014 Total Attendance : 4,097

	INBOUN	D	OUTBOUN	OUTBOUND				
	Special Event Service Passengers	% Gate Moved	Special Event Service Passengers	% Gate Moved	% Gate Moved			
RAIL	291	7.10%	426	10.40%	8.75%			
BUS	91	2.22%	205	5.00%	3.61%			
FERRY	-	-	-	-	-			
TOTAL	382	9.32%	631	15.40%	12.36%			

Raggamuffin, Trusts Arena: Saturday, 13 December 2014

Total Attendance : 9,428

	INBOUN	D	OUTBOUND		Average	
	Special Event Service Passengers	% Gate Moved	Special Event Service Passengers	% Gate Moved	% Gate Moved	
RAIL	570	6.05%	598	6.34%	6.19%	
BUS	1,611	17.09%	1,814	19.24%	18.16%	
FERRY	-	-	-	-	-	
TOTAL	2,181	23.13%	2,412	25.58%	24.36%	

Wellington Phoenix vs. Central Coast Mariners, Eden Park: Saturday, 13 December 2014 Total Attendance : 9,762

	INBOUND		OUTBOUND		Average
	Special Event Service Passengers	% Gate Moved	Special Event Service Passengers	% Gate Moved	% Gate Moved
RAIL	2,609	26.73%	2,640	27.04%	26.88%
BUS	734	7.52%	670	6.86%	7.19%
FERRY	-	-	-	-	-
TOTAL	3,343	34.25%	3,310	33.91%	34.08%





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

Under the Land Transport Management Amendment Act 2003, there were no approvals for exempt public transport services during December 2014:





6. PUBLIC TRANSPORT SERVICE DEVELOPMENT PROJECTS

Projects Implemented/Completed

- West Auckland consultation on the bus New Network was completed on the 12th of December 2014.
- Howick and Eastern services were adjusted to improve timetable reliability and punctuality and went live on the 14th of December 2014.
- The new rail timetable went live on the 8th of December. This new timetable has Manukau services only operating via the Eastern Line and all Papakura / Pukekohe services operating via the Southern Line. A full 10 minute peak EMU service with 20 minute inter-peak and 30 minute off-peak services has been introduced on the Eastern Line to Manukau. In addition 10 minute peak services with 20 minute inter-peak and 30 minute off-peak services were been introduced on the southern line.
- Onehunga weekend service frequency also increased from 8th of December with trains departing every 30 minutes rather than every 60 minutes, making Onehunga a consistent 30 minute frequency seven days a week.
- Pukekohe weekend rail services were introduced from the 13th of December.
- The new clocks at Matiatia Wharf were installed.

Projects in Progress

- The Swanson Park and Ride construction is continuing. Completion is scheduled for April 2015.
- Enabling works for the new Otahuhu Bus Interchange continued in December.

Projects in Planning

- Timetables for Ritchies bus services are being reviewed to improve timetable reliability and punctuality.
- Timetables for Birkenhead bus services are being reviewed to improve timetable reliability and punctuality.
- Timetables for Metrolink bus services are being reviewed to improve timetable reliability and punctuality.
- The new loop bus service for Stonefields is due to go live on the 23rd of February 2015.
- Planning is continuing for the changes to bus timetables and routes for the CBD that will be required for the commencement of the City Rail Link enabling works.
- Planning for the introduction of integrated fares is continuing.
- Analysis of feedback received from the public consultation for the new Pukekohe/Waiuku network continues.





7. PUBLIC TRANSPORT PROMOTIONAL ACTIVITIES

Hotel Map

We updated the LINK bus promotion in the Auckland Hotel Concierge Map that is used by staff at most of Auckland's hotels. 200,000 copies of the map will be distributed to these hotels from December.

"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 ran through October and November, with the AT HOP sales promotion in November. The campaign is intended to be long term through 2015. See <u>www.at.govt.nz/onboard</u>

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

Rakino Island Ferry poster

A poster was created to tell Rakino Island Ferry customers about the changes to the timetable and prices for the ferry service.

Best Fare

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.

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). The program is being revised to incorporate personal journey planning and the opportunity for qualifying individuals to trial public transport using a 'give it a go' pass.

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. Several similar stops across Auckland have been identified and will be targeted with this campaign to increase awareness of the retailer close by.

Preparation for 8th December train timetables changes

These changes have been promoted on posters at stations and on trains, suburban newspaper advertising, and eDM to registered train users, text service messages, scrolling displays, screen displays at CSCs and at Britomart, signs at stations and by using AT Ambassadors.

AT/NRL Auckland Nines Visitor Pass

Design of the AT HOP card for the NRL Nines has been finalised. Printed card stock has now arrived in Auckland. Z-card packaging has been developed with nine heavily discounted visitor





attractions adding value to the \$25, all zones transport pass. Online sales of the visitor pass are currently live on the Ticketek website and will be extended by offers to registered HOP card users, and through ATEED partner channels.

Train Christmas Shopping 24 November to 22 December

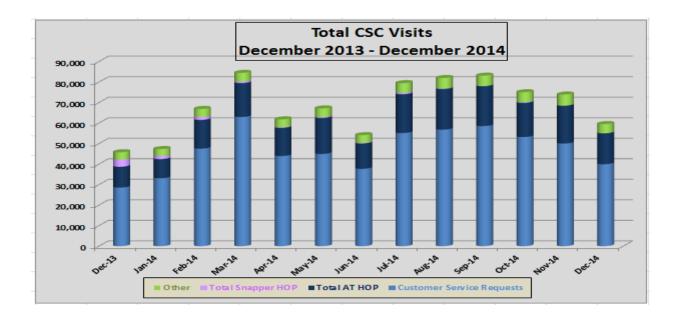
A concentrated campaign in Auckland City centre promoting train travel to key shopping at Sylvia Park, Onehunga, New Lynn, Newmarket, Henderson, Manukau in addition to the CBD.



8. PUBLIC TRANSPORT CUSTOMER SERVICE CHANNELS

Walk-In-Centres

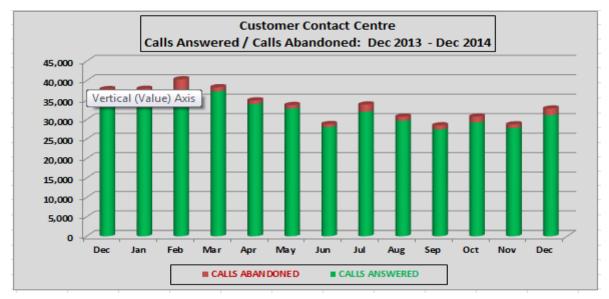
The combined customer visits to the Customer Service Centres for December 2014 was 59,546, down from 73,938 in November. This reduction was anticipated, given that holiday period started but still represents a 30% increase over the same period in 2013, where there were 45,792 visits. In the past 12 months, there have been over 835,000 visits to the Customer Service Centres, an average of almost 2,300 per day. This continues to underlines the importance of the face-to-face channel to customers, who clearly place considerable value in it.



AT Public Transport Call Centre

In December 2014, the PT Contact Centre was offered 32,817 calls, with 31,105 (94.8%) answered. The grade of service was 78.0%. This compares to 37,704 calls in the same period last year, of which 32,268 (87.0%) were answered. The grade of service was 87%.

The AT HOP Contact Centre was offered 7,248 calls with 6,900 (95.2%) answered. The grade of service was 80%. This compares to 8,423 calls in the same period last year, with 8,107 (96.2%) answered. The grade of service was 86%.





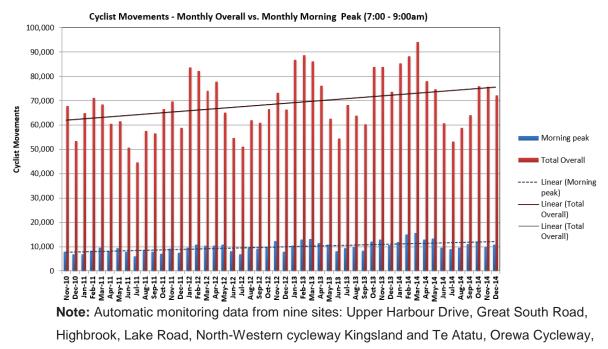


9. MONTHLY CYCLE MONITORING REPORT (December 2014)

There has been a decrease of -1.9% in cyclist movements in December 2014 when compared to December 2013.

The morning peak movement's increased by 2.0% when compared to December last year.

A total of 881,620 cycle trips were recorded for the year of January 2014 to December 2014, this is an decrease of -0.8% on the previous year.



Tamaki Drive (E/bound), Twin Streams path.

Monthly Comparisons of Cycle Movements



