

# Statistics Report

September 2013



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# PUBLIC TRANSPORT

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## 1. HIGHLIGHTS

### Patronage

Auckland public transport patronage totalled 69,277,456 passengers for the 12-months to Sep-2013 an increase of +0.2% on the 12-months to Aug-2013. September monthly patronage was 5,853,318 an increase of 107,445 boardings or +1.9% on Sep-2012, normalised to --2.1% accounting for one more business day in Sep-2013 compared to Sep-2012.

Rail patronage totalled 10,217,793 passengers for the 12-months to Sep-2013, an increase of +1.0% on the 12-months to Aug-2013. Patronage for Sep-2013 was 925,014 an increase of +102,143 boardings or +12.4% on Sep-2012, normalised to ~+8.4%.

The Northern Express bus service carried 2,280,688 passenger trips for the 12-months to Sep-2013, an increase of +0.1% on the 12 months to Aug-2013. Northern Express bus service patronage for Sep-2013 was 187,738, an increase of 2,708 boardings or +1.5% on Sep-2012, normalised to --2.5% accounting for one more business day in Sep-2013.

Other bus services carried 51,223,526 passenger trips for the 12-months to Sep-2013, a 0.0% change on the 12-months to Aug-2013. Other bus services patronage for Sep-2013 was 4,365,633, a decrease of -951 boardings or 0.0% on Sep-2012, normalised to --4.0%.

Ferry services carried 5,555,449 passenger trips for the 12-months to Sep-2013, an increase of +0.1% on the 12 months to Aug-2013. Ferry services patronage for Sep-2013 was 374,933, an increase of 3,545 boardings or +1.0% on Sep-2012, normalised to --3.0%.

### Service Performance

For rail, service punctuality in Sep-2013 was 87.3%, compared to the average for the 12-months to Sep-2013 of 86.1%. Service delivery was 97.9%.

### Initiatives

- North Star buses went live with AT HOP on 13 October 2013.
- Testing of the first Electric Multiple Unit commenced on live track during September 2013.
- The programme of improving timetables to reflect actual operating conditions continued during September with most timetables expected to be completed by March 2014.

## 2. PUBLIC TRANSPORT PATRONAGE

### Network Wide Summary

Normalising factors used on actual patronage counts in this report for Sep-2013 include:

- There was one more business day in Sep-2013 compared to Sep-2012, which equates to ~+4% network wide
- Special event activities resulted in more rail passenger journeys primarily due to the Rugby Championship match versus South Africa in Sep-2013 (positive impact ~+3.4% on rail) or ~+0.54% network wide
- There were two full network weekend rail network closures and weekday evening (Sun-Thur) closures south of Otahuhu in Sep-2013 compared to one full weekend network closure and one partial weekend network closure in Sep-2012, (impact of ~-0.5% on rail) or ~-0.08% network wide.

Auckland public transport patronage totalled 69,277,456 passengers for the 12-months to Sep-2013 an increase of +0.2% on the 12 months to Aug-2013 as illustrated at Figure 1. Patronage for Sep-2013 was 5,853,318 boardings, an increase of +1.9% (107,445 boardings) on Sep-2012, normalised to ~-2.1% to -2.6%.

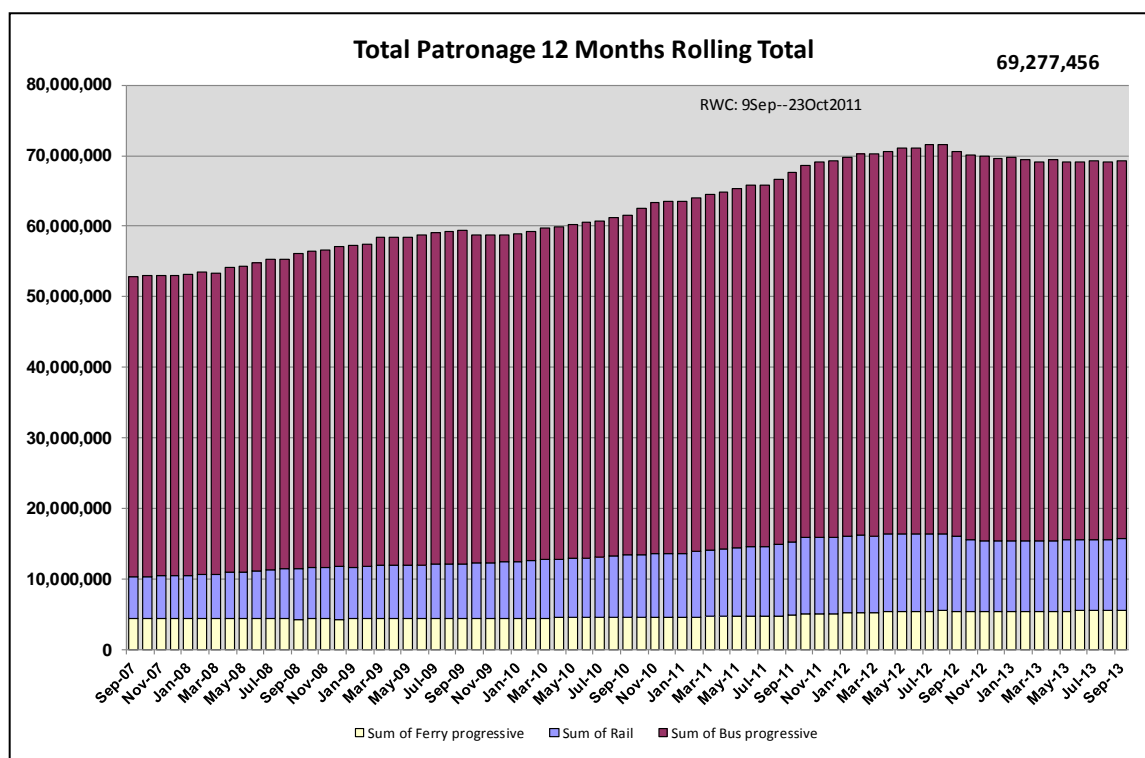


Fig 1. Total Patronage – 12 Months Rolling Total

A breakdown of patronage by month, 12-months rolling total and financial year-to-date (Jul-2013 to Sep-2013) is provided at Table 1.

For the financial year-to-date, three months to Jun 2014, patronage has increased by +1.1% (202,516 boardings) compared to the same period in the previous financial year.

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

	Sep-13									
	Month			12 Months				YTD (from July)		
	Patronage	Change Prev Year	% Change Prev Year	Patronage	Change Month Period	Change Prev Year	% Change Prev Year	Patronage	Change Prev FY	% Change Prev FY
<b>1. Rapid Transit Network sub-total:</b>	1,112,752	104,851	10.4%	12,498,481	0.8%	-339,637	-2.6%	3,504,213	181,090	5.4%
Northern Express Bus	187,738	2,708	1.5%	2,280,688	0.1%	19,674	0.9%	602,291	2,103	0.4%
Rail sub-total:	925,014	102,143	12.4%	10,217,793	1.0%	-359,311	-3.4%	2,901,922	178,987	6.6%
- Western Line	352,071	64,282	22.3%	3,704,436	1.8%	-197,708	-5.1%	1,064,015	92,950	9.6%
- Southern & Eastern Line:	572,943	37,861	7.1%	6,513,357	0.6%	-161,603	-2.4%	1,837,907	86,037	4.9%
- Pukekohe / Papakura Services *	409,961			4,648,282				1,308,144		
- Manukau Services * (opened 15 Apr 2012)	97,643	30,831	6.5%	1,119,295	0.5%	-173,282	-2.9%	319,055	66,098	4.2%
- Onehunga Services	65,339	7,030	12.1%	745,780	1.0%	11,679	1.6%	210,708	19,938	10.5%
<b>2. Frequent Connector and Local Bus (Include School Bus) sub-total:</b>	4,365,633	-951	0.0%	51,223,526	0.0%	-1,142,178	-2.2%	13,618,064	-27,805	-0.2%
- Frequent Connector & Local Bus	4,105,612	10,739	0.3%	48,701,478	0.0%	-1,081,712	-2.2%	12,875,172	11,965	0.1%
- Contracted School Bus	260,021	-11,690	-4.3%	2,522,048	-0.5%	-60,466	-2.3%	742,892	-39,770	-5.1%
<b>3. Ferry</b>	374,933	3,545	1.0%	5,555,449	0.1%	108,453	2.0%	1,226,882	49,231	4.2%
<b>Total Patronage</b>	<b>5,853,318</b>	<b>107,445</b>	<b>1.9%</b>	<b>69,277,456</b>	<b>0.2%</b>	<b>-1,373,362</b>	<b>-1.9%</b>	<b>18,349,159</b>	<b>202,516</b>	<b>1.1%</b>

\*Some Pukekohe/Papakura Services were reclassified as Manukau Services on 15 April 2012 with the opening of Manukau Station. Annual change figures are not representative between services and are reported together.

\* From July 2013, the start of the reporting year there has been 9 months for the ticket inspection regime associated with the introduction of HOP to bed in, the number of intercepted passengers travelling without a ticket have been included in the patronage numbers.

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

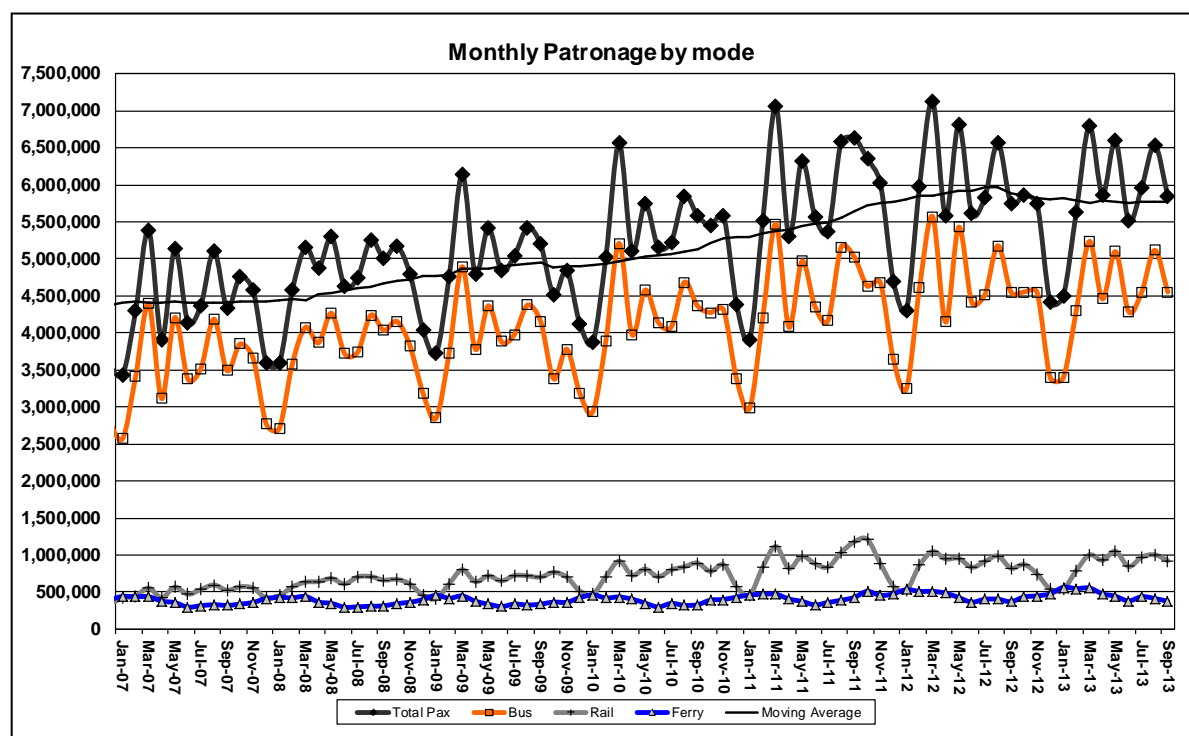


Fig 2. Monthly Patronage by Mode

**Table 1.1 Patronage Breakdown Normalised for Rugby World Cup 2011**

Normalised	Sep-13								
	Month			12 Months			YTD (from July)		
	Patronage	Change	%	Patronage	Change	%	Patronage	Change	%
<b>1. Rapid Transit Network sub-total:</b>	1,112,752	104,851	10.4%	12,498,481	59,573	0.5%	3,504,213	181,090	5.4%
Northern Express Bus	187,738	2,708	1.5%	2,280,688	58,175	2.6%	602,291	2,103	0.4%
Rail sub-total:	925,014	102,143	12.4%	10,217,793	1,398	0.0%	2,901,922	178,987	6.6%
<b>2. Frequent Connector and Local Bus (Include School Bus) sub-total:</b>	4,365,633	-951	0.0%	51,223,526	-1,050,097	-2.0%	13,618,064	-27,805	-0.2%
<b>3. Ferry</b>	374,933	3,545	1.0%	5,555,449	192,013	3.6%	1,226,882	49,231	4.2%
<b>Total Patronage</b>	<b>5,853,318</b>	<b>107,445</b>	<b>1.9%</b>	<b>69,277,456</b>	<b>-798,511</b>	<b>-1.1%</b>	<b>18,349,159</b>	<b>202,516</b>	<b>1.1%</b>

Table 1.1 provides an estimate of patronage normalised for RWC2011.

## 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 as required.

Patronage improved in Sep-2013 and totalled 12,498,481 passengers for the 12-months to Sep-2013 (Figure 3). Patronage for Sep-2013 was 1,112,752 boardings, an increase of +10.4% (104,851 boardings) on Sep-2012 (Figure 4).

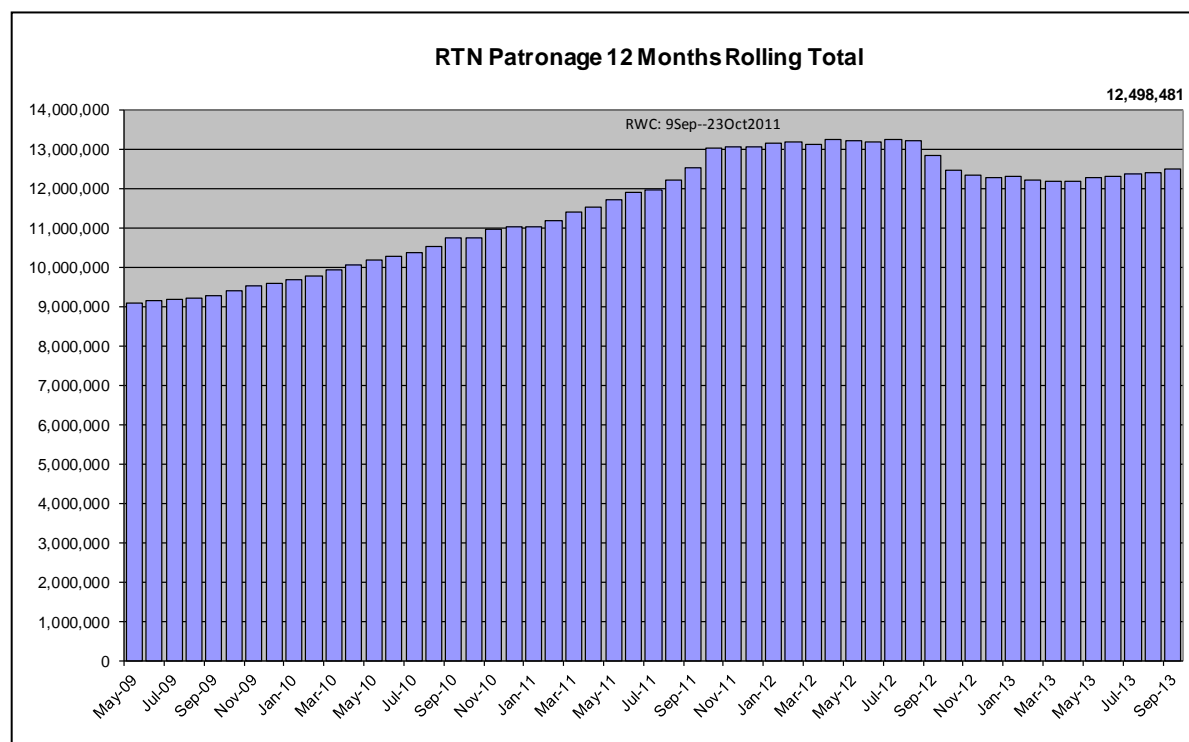


Fig 3. RTN Patronage – 12 Months Rolling Total

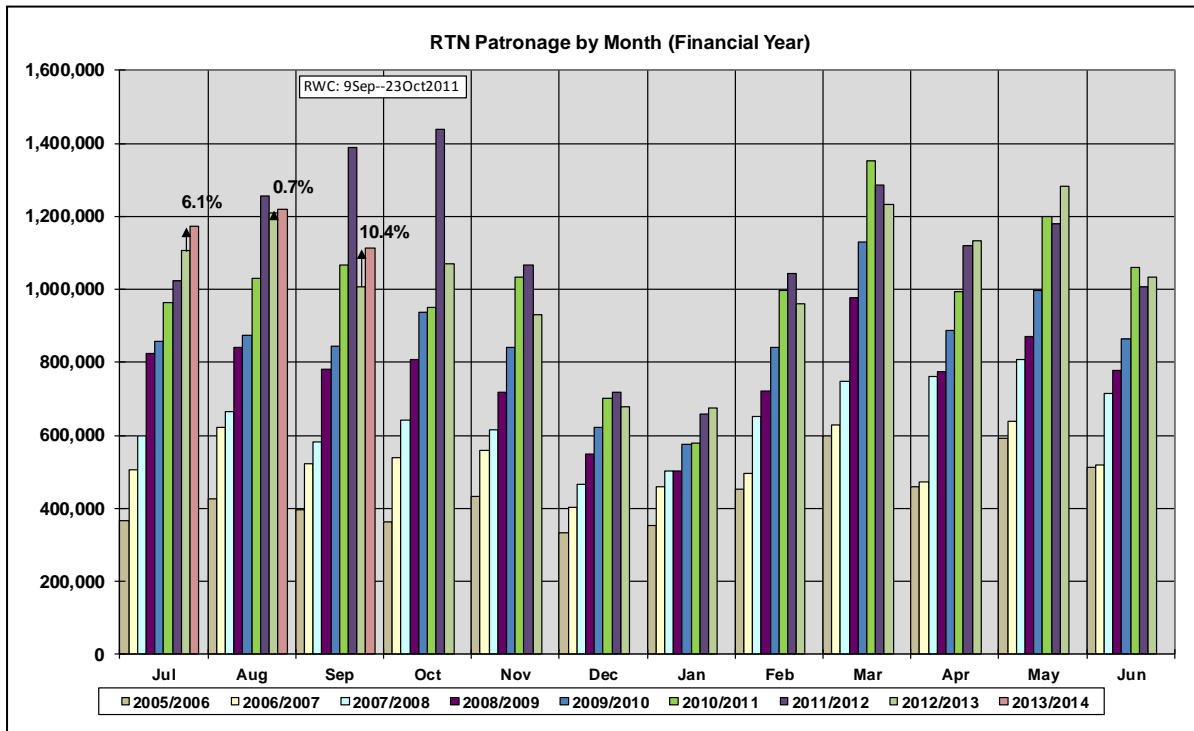


Fig 4. RTN Patronage – Growth by Month 2005/06 to 2013/14

## Rail Patronage

Rail patronage improved in Sep-2013 and totalled 10,217,793 passengers for the twelve months to Sep-2013 (Figure 5), an increase of +1.0% on the 12-months to Aug-2013.

Patronage for Sep-2013 was 925,014 boardings, an increase of +12.4% (+102,143 boardings) on Sep-2012 (Figure 6), normalised at ~+5.5% to ~+6.1%. Figure 7 illustrates estimated average passengers/day.

Rail ticket types sold (Figure 8) illustrates an increase in HOP card usage relative to single paper ticket sales and the higher special event activity (other) in Sep-2013 compared to Sep-2012. HOP single paper ticket sales at ticket offices and machines on the platforms were introduced during Sep-2012 but this was effectively a substitution for existing single journey paper tickets and therefore had a neutral impact on the comparative recorded patronage for the month of September.

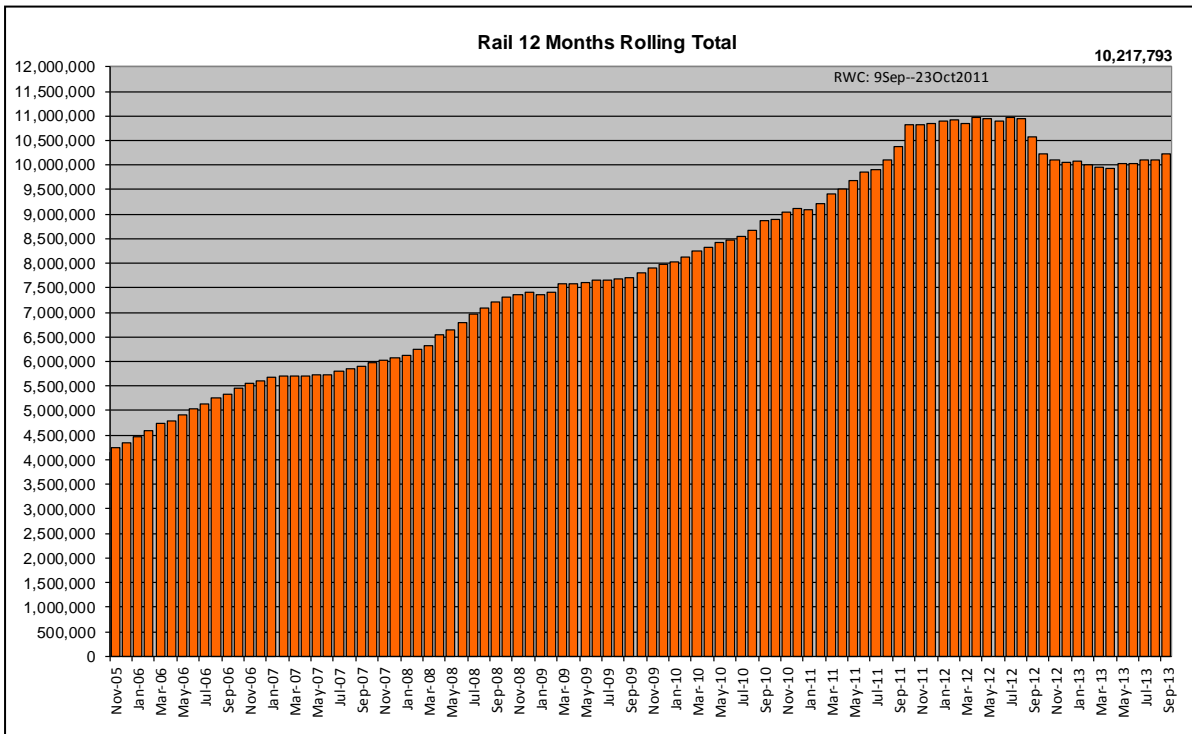


Fig 5. Rail Patronage – 12 Months Rolling Total

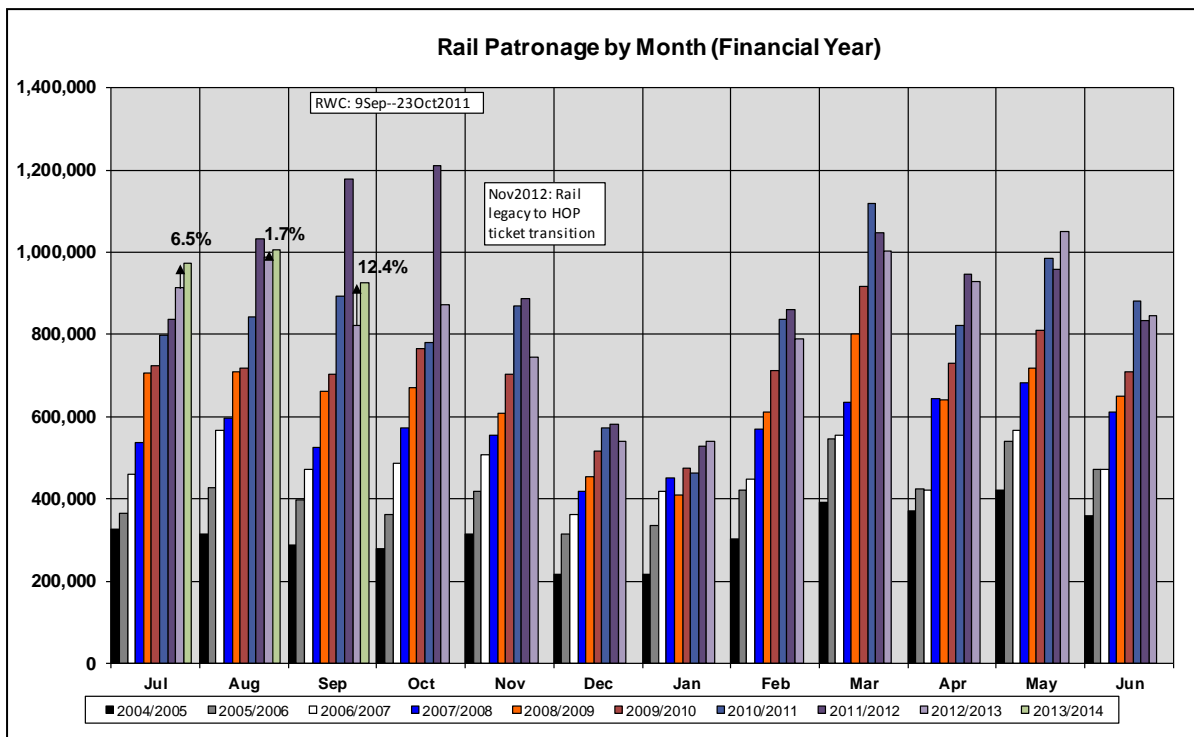


Fig 6. Rail Patronage – Growth by Month 2005/06 to 2013/14



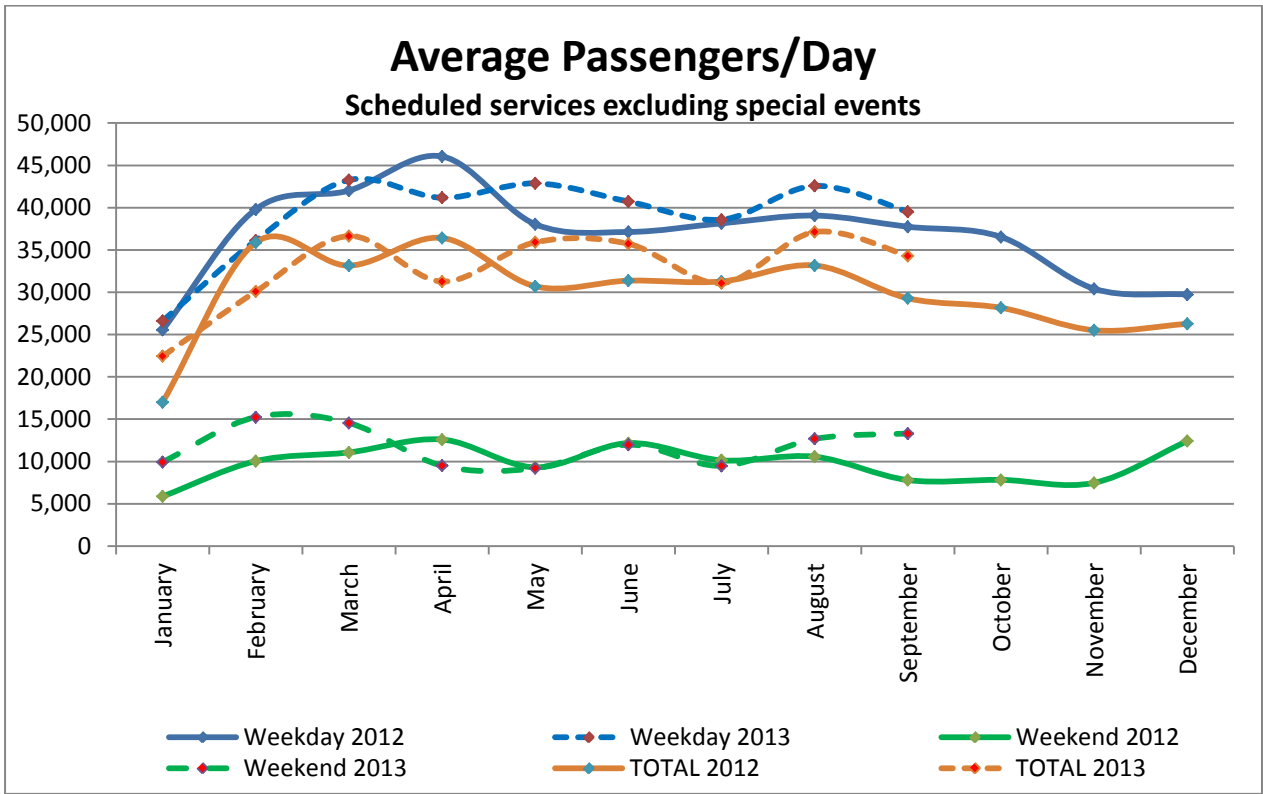


Fig 7. Rail Patronage – Av. Daily Passenger Counts for Scheduled Services 2012 and 2013

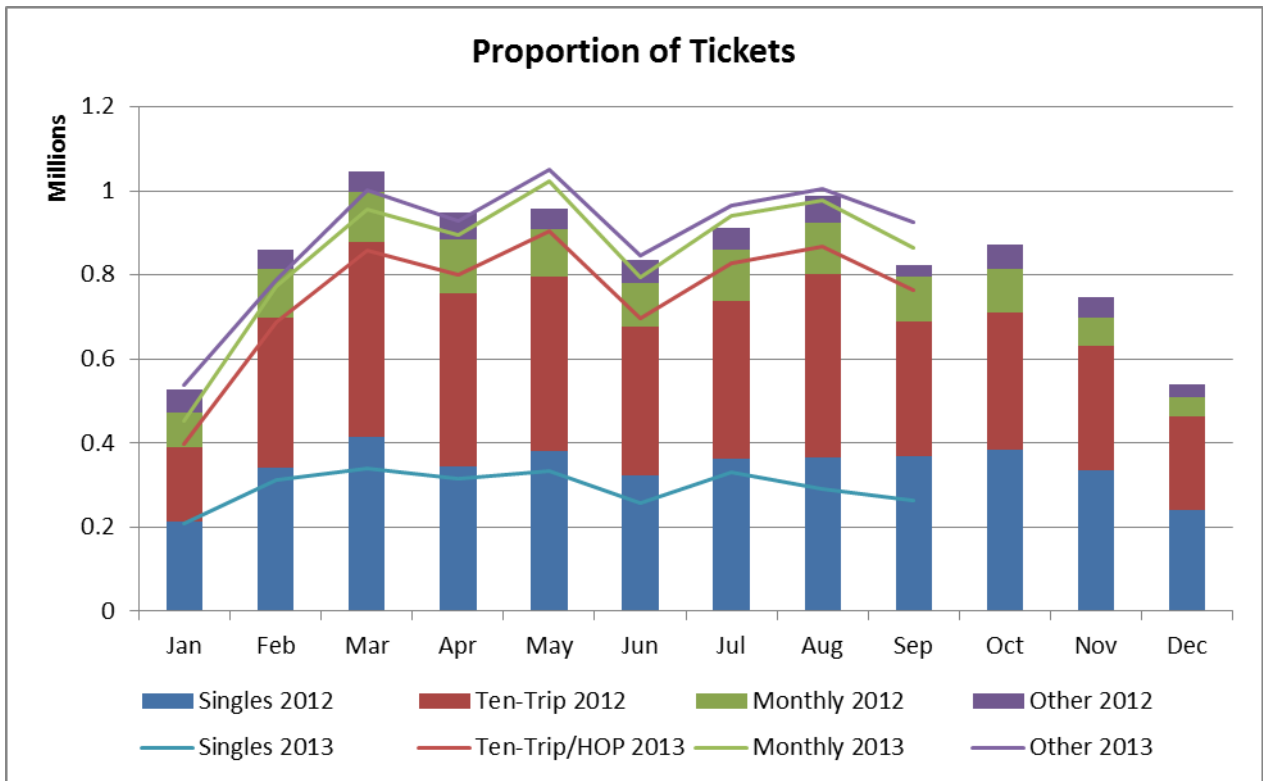


Fig 8. Ticket Sales by Ticket Type – 2013 compared to 2012

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

Southern and Eastern Line rail patronage including the Onehunga and Manukau Lines totalled 6,513,357 passengers for the 12-months to Sep-2013. Patronage for Sep-2013 was 572,943 boardings, an increase of +7.1% (37,861 boardings) on Sep-2012 (Figure 9), normalised to ~+3.0%.

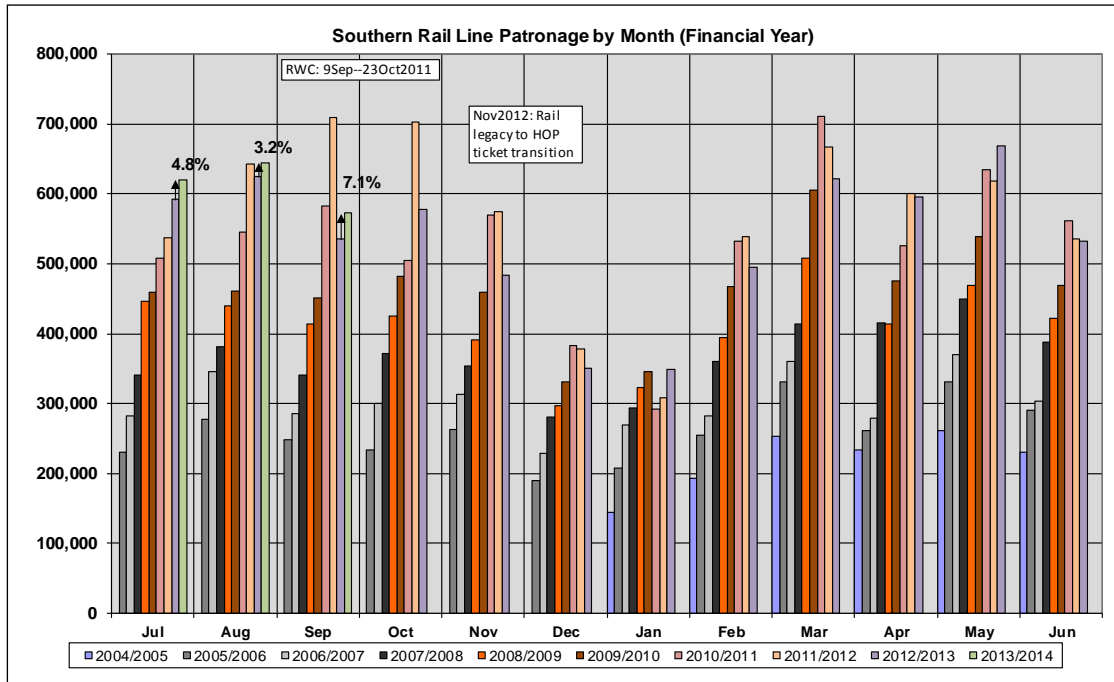


Fig 9. Southern & Eastern Line (including Onehunga and Manukau Lines) Rail Patronage – Growth by Month 2005/06 to 2013/14

## Western Rail Line

Western Line rail patronage totalled 3,704,436 passengers for the 12-months to Sep-2013. Patronage for Sep-2013 was 352,071 boardings, an increase of +22.3% (+64,282 boardings) on Sep-2012 (Figure 10), normalised to ~+7.5%. The Western Line recorded the greatest proportion of special event traffic during the month (Eden Park) hence the relatively higher numbers compared to growth recorded on other lines.

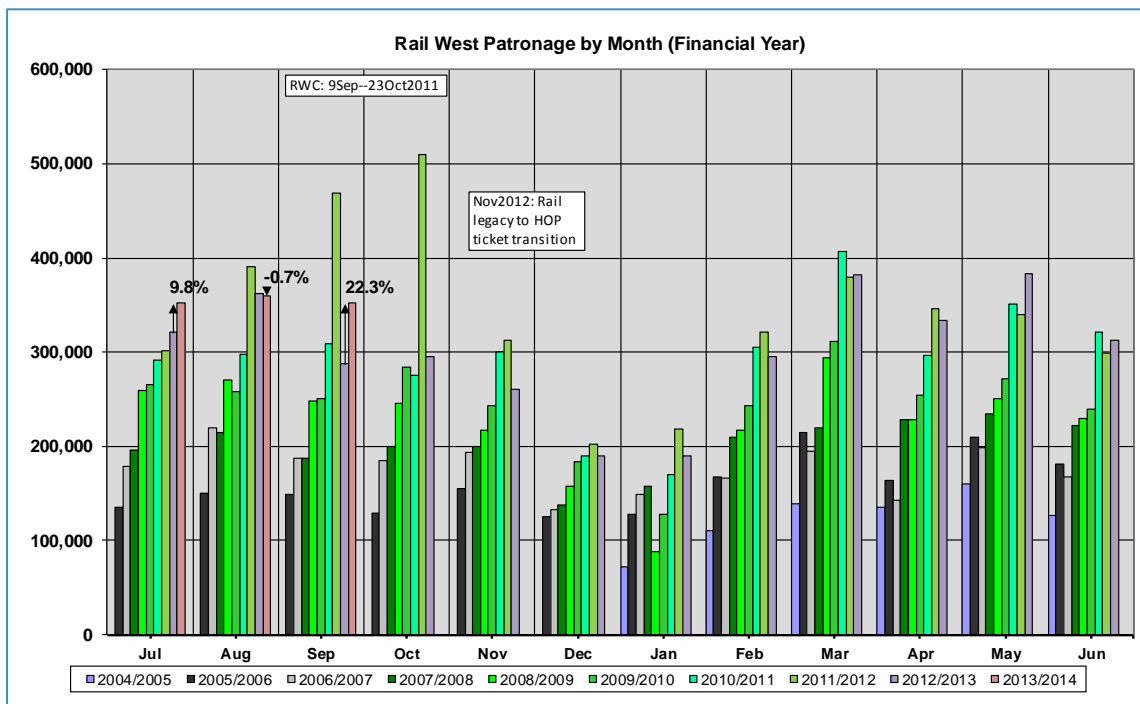


Fig 10. Western Line Rail Patronage – Growth by Month 2005/06 to 2013/14

## 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 2,280,688 passengers for the 12-months to Sep-2013 (Figure 11) an increase of +0.1% on the 12-months to Aug-2013. Patronage for Sep-2013 was 187,738 boardings, an increase of +1.5% (+2,708 boardings) on Sep-2012 (Figure 12), normalised to ~-2.5%.

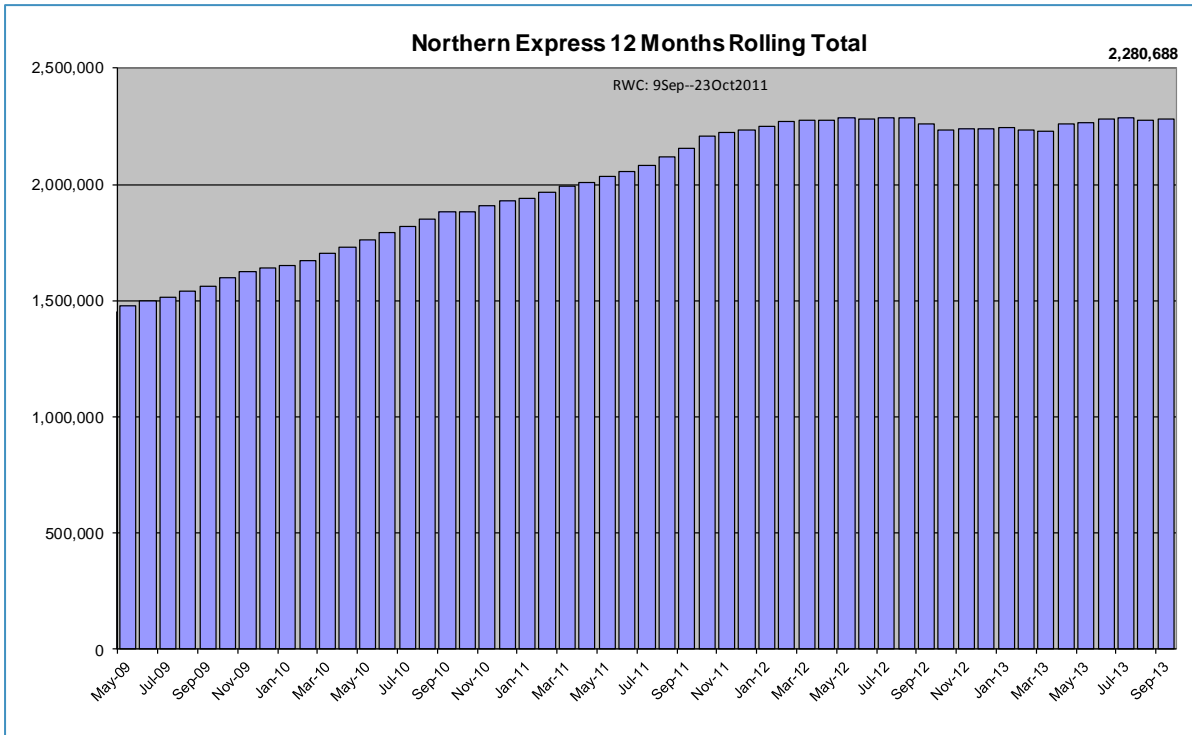


Fig 11. Northern Express Bus Patronage – 12 Months Rolling Total

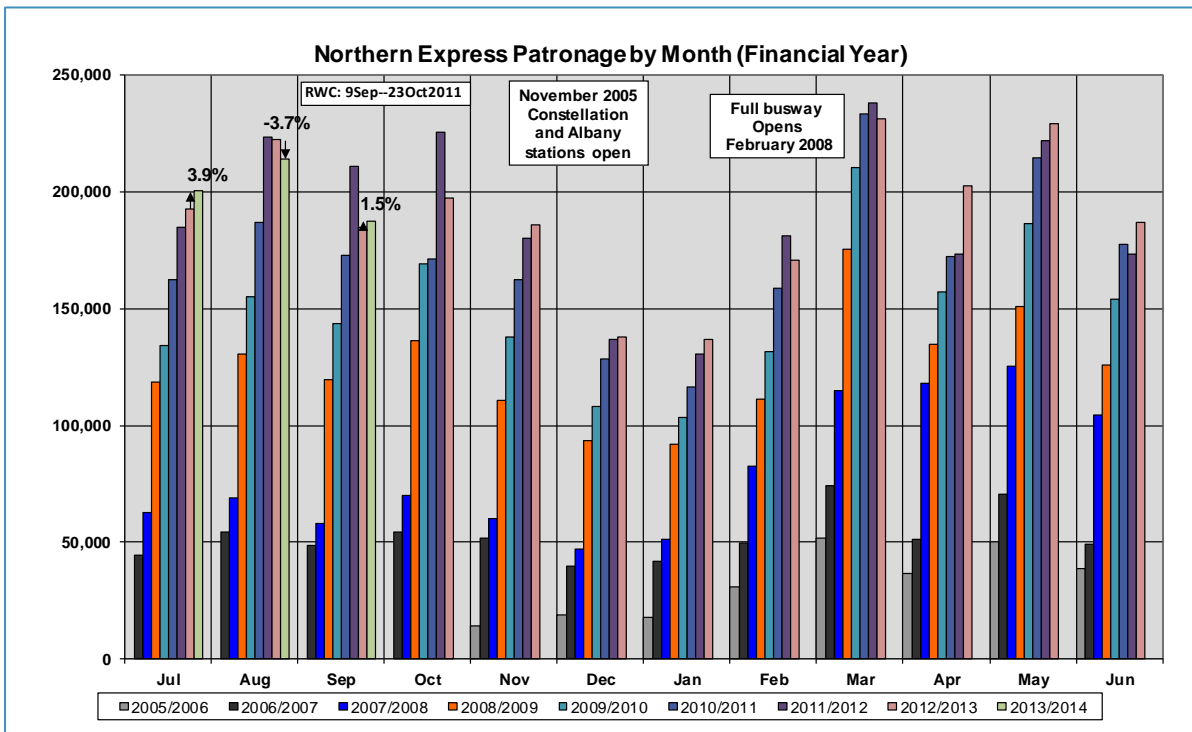


Fig 12. Northern Express Bus Patronage – Growth by Month 2005/06 to 2013/14

## Bus Patronage (Other Than Northern Express)

Patronage totalled 51,223,526 passengers for the 12-months to Sep-2013 a change of 0.0% compared with the 12-months to Aug-2013. Patronage for Sep-2013 was 4,365,633 boardings, a change of 0.0% (-951 boardings) on Sep-2012 (Figure 13), normalised to ~-4.0%. Normalised average weekday patronage is illustrated at Figure 14.

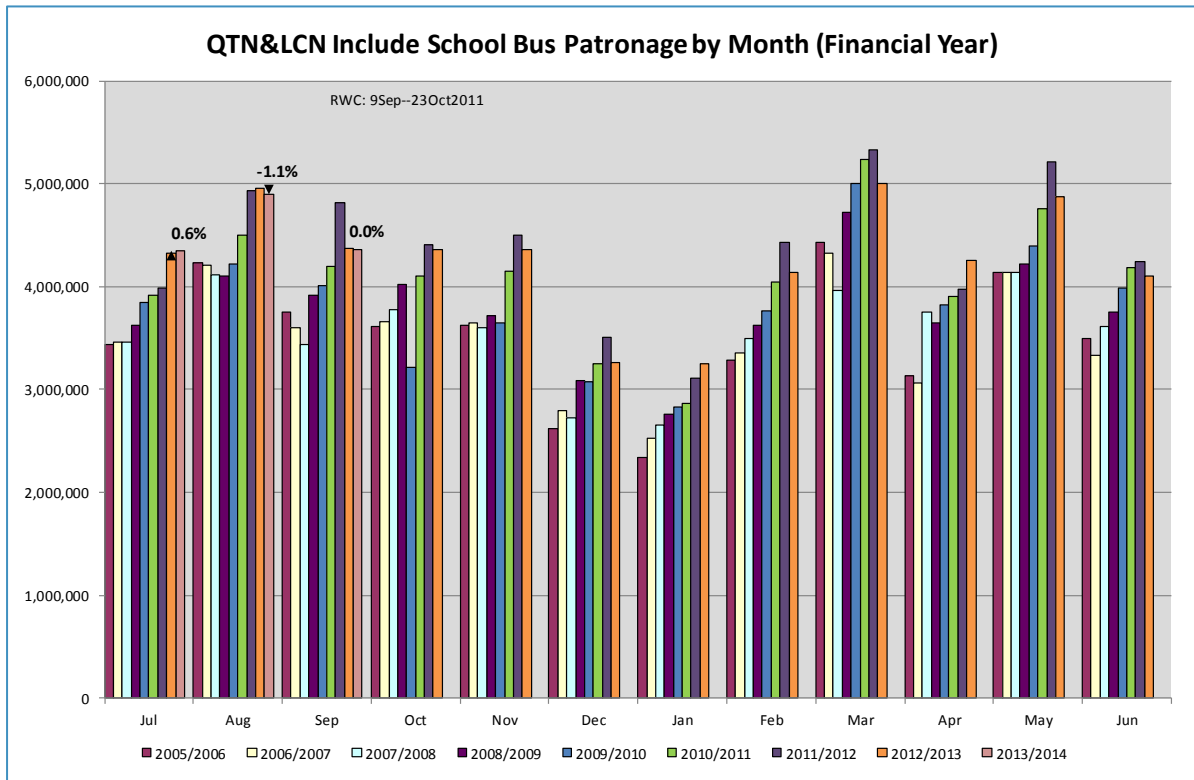


Figure 13. Bus Patronage (other than Northern Express) – Growth by Month 2005/06 to 2013/14

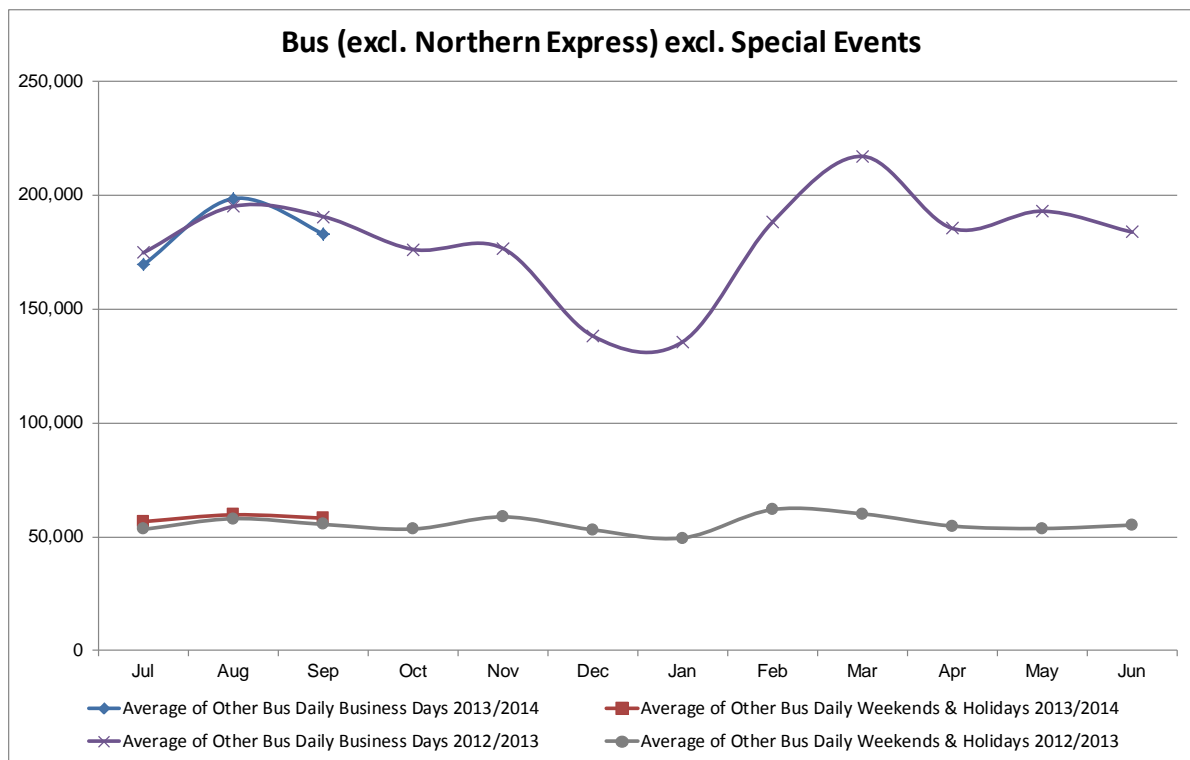


Fig 14. Bus Patronage – Av. Daily Passenger Counts 2012/13 and 2013/14

## Bus (Other than Northern Express) Patronage Analysis

Table 2 provides an analysis of bus services (excluding Special Events patronage) by geographical sector.

Table 2. Bus Patronage Analysis by Geographic Sector

	North Sector (excluding Northern Express)						West Sector					
	By Month			12 Month Sum			By Month			12 Month Sum		
	Patronage	Change	%	Patronage	Change	%	Patronage	Change	%	Patronage	Change	%
Jul-13	940,213	13,361	1.4%	10,482,605	-268,338	-2.5%	394,289	- 13,319	-3.3%	4,810,921	-149,428	-3.0%
Aug-13	1,040,633	- 11,089	-1.1%	10,471,515	-263,334	-2.5%	451,284	- 1,429	-0.3%	4,809,492	-118,783	-2.4%
Sep-13	921,391	19,651	2.2%	10,491,166	-154,487	-1.5%	403,817	- 21,189	-5.0%	4,788,303	-119,752	-2.4%
	South Sector						Isthmus Sector					
	By Month			12 Month Sum			By Month			12 Month Sum		
	Patronage	Change	%	Patronage	Change	%	Patronage	Change	%	Patronage	Change	%
Jul-13	871,963	14,825	1.7%	10,628,692	-121,317	-1.1%	2,143,702	12,997	0.6%	25,356,977	-974,970	-3.7%
Aug-13	1,035,074	- 23,863	-2.3%	10,604,829	-148,368	-1.4%	2,375,272	- 18,337	-0.8%	25,338,640	-1,061,392	-4.0%
Sep-13	908,121	- 29,523	-3.1%	10,575,306	-125,108	-1.2%	2,132,304	30,110	1.4%	25,368,750	-742,830	-2.8%

## Ferry Patronage

Ferry patronage totalled 5,555,449 passengers for the 12-months to Sep-2013 an increase of +0.1% on the 12 months to Aug-2013. Patronage for Sep-2013 was 374,933 boardings, an increase of +1.0% (3,545 boardings) on Sep-2012 (Figure 15), normalised to ~-3.0%.

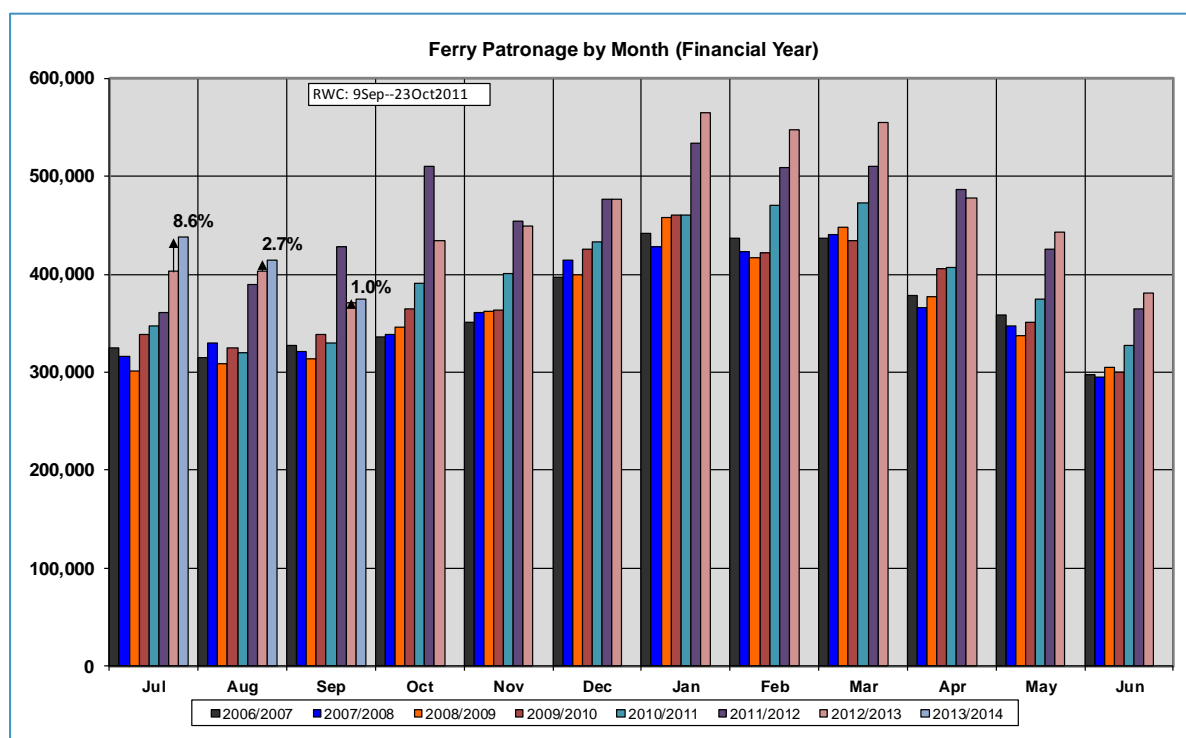


Fig 15. Ferry Patronage – Growth by Month 2005/06 to 2013/14

### 3. PUBLIC TRANSPORT SERVICE PERFORMANCE

#### Rail Service Performance

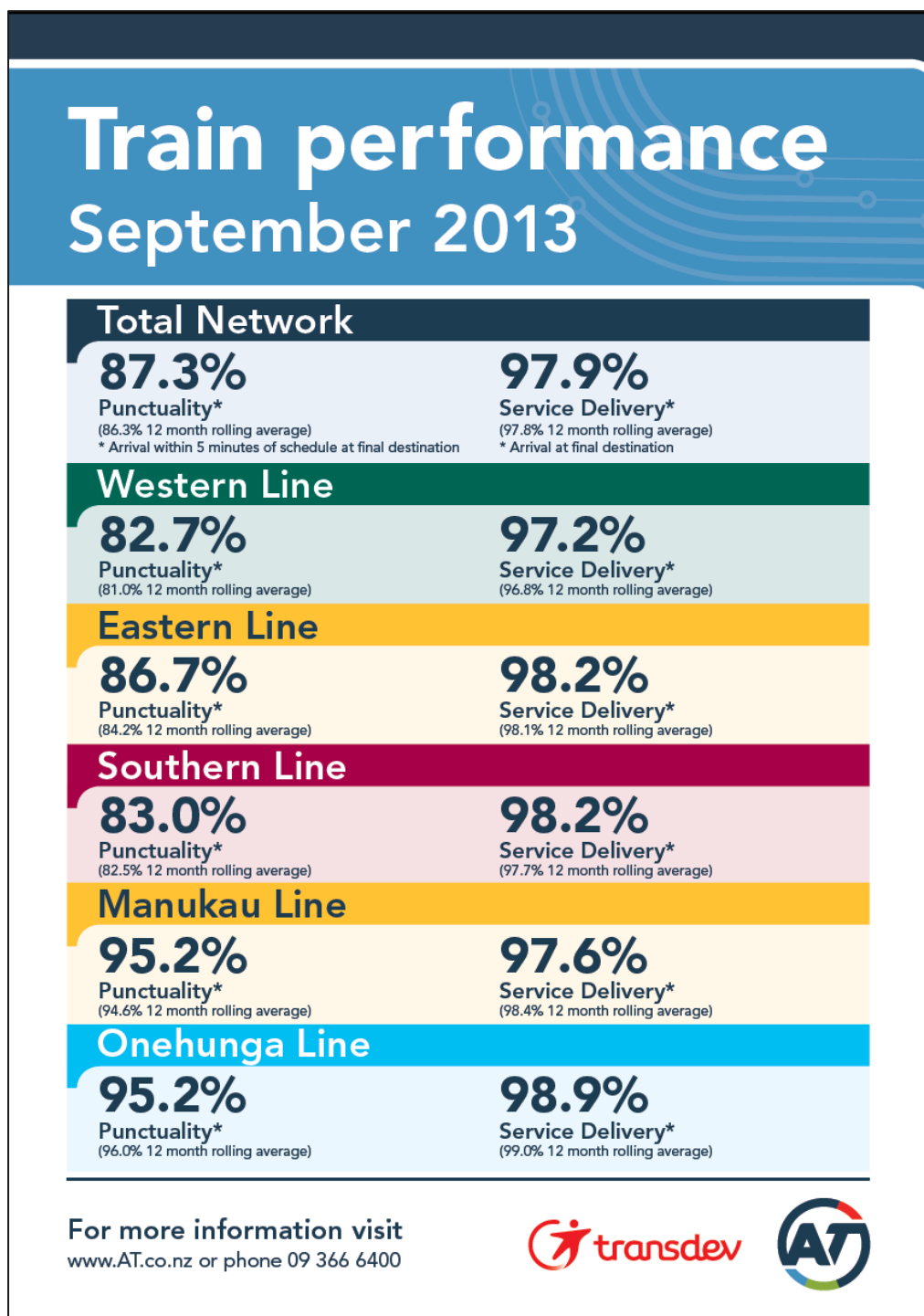


Fig 16. Rail Published Performance Results for September 2013.

Reliability is the number 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 Sep-2013 reliability was 97.9%. Punctuality for Sep-2013 was 87.3% compared to the 12-month average of 86.1%, 89.1% in Aug-2013 and 86.2% in Sep-2012. Punctuality trends

comparing 2012 and 2013 are presented at Figure 17 showing an overall improvement since the September 2012 timetable changes compared to the previous year.

Table 3 details the performance statistics by service group.

**Table 3: Train Performance Statistics – September 2013**

	West	East	South	Manukau	Onehunga	Total
Services Planned	2,413	1,906	1,979	1,377	1,257	8,932
Services Cancelled	51	46	49	11	5	162
Services Delayed > 5 min	384	216	233	83	43	959

There was a decline in performance recorded in September compared with the record performance results achieved the previous two months. A primary contributor was the aging train fleet leading to numerous in service breakdowns and reduced capacity on some services resulting in delays from crowding during September.

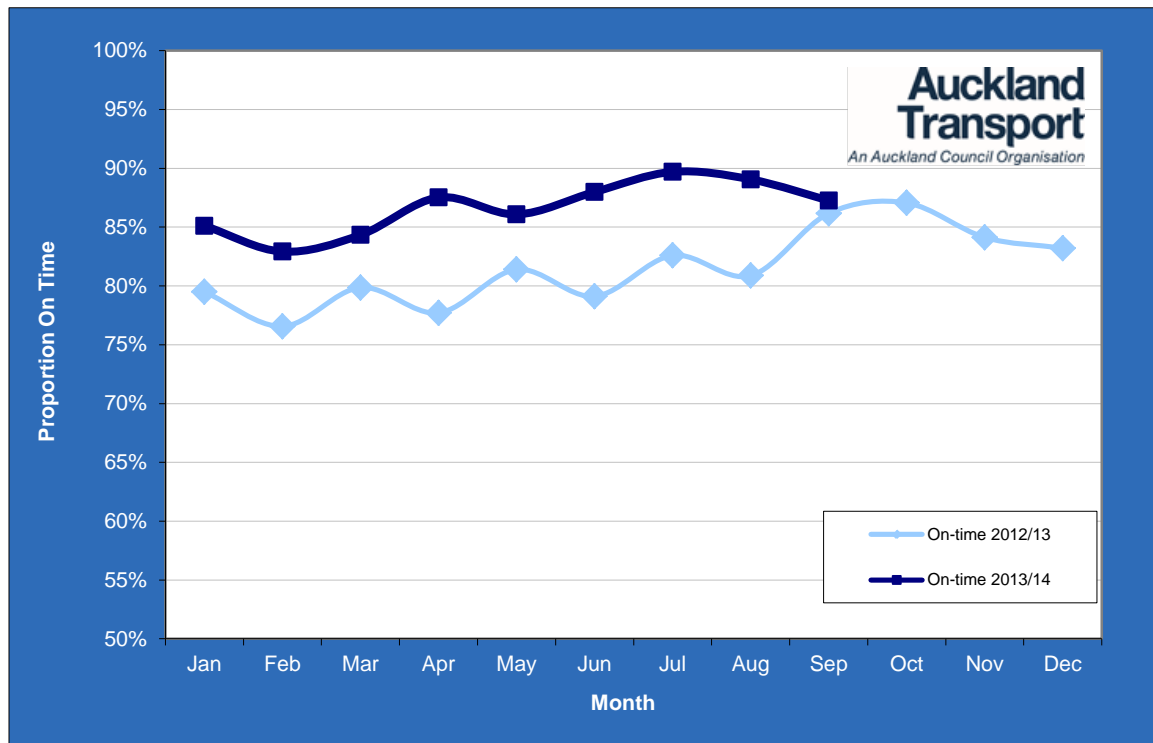


Fig 17. Rail Punctuality Trends for 2012 and 2013

The following major incidents impacted on service delivery during September:

- *Track, Signals and Train Control (KiwiRail)* – Track, signal or points failures had a significant effect on the delivery of services on one day during September which was a level crossing fault at Newmarket on the morning of 10 September.
- *Train faults (KiwiRail)* – Train faults had a significant effect on the delivery of services on six days, and reduced capacity trains impacted on services on several other days during September.
- *Operational (Transdev)* – A passenger incident at Papakura caused significant delays to services on one day during the month.
- *Other* – A truck struck a rail overbridge at Ellerslie leading to a temporary block of line for a short time in the middle of the day on 17 September.

## Train Delay Impacts

Train delay minutes continued the long term declining trend reflecting the overall performance trends. The average delay per service operated continued to trend downwards as illustrated in Figure 18, but increased slightly for the month primarily due to the delays resulting from the train fleet performance, particularly from crowding on some services. The total delay minutes were 15.5% below the level for the same month last year. Delay minutes caused by infrastructure faults increased slightly from the low level recorded last month but remain well below the levels recorded in previous years. For the month a total of 11,054 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.

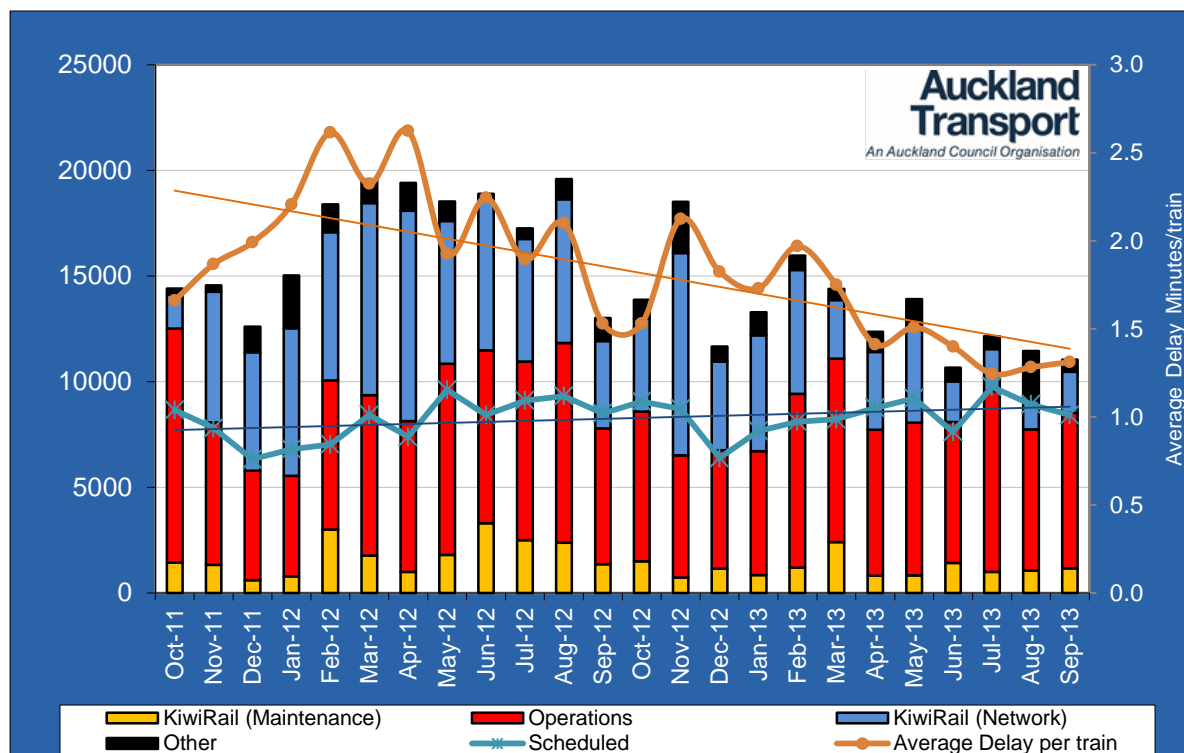


Fig 18. Train Delay Minutes by Cause

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

	Delay Minutes	Proportion
Network Control	255	21.9%
Signal/points failure	603	31.9%
Speed restrictions	1,091	45.3%
Track protection measures*	0	0.9%
<b>Total</b>	<b>1,949</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 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 Sep-2013, 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 87.3%.

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 85.9% on-time performance for Sep-2013.



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

	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13
Total Network Actual Service Delays	87.1%	84.1%	83.2%	85.1%	82.9%	84.3%	87.5%	86.1%	88.0%	89.7%	89.1%	87.3%
Weighted by Passenger Volume by Line	85.7%	82.7%	81.5%	82.9%	80.4%	81.8%	85.9%	84.4%	86.6%	88.6%	87.8%	85.9%

## Rail Capacity

There was one service reported to have exceeded AT's planned seating to standing ratio on average during September with a further two services reported at the ratio.

## Bus Service Performance

For September 2013, 99.90% of contracted service trips were operated and reached their destination (reliability measure). Service punctuality for September 2013 was 98.90%, measured by the percentage of services which commence the journey within 5 minutes of the timetabled start time and reach their destination. Service punctuality and reliability are self-reported for contracted services by the bus operators utilising bus drivers logs. AT reporting of bus service performance without reliance on operator self-reporting is under development.

**Table 5. Contracted Bus Service Reliability and Punctuality- September 2013**

	Scheduled Trips	Reliability	Punctuality
Birkenhead	11,058	99.99%	99.35%
H & E	18,070	100%	99.12%
NZ Bus	118,398	99.85%	98.76%
Ritchies	29,012	99.99%	99.46%
Tranzit	2,196	100%	98.09%
Urban Express	5,203	100%	96.44%
Total	189,407	99.90%	98.90%

## Ferry Service Performance

For September 2013, 100% of contracted ferry service trips were operated (reliability measure). Service punctuality for September 2013 was 99.88% of services operated, measured by the percentage of services which commence the journey within 5 minutes of the timetabled start time. Service punctuality and reliability is self-reported by the ferry operators utilising ferry skipper logs for contracted services.

**Table 6. Contracted Ferry Service Reliability and Punctuality- September 2013**

	Scheduled Trips	Reliability	Punctuality
Bayswater	996	100%	100%
Half Moon Bay	572	100%	99.65%
Birkenhead	1,068	100%	100%
Gulf Harbour	144	100%	100%
West Harbour	567	100%	99.65%
Rakino	18	100%	94.44%
Pine Harbour	630	100%	100%
Hobsonville	231	100%	100%
Total	4,226	100%	99.88%

#### 4. SPECIAL EVENT PUBLIC TRANSPORT SERVICES

64 events took place in September with approximately 11 that had an adverse 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.

ITM Cup Auckland vs. Counties Manukau Eden Park: Wednesday 4th September 2014

For the 2013 ITM Cup Season at Eden Park, travel is included in the ticket price for these events. Patrons can travel on all regular timetabled and special event rail services. Attendance at the event was 2,561.

	INBOUND		OUTBOUND		AVERAGE % GATE MOVED
	Special Event Service Passengers	% Gate Moved	Special Event Service Passengers	% Gate Moved	
<b>RAIL</b>	366	14.29	182	7.11	<b>10.70%</b>
<b>BUS</b>	-	-	-	-	-
<b>FERRY</b>	-	-	-	-	-
<b>TOTAL</b>	366	14.29	182	7.11	<b>10.70%</b>

All Blacks vs. South Africa Eden Park: Saturday 14th September 2014:

For the International rugby season at Eden Park, travel is included in the ticket price for these events. Patrons can travel on Special Event Bus Services (Newmarket, Mt Eden, Northern Busway, Takapuna, Manukau, Botany/Pakuranga) and all regular timetabled and special event rail services. Attendance at the event was 47,362.

	INBOUND		OUTBOUND		AVERAGE % GATE MOVED
	Special Event Service Passengers	% Gate Moved	Special Event Service Passengers	% Gate Moved	
<b>RAIL</b>	15238	32.17	15390	32.49	<b>32.33%</b>
<b>BUS</b>	6837	14.44	7062	14.91	<b>14.68%</b>
<b>FERRY</b>	-	-	-	-	-
<b>TOTAL</b>	22108	46.68	22475	47.45	<b>47.07%</b>

ITM Cup Auckland vs. Northland Eden Park: Thursday 19th September 2013:

Attendance at the event was 2,711.

	INBOUND		OUTBOUND		AVERAGE % GATE MOVED
	Special Event Service Passengers	% Gate Moved	Special Event Service Passengers	% Gate Moved	
<b>RAIL</b>	441	16.27	447	16.49	<b>16.38%</b>
<b>BUS</b>	-	-	-	-	-
<b>FERRY</b>	-	-	-	-	-
<b>TOTAL</b>	441	16.27	447	16.49	<b>16.38%</b>

Attendance at the event was 2,711.

	INBOUND		OUTBOUND		AVERAGE % GATE MOVED
	Special Event Service Passengers	% Gate Moved	Special Event Service Passengers	% Gate Moved	
RAIL	1264	20.34	1297	20.88	20.61%
BUS	-	-	-	-	-
FERRY	-	-	-	-	-
TOTAL	1264	20.34	1297	20.88	20.61%

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

Under the Land Transport Management Act 2013, no applications for registered services have been approved during September 2013.

## 6. PUBLIC TRANSPORT SERVICE DEVELOPMENT PROJECTS

### Projects in Planning

- A review of all bus timetables for service reliability and punctuality performance is progressing using real-time journey data to align run-times to the operational environment. Timetable updates are being implemented between October 2012 and early 2014. Upon new timetable implementation real-time bus tracking will be used for service performance management permitting AT reporting of performance against timetable rather than operator self-reporting.
- Consultation on a review of Green Bay and Titirangi bus services is underway, with submissions due by 22 November.
- Continued rollout of the AT HOP card on all bus services continues for a target completion in March 2014.

### Projects Implemented

- A revised timetable for the 922 bus service was implemented on 16 September to improve service performance (Ritchies North Shore).
- A revised Te Atatu Peninsula bus timetable was implemented on 13 October 2013, with changes including more peak period express services, more weekday services between Te Atatu Peninsula and Henderson and the discontinuation of peak period services deviating via the Patiki Rd industrial area.
- The AT HOP card was launched on NorthStar bus services on 13 October 2013.
- An enhanced rail timetable will be implemented from 29 October 2013, including Western Line weekend frequency improvements from hourly to half-hourly, extension of Sunday services to Swanson, Ranui and Sturges Road, some later night services to Onehunga on Saturday and Sunday and earlier weekend services from Papakura.

## 7. PUBLIC TRANSPORT PROMOTIONAL ACTIVITIES

- West Harbour/Hobsonville: To increase patronage through a free ticket campaign, that positions these services in the heart of the community starting early October. Press, w/c 7 & 14/10/13; Billboard on NW Motorway, w/c 07/10/13 and door drop to 5860 households on 16/10/13.

- Electrification Safety campaign using both video on Youtube and posters started 27 September.
- Posters and Ambassadors for Ferry Terminal 1 'change of barriers' communication started 10 September.
- New-movers direct mail campaign continued in September, communicating local public transport options to people who have just moved house (963 households in September).
- Rail "on-time performance" on-platform posters. To assist in the rapid boarding of trains, a campaign is in place to minimise dwell times and assist in the improvement to overall network performance.
- Airporter 380 campaign continues with bus stop advertising along the route.
- AT HOP third party retail network rollout, comprising tertiary locations, superettes and stationers, continues. Four additional retailers were launched in September bringing the total to 30 across the region in addition to Customer Service Centres, rail stations and ferry ticket offices. The third party retail network provides additional AT HOP card purchase and top up locations for customers and added customer experience.
- Petrol pricing online campaign, encouraging the public to consider the savings they could make by using public transport.

## 8. PUBLIC TRANSPORT CUSTOMER SERVICE CHANNELS

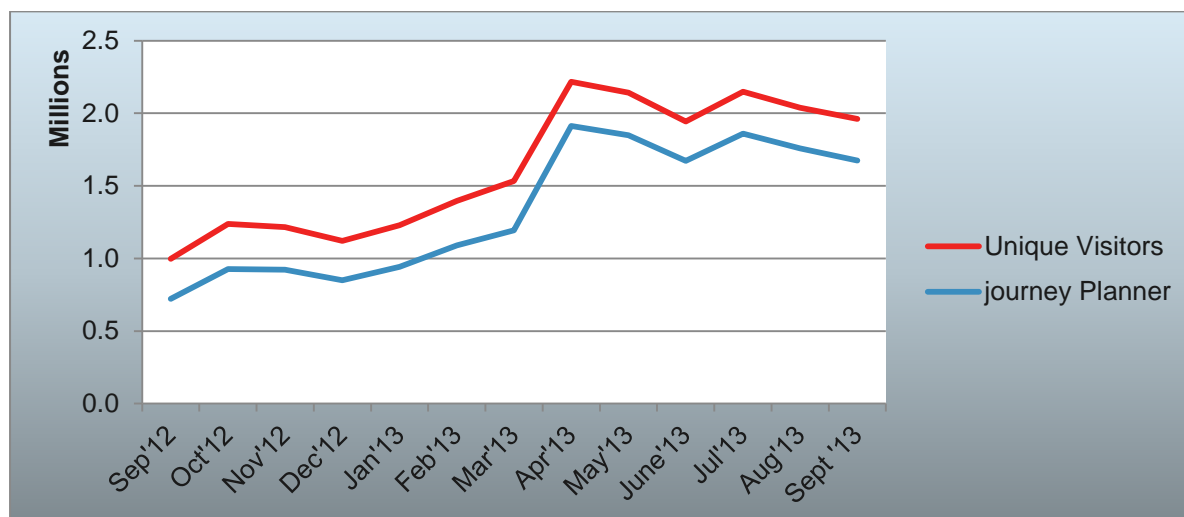
### 8.1 Walk-In-Centres

The combined customer visits to the Customer Service Centres at Britomart, AUT, Newmarket, New Lynn, Papakura, Smales Farm and Constellation for Sep-2013 were 51,195 a 285% increase compared to Sep-2012.

### 8.2 AT Public Transport Call Centre

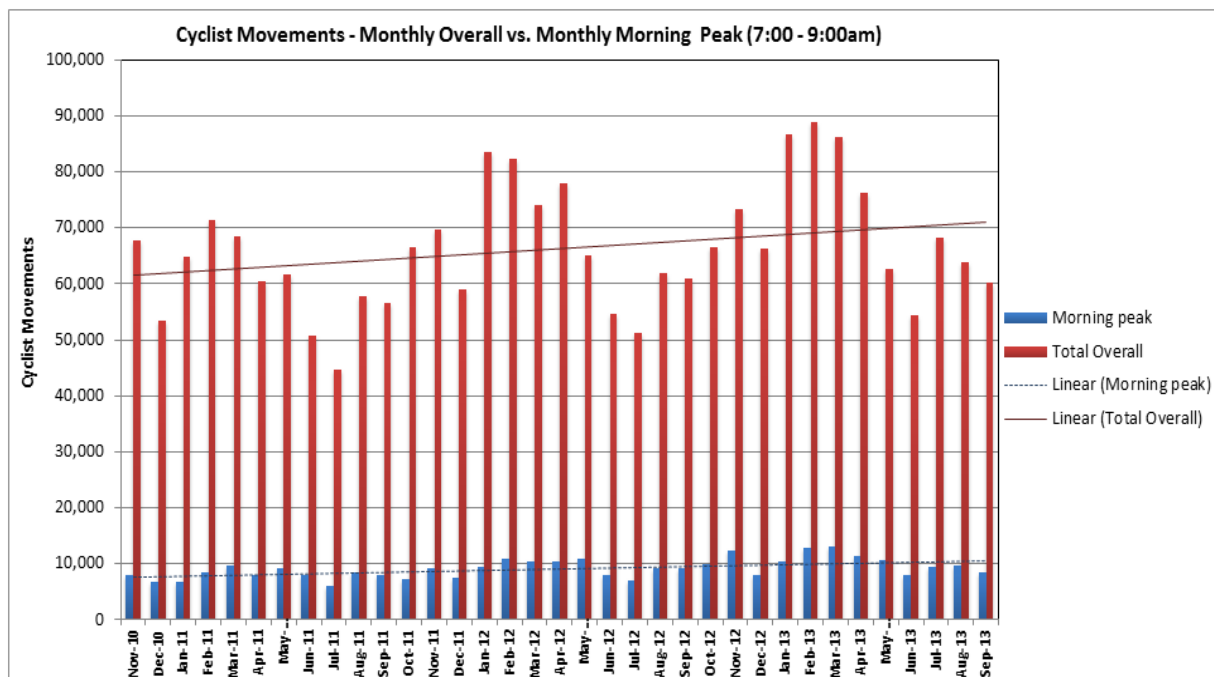
For Sep-2013, call volume was 29,798 (-23.45% compared to Sep-2012). 84.0% of calls were answered within the service standard of 20 seconds. For HOP ticketing there were 7,145 calls during the month and were answered in 88.0% grade of service standard of 20 seconds.

### 8.3 www.AT.co.nz Visitors by month



## 9. MONTHLY CYCLE MONITORING REPORT (September 2013)

- There has been a decrease of 1% in cyclist movements in September 2013 when compared to September 2012.
- The morning peak movement's decreased by 8.4% when compared to September last year.
- A total of 853,624 cycle trips were recorded for the year October 2012 to September 2013, this is an increase of 5.8% on the previous year.



**Note:** Automatic monitoring data from nine sites: Upper Harbour Drive, Great South Road, Highbrook, Lake Road, North-Western cycleway Kingsland and Te Atatu, Orewa Cycleway, Tamaki Drive (E/bound), Twin Streams path.