

# Statistics Report

November 2014



## TABLE OF CONTENTS

<b>PUBLIC TRANSPORT .....</b>	<b>3</b>
1. HIGHLIGHTS .....	3
2. PUBLIC TRANSPORT PATRONAGE .....	5
3. PUBLIC TRANSPORT SERVICE PERFORMANCE.....	15
4. SPECIAL EVENT PUBLIC TRANSPORT SERVICES .....	20
5. REGISTERED SERVICE NOTIFICATIONS UNDER THE LAND TRANSPORT MANAGEMENT AMENDED ACT 2013.....	21
6. PUBLIC TRANSPORT SERVICE DEVELOPMENT PROJECTS .....	22
7. PUBLIC TRANSPORT PROMOTIONAL ACTIVITIES .....	23
8. PUBLIC TRANSPORT CUSTOMER SERVICE CHANNELS .....	25
9. MONTHLY CYCLE MONITORING REPORT (November 2014).....	26



# PUBLIC TRANSPORT

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## 1. HIGHLIGHTS

### Patronage

Auckland public transport patronage totalled 75,059,488 passenger trips for the 12 months to Nov-2014, an increase of +0.7% on the 12 months to Oct-2014 and +8.2% on the 12 months to Nov-2013. November monthly patronage was 6,427,498, an increase of 553,244 boardings or +9.4% on Nov-2013, normalised to ~ +11.6% accounting for special event patronage, one less business and one more weekend day in Nov-2014 compared to Nov-2013. Financial year to date patronage has grown by +8.8%.

Rail patronage totalled 12,317,216 passenger trips for the 12 months to Nov-2014, an increase of +1.6% on the 12 months to Oct-2014 and +17.5% on the 12 months to Nov-2013. Patronage for Nov-2014 was 1,111,899, an increase of 193,191 boardings or +21.0% on Nov-2013, normalised to ~ +21.4%. Financial year to date rail patronage has grown by +18.4%.

The Northern Express bus service carried 2,623,668 passenger trips for the 12 months to Nov-2014, an increase of +1.7% on the 12 months to Oct-2014 and +14.4% on the 12 months to Nov-2013. Northern Express bus service patronage for Nov-2014 was 226,217, an increase of 43,443 boardings or +23.8% on Nov-2013, normalised to ~ +27.4%. Financial year to date Northern Express patronage has grown by +19.7%.

Bus services excluding Northern Express carried 54,988,701 passenger trips for the 12 months to Nov-2014, an increase of +0.5% on the 12 months to Oct-2014 and +6.8% on the 12 months to Nov-2013. Bus services excluding Northern Express patronage for Nov-2014 was 4,611,398, an increase of 275,501 boardings or +6.4% on Nov-2013, normalised to ~ +8.9%. Financial year to date bus services excluding Northern Express patronage has grown by +6.9%.

Ferry services carried 5,129,903 passenger trips for the 12 months to Nov-2014, an increase of +0.8% on the 12 months to Oct-2014 and an increase +0.6% on the 12 months to Nov-2013. Ferry services patronage for Nov-2014 was 477,984, an increase of 41,109 boardings or +9.4% on Nov-2013, normalised to ~ +11.2%. Financial year to date ferry patronage has increased by 1.0%.

### Service Performance

For rail, service punctuality in Nov-2014 was 91.9%, compared to the average for the 12 months to Nov-2014 of 88.5%. Service delivery was 98.3%, compared to the average for the 12 months to Nov-2014 of 97.4%.

For bus, service punctuality in Nov-2014 was 90.8%. Service delivery was 96.1%.

For ferry, service punctuality in Nov-2014 was 99.4%. Service delivery was 99.9%. Ferry service punctuality and reliability remain operator self-reported.

### Initiatives

- The 'Get on board with Jerome' campaign is a brand campaign for Public Transport. The campaign runs through October and November, the 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.

- A new rail timetable from the 8th December will see Manukau services only operating on the Eastern Line and all Papakura / Pukekohe services operating via the Southern Line. Also Onehunga weekend service frequency will increase 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 Nov-2014 include:

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

Auckland public transport patronage totalled 75,059,488 passengers for the 12 months to Nov-2014, an increase of +0.7% on the 12 months to Oct-2014 and +8.2% on the 12 months to Nov-2013 as illustrated in Figure 1. November monthly patronage was 6,427,498, an increase of 553,244 boardings or +9.4% on Nov-2013, normalised to ~ +11.6%.

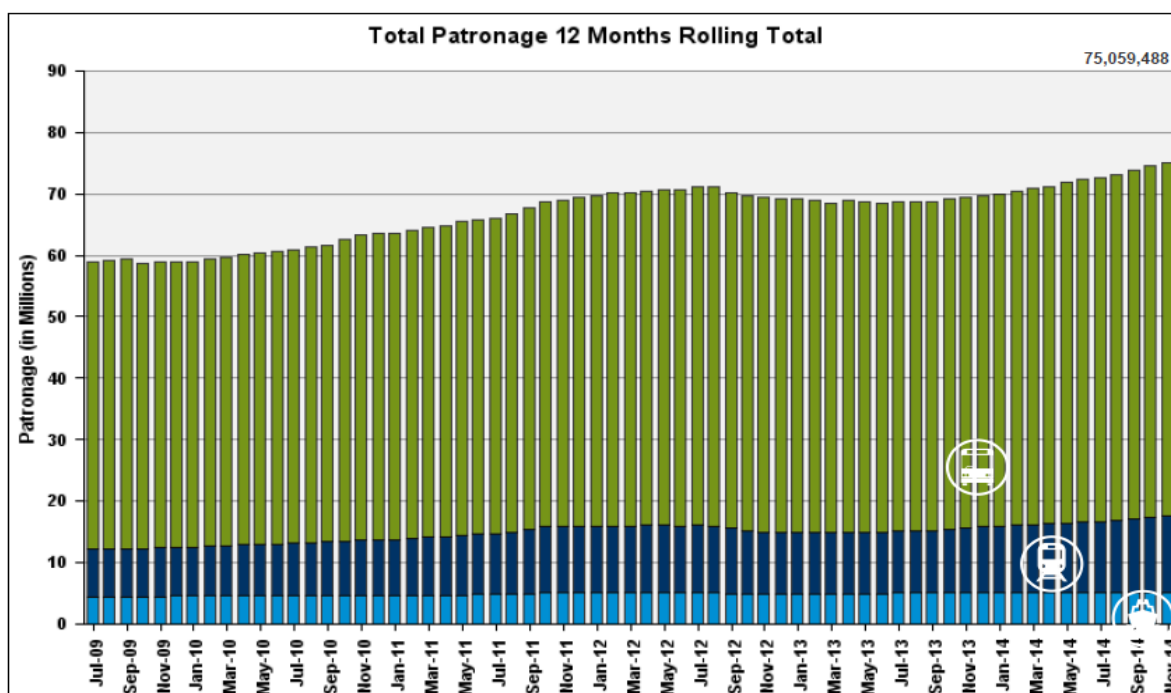


Figure 1: Total Patronage – 12 Months Rolling Total

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

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

	Nov-2014									
	Month			12 Months				YTD (from July)		
	Patronage	Change Prev Year	% Change Prev Year	Patronage	% Change Prev Month Period	Change Prev Year	% Change Prev Year	Patronage	Change Prev Year	% Change Prev Year
<b>1. Rapid Transit Network sub-total:</b>	1,338,116	236,634	21.5%	14,940,884	1.6%	2,166,124	17.0%	6,861,255	1,079,058	18.7%
Northern Express Bus	226,217	43,443	23.8%	2,623,668	1.7%	331,235	14.4%	1,194,113	196,924	19.7%
Rail sub-total:	1,111,899	193,191	21.0%	12,317,216	1.6%	1,834,889	17.5%	5,667,142	882,134	18.4%
- Western Line	378,103	39,975	11.8%	4,514,025	0.9%	682,962	17.8%	2,012,464	265,329	15.2%
- Southern & Eastern Line	733,796	153,216	26.4%	7,803,191	2.0%	1,151,927	17.3%	3,654,678	616,805	20.3%
-Pukekohe / Papakura Services	496,403	82,616	20.0%	5,401,347	1.6%	653,241	13.8%	2,484,321	319,815	14.8%
-Manukau Services	148,366	49,310	49.8%	1,466,385	3.5%	325,656	28.5%	732,595	208,258	39.7%
-Onehunga Services	89,027	21,290	31.4%	935,459	2.3%	173,030	22.7%	437,762	88,732	25.4%
<b>2. Frequent Connector and Local Bus (Include School Bus) sub-total:</b>	4,611,398	275,501	6.4%	54,988,701	0.5%	3,486,413	6.8%	24,178,155	1,563,744	6.9%
- Frequent Connector & Local Bus	4,407,610	281,006	6.8%	52,380,021	0.5%	3,400,366	6.9%	23,022,102	1,554,801	7.2%
- Contracted School Bus	203,788	-5,505	-2.6%	2,608,680	-0.2%	86,047	3.4%	1,156,053	8,943	0.8%
<b>3. Ferry</b>	477,984	41,109	9.4%	5,129,903	0.8%	32,895	0.6%	2,028,661	19,950	1.0%
<b>Total Patronage</b>	<b>6,427,498</b>	<b>553,244</b>	<b>9.4%</b>	<b>75,059,488</b>	<b>0.7%</b>	<b>5,685,432</b>	<b>8.2%</b>	<b>33,068,071</b>	<b>2,662,752</b>	<b>8.8%</b>

For the financial year to date, five months from Jul-2014, patronage has increased by 8.8% or 2,662,752 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.

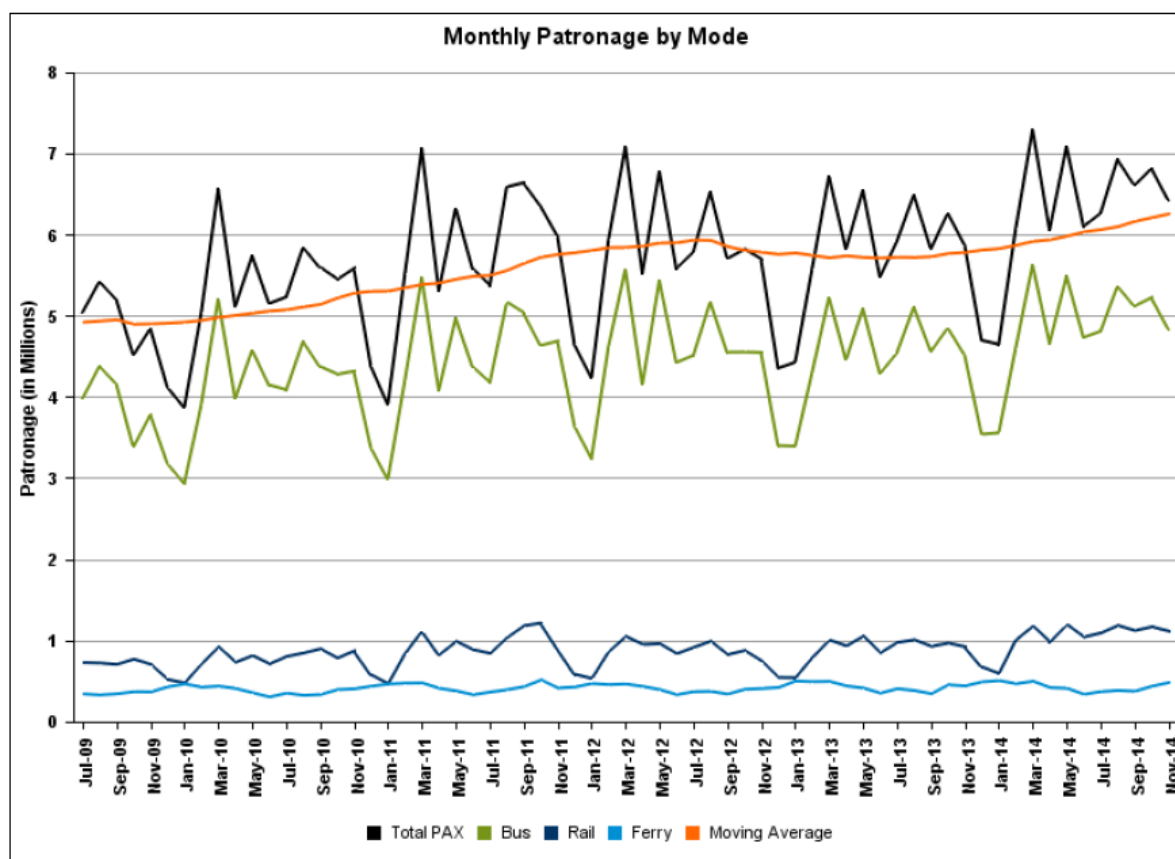


Figure 2. Monthly Patronage by Mode

## 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 Nov-2014 and totalled 14,940,884 passengers for the 12 months to Nov-2014 (Figure 3), an increase of +1.6% on the 12 months to Oct-2014 and +17.0% on the 12 months to Nov-2013. RTN Patronage for Nov-2014 was 1,338,116 boardings, an increase of +21.5% (+236,634 boardings) on Nov-2013 (Figure 4) normalised to ~+22.5%. Financial year to date RTN patronage has grown by +18.7%.

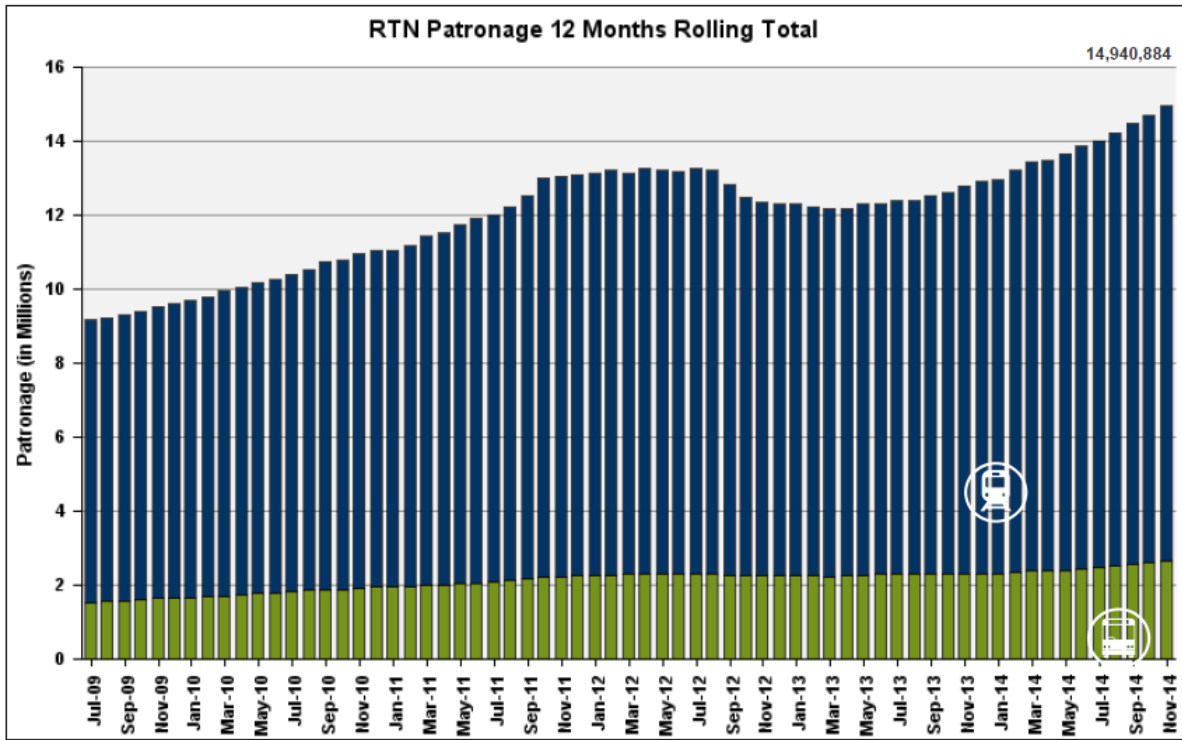
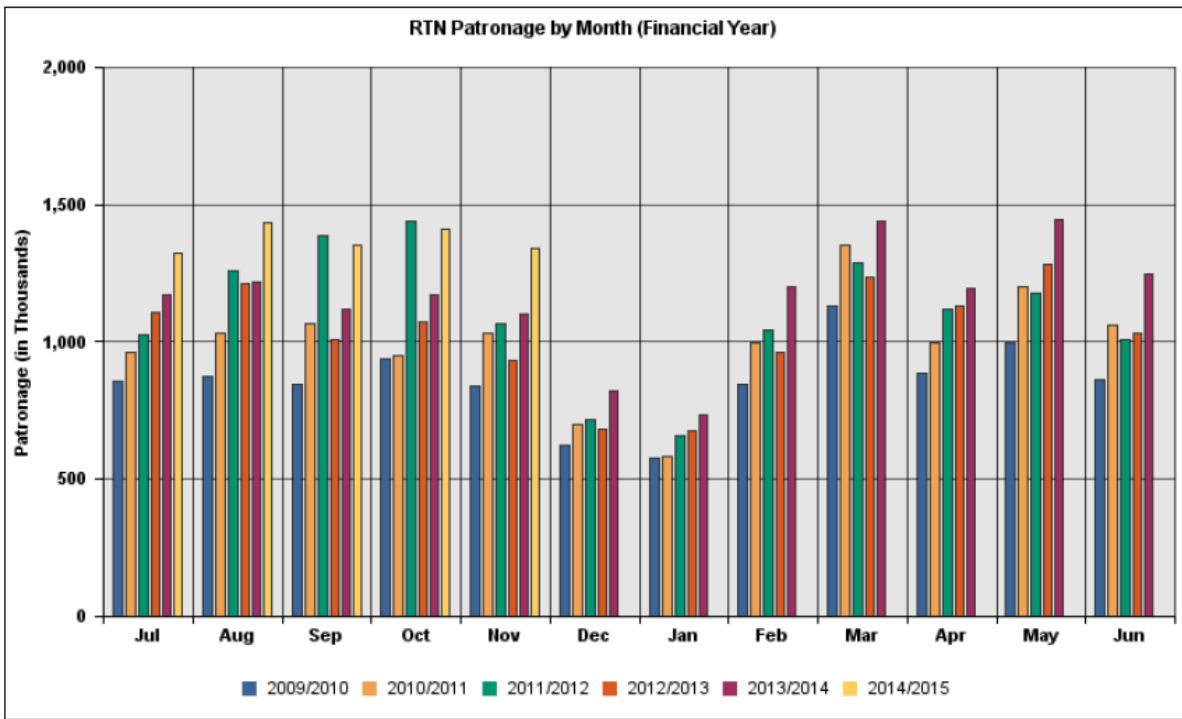


Figure 3. RTN Patronage – 12 Months Rolling Total



Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-13	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13
12.9%▲	17.7%▲	21.0%▲	20.6%▲	21.5%▲	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 Nov-2014 and totalled 12,317,216 passengers for the 12 months to Nov-2014 (Figure 5), an increase of +1.6% on the 12 months to Oct-2014 and +17.5% on the 12 months to Nov-2013. Patronage for Nov-2014 was 1,111,899 boardings, an increase of +21.0% (+193,191 boardings) on Nov-2013 (Figure 6), normalised to ~ +21.4%. There was one less business day in the month this year compared to last year. Financial year to date rail patronage has grown by +18.4%. Additional services were provided to the Rolling Stones Concert on 22 November at Mt Smart Stadium resulting in approximately 14,000 trips on rail services to and from the event, and the annual Farmers Santa Parade on Sunday 30 November which saw approximately 23,000 trips on rail services to and from the event.

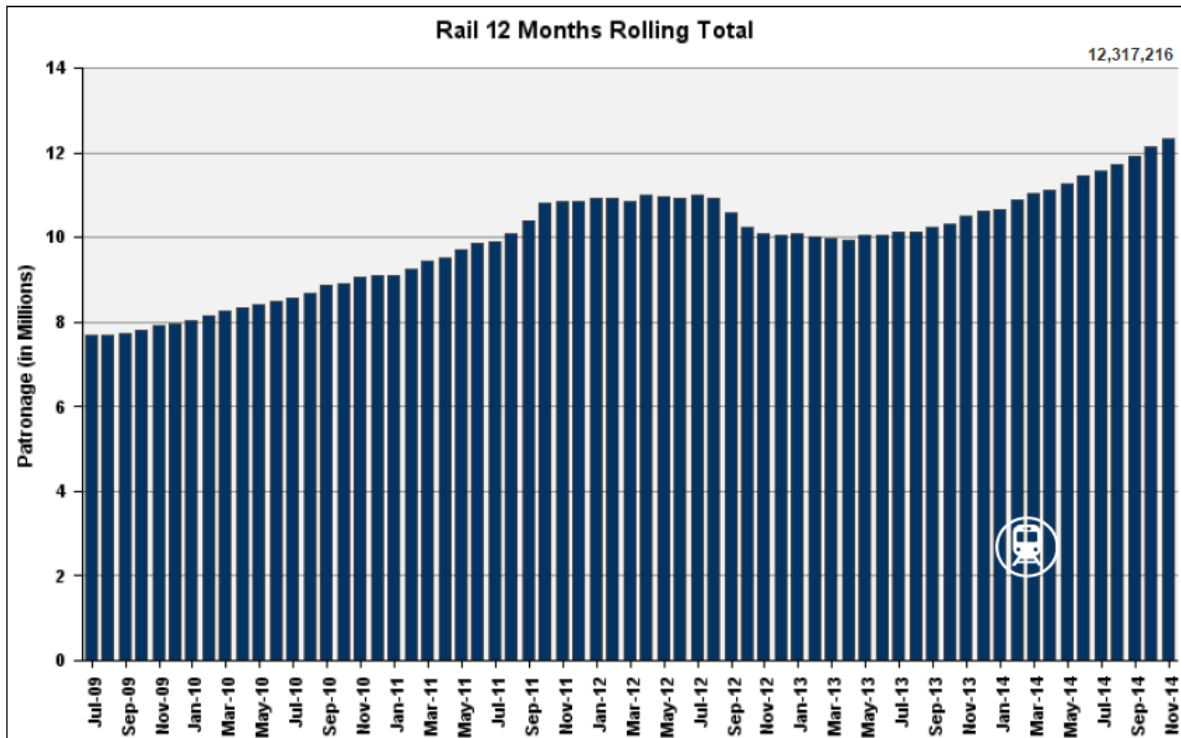
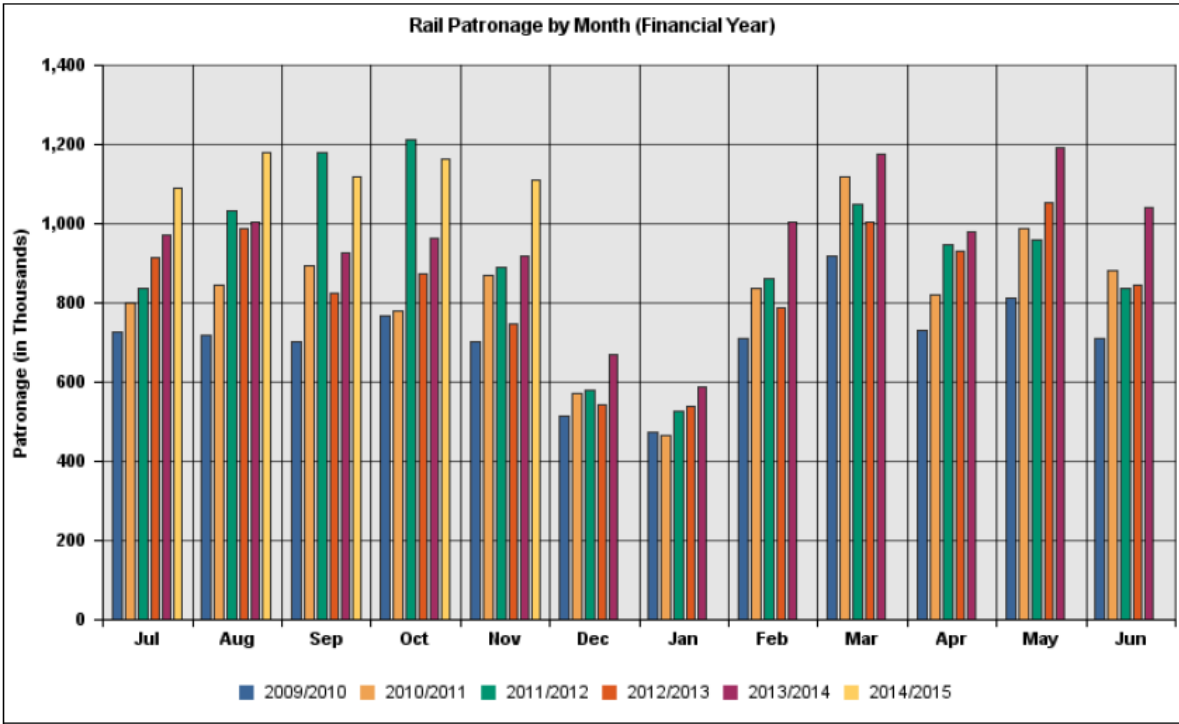


Figure 5. Rail Patronage – 12 Months Rolling Total





Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-13	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13
12.1%▲	17.6%▲	21.0%▲	20.8%▲	21.0%▲	23.8%▲	9.3%▲	27.4%▲	17.1%▲	5.3%▲	13.5%▲	23.0%▲

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

Figure 7 illustrates estimated average passengers per business day.

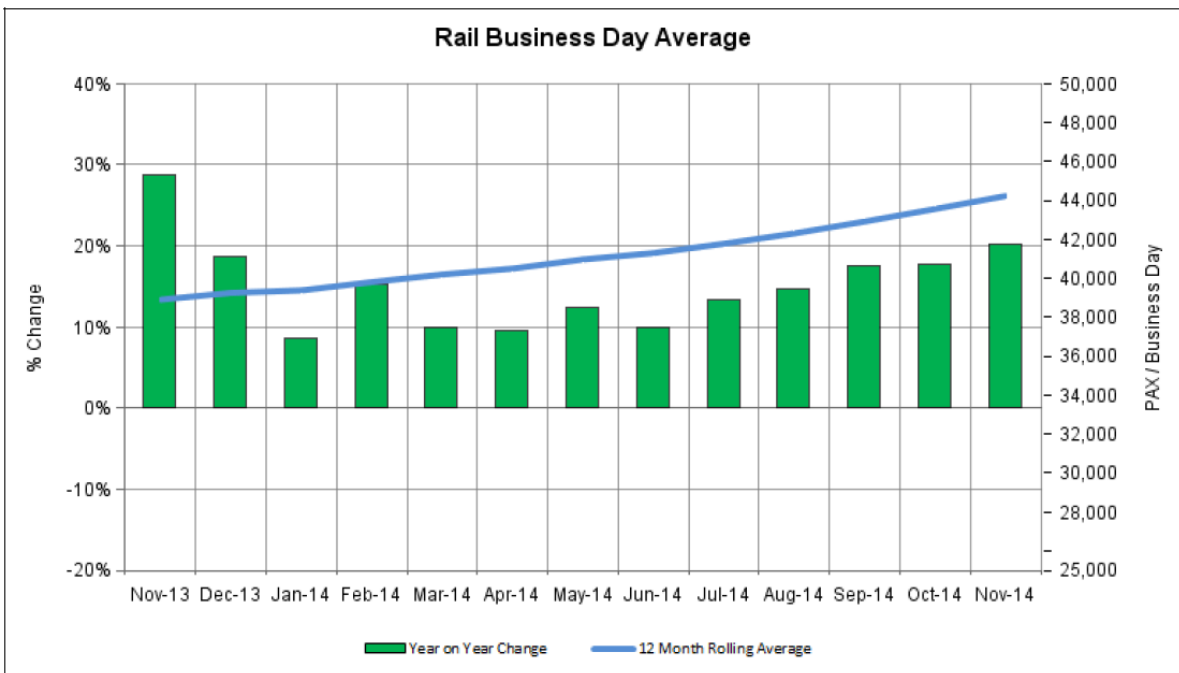


Figure 7. Rail Patronage – Average Business Day Daily Passenger Counts for Scheduled Services

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



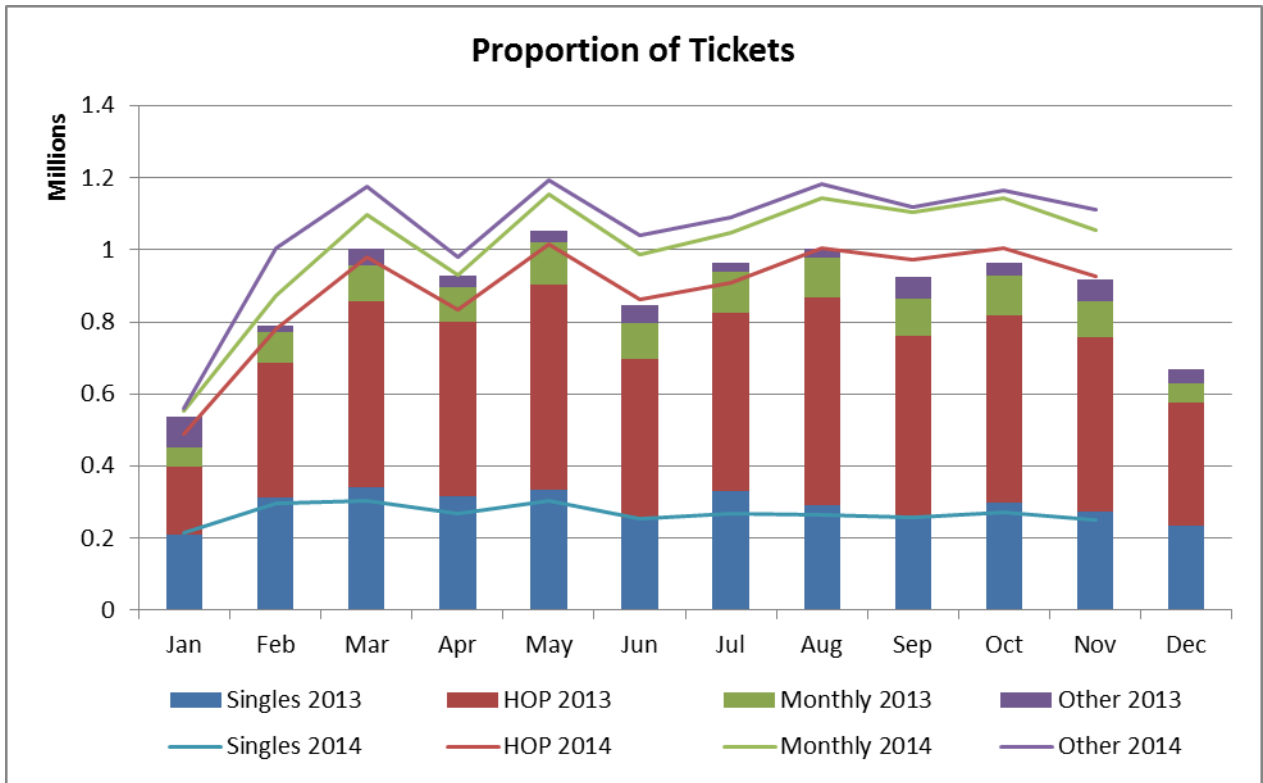


Figure 8. Ticket Sales by Ticket Type – 2014 compared to 2013

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

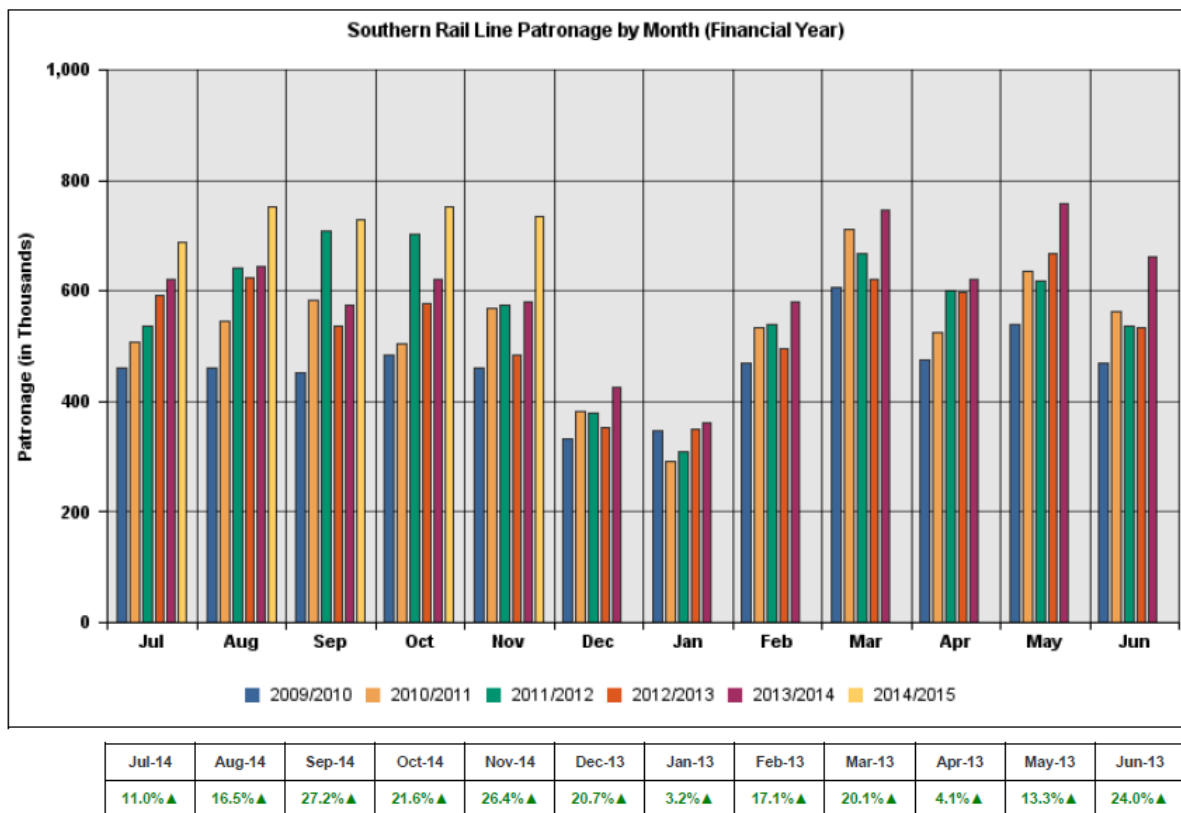


Figure 9. Southern & Eastern Line (including Onehunga and Manukau Lines) Rail Patronage – Growth by Month 2009/10 to 2014/15



Southern and Eastern Line rail patronage including the Onehunga and Manukau Lines totalled 7,803,191 passengers for the 12 months to Nov-2014, an increase of +2.0% on the 12 months to Oct-2014 and +17.3% on the 12 months to Nov-2013. Patronage for Nov-2014 was 733,796 boardings, an increase of +26.4% (+153,216 boardings) on Nov-2013 (Figure 9). Financial year to date patronage has grown by +20.3%.

Travel between Pukekohe and Papakura is currently approximately 250,000 passenger journeys per annum. For the month of November 2014 the number of boardings at Pukekohe station increased by 24.6% when compared to the same month last year. By comparison the change in patronage on other Southern Line stations was 20.1%. Pukekohe currently does not have a weekend service. This will commence on the 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.

November 2014	Month			12-Month		
	Boardings	Change on last year	Percentage change	Boardings	Change on last year	Percentage change
Southern Line Britomart/Papakura	485,093	81,294	20.1%	5,260,707	653,243	14.2%
Southern Line Pukekohe *	11,310	1,322	24.6%	140,640	*	*

\* 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 4,514,025 passengers for the 12 months to Nov-2014, an increase of +0.9% on the 12 months to Oct-2014 and +17.8% on the 12 months to Nov-2013. Patronage for Nov-2014 was 378,103 boardings, an increase of +11.8% (+39,975 boardings) on Nov-2013 (Figure 10). Financial year to date patronage has grown by +15.2%.

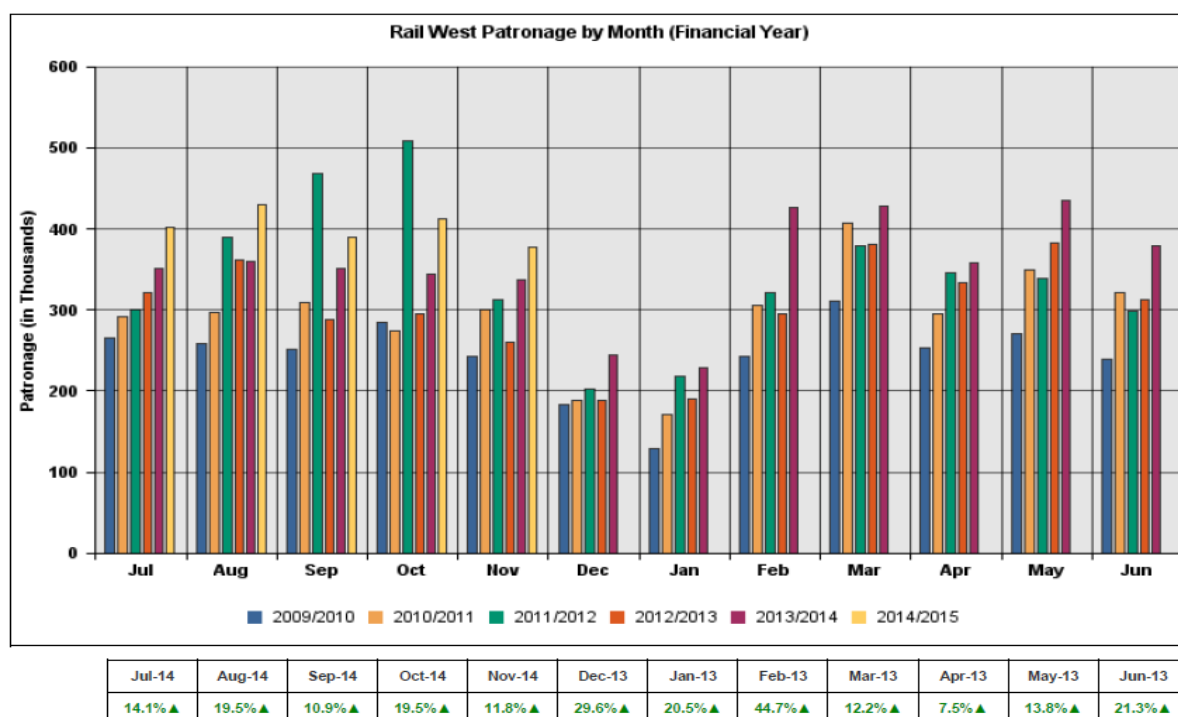


Figure 10. Western Line Rail Patronage – Growth by Month 2009/10 to 2014/15

## 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 2,623,668 passengers for the 12 months to Nov-2014 (Figure 11), an increase of +1.7% on the 12 months to Oct-2014 and +14.4% on the 12 months to Nov-2013. Patronage for Nov-2014 was 226,217 boardings, an increase of +23.8% (+43,443 boardings) on Nov-2013 (Figure 12), normalised to ~ +27.4%. Financial year to date Northern Express patronage has grown by +19.7%.

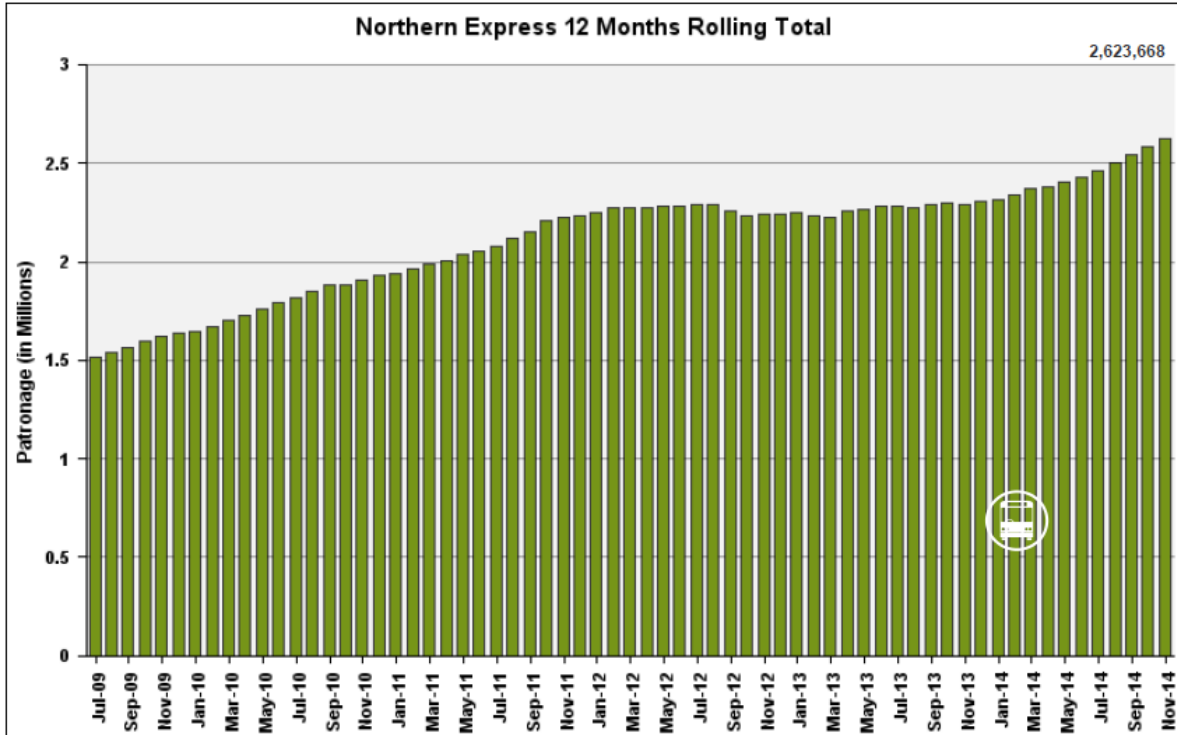


Figure 11. Northern Express Bus Patronage – 12 Months Rolling Total

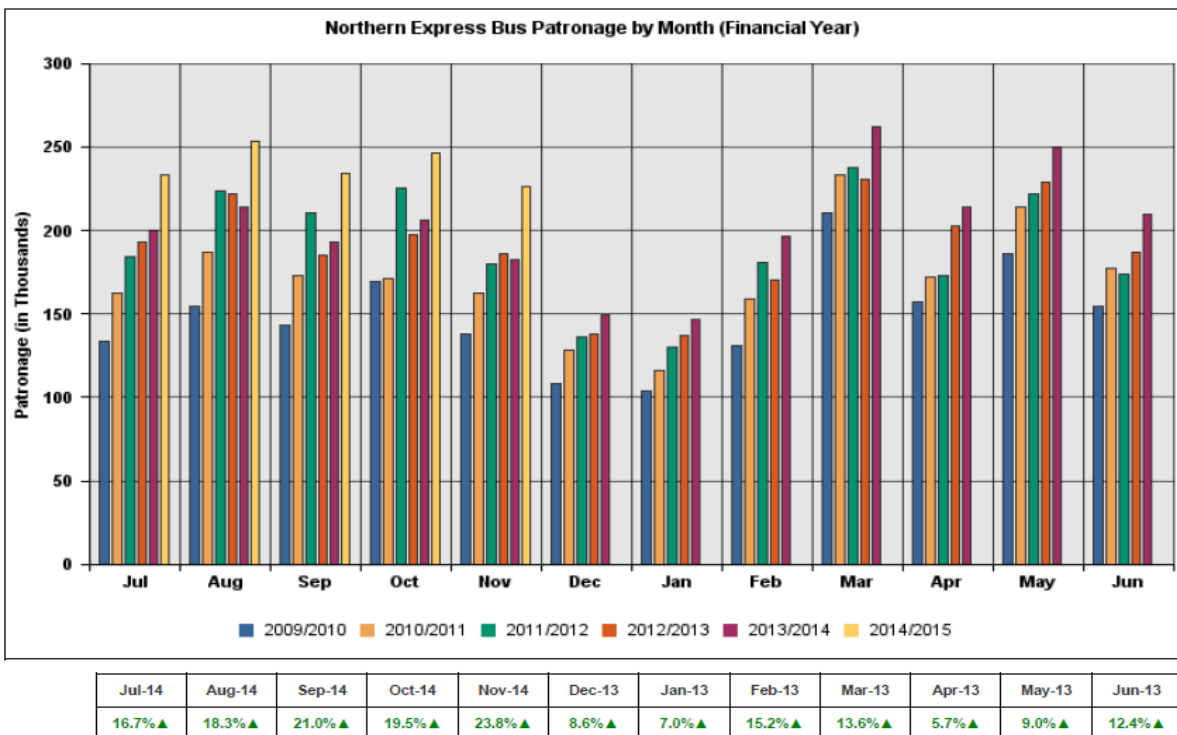


Figure 12. Northern Express Bus Patronage – Growth by Month 2009/10 to 2014/15

## Bus Patronage (Excluding Northern Express)

Patronage totalled 54,988,701 passengers for the 12 months to Nov-2014, an increase of +0.5% on the 12 months to Oct-2014 and +6.8% on the 12 months to Nov-2013. Patronage for Nov-2014 was 4,611,398 boardings, an increase of +6.4% (+275,501 boardings) on Nov-2013 (Figure 13), normalised to ~ +8.9%. Financial year to date other bus patronage has grown by +6.9%.

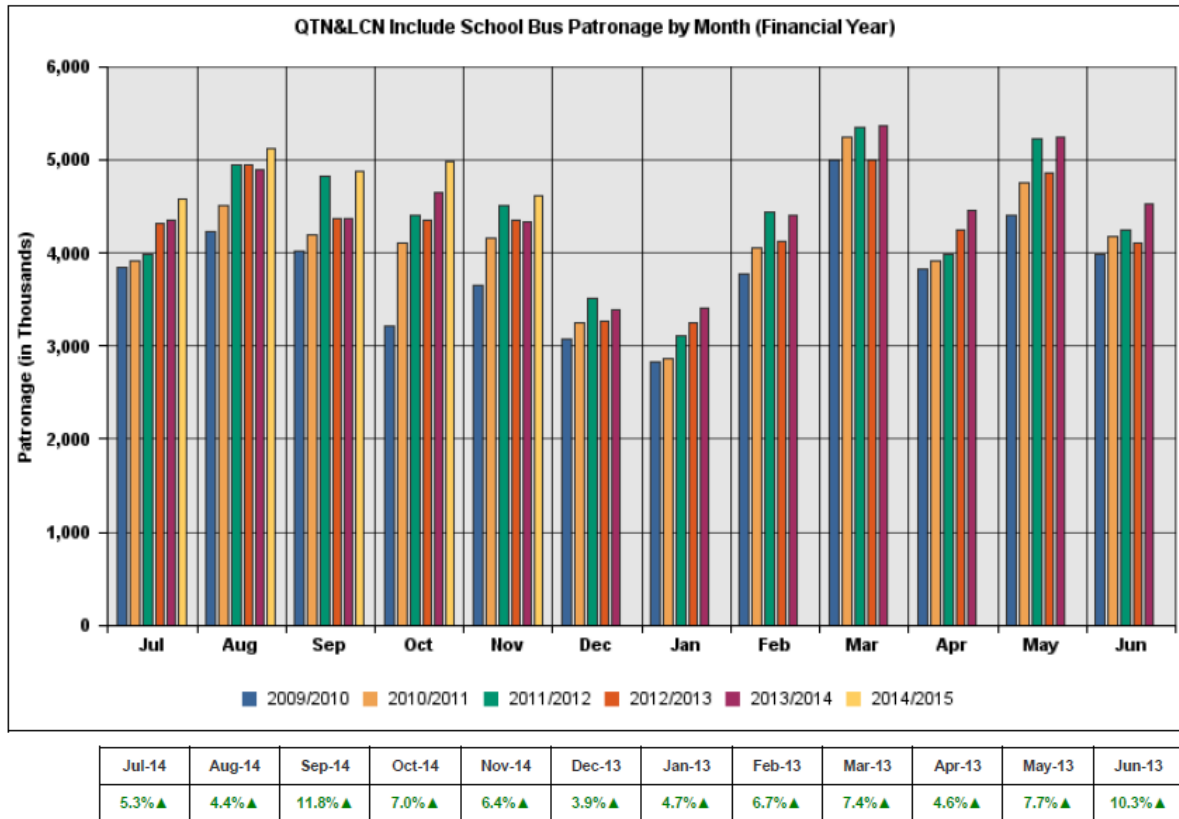


Figure 13. Bus Patronage (other than Northern Express) – Growth by Month 2009/10 to 2014/15

Normalised average business day patronage is illustrated at Figure 14.

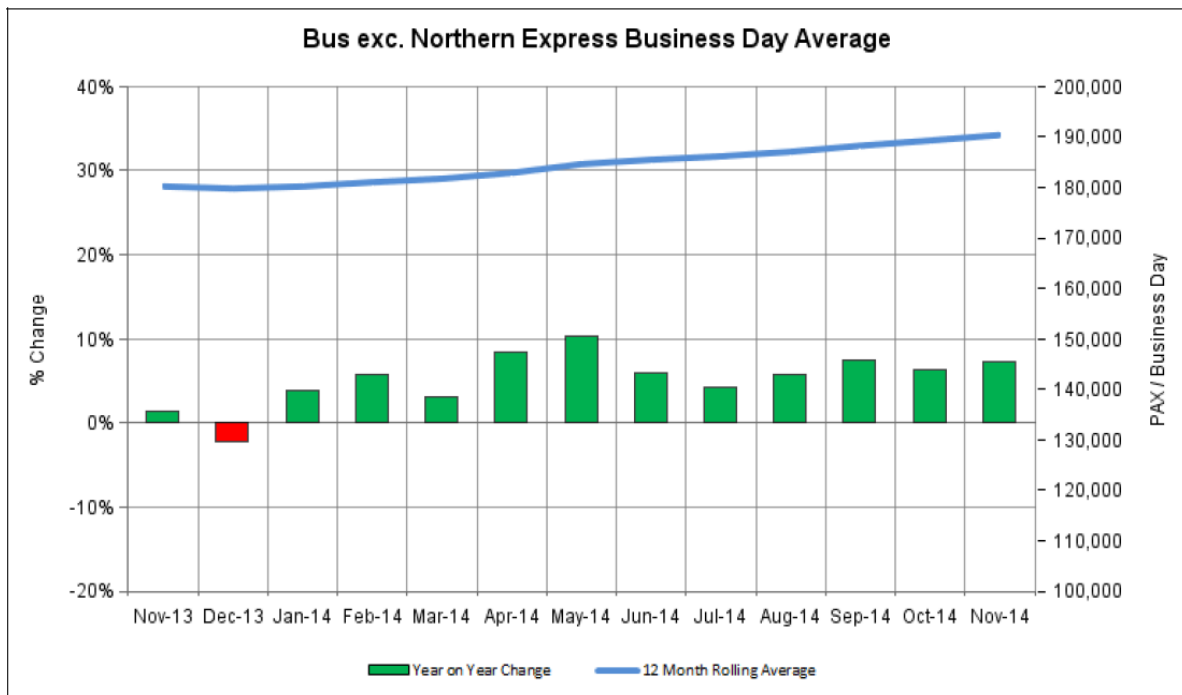


Figure 14. Bus Patronage – Average Business Day Daily Passenger Counts

## Ferry Patronage

Ferry services carried 5,129,903 passenger trips for the 12 months to Nov-2014, an increase of 0.8% on the 12 months to Oct-2014 and an increase +0.6% on the 12 months to Nov-2013. Ferry services patronage for Nov-2014 was 477,984, an increase of 41,109 boardings or 9.4% on Nov-2013, normalised to ~ 11.2%. This increase is partly attributed to new services to Waiheke Island by the Explore Group. Financial year to date ferry patronage has increased by 1.0%.

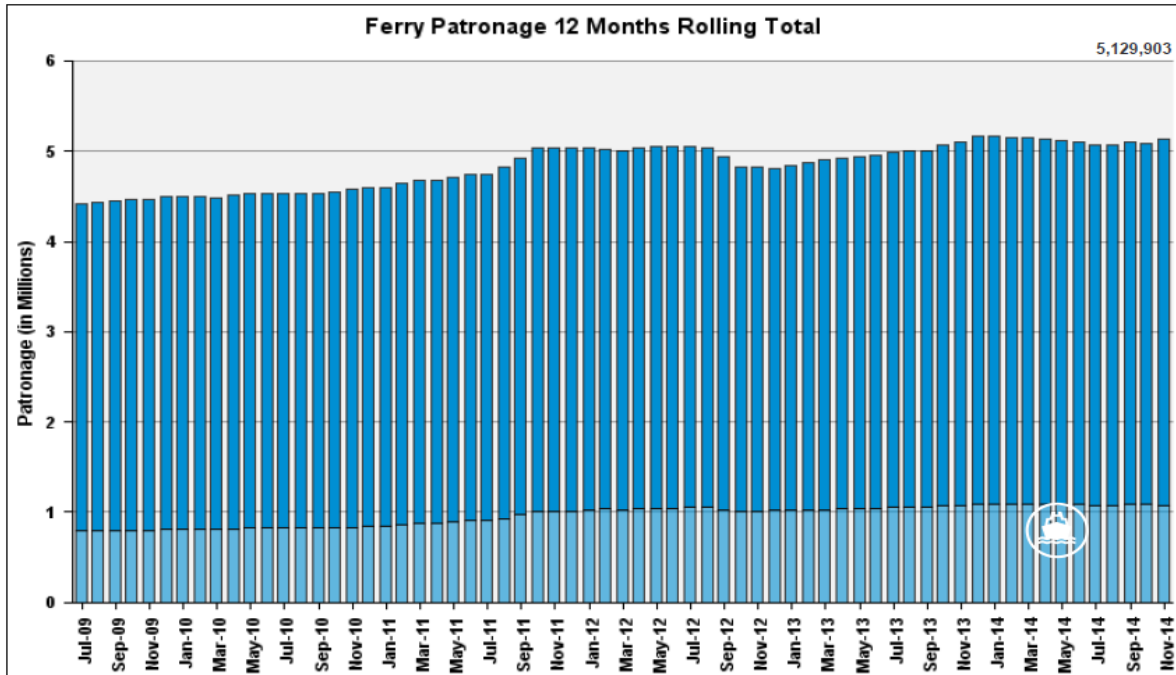


Figure 15. Ferry Patronage – 12 Months Rolling Total (Above Split – Exempt Services / Contract)

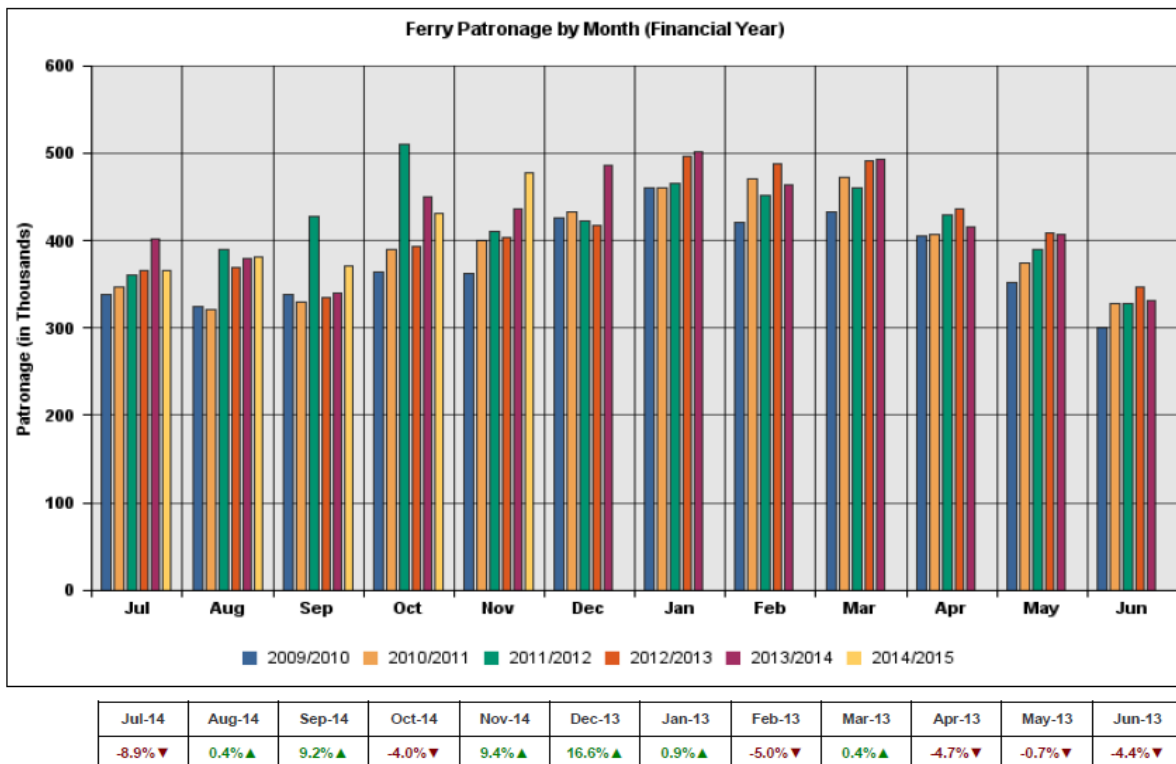


Figure 16. Ferry Patronage – Growth by Month 2009/10 to 2014/15

### 3. PUBLIC TRANSPORT SERVICE PERFORMANCE

#### Rail Service Performance

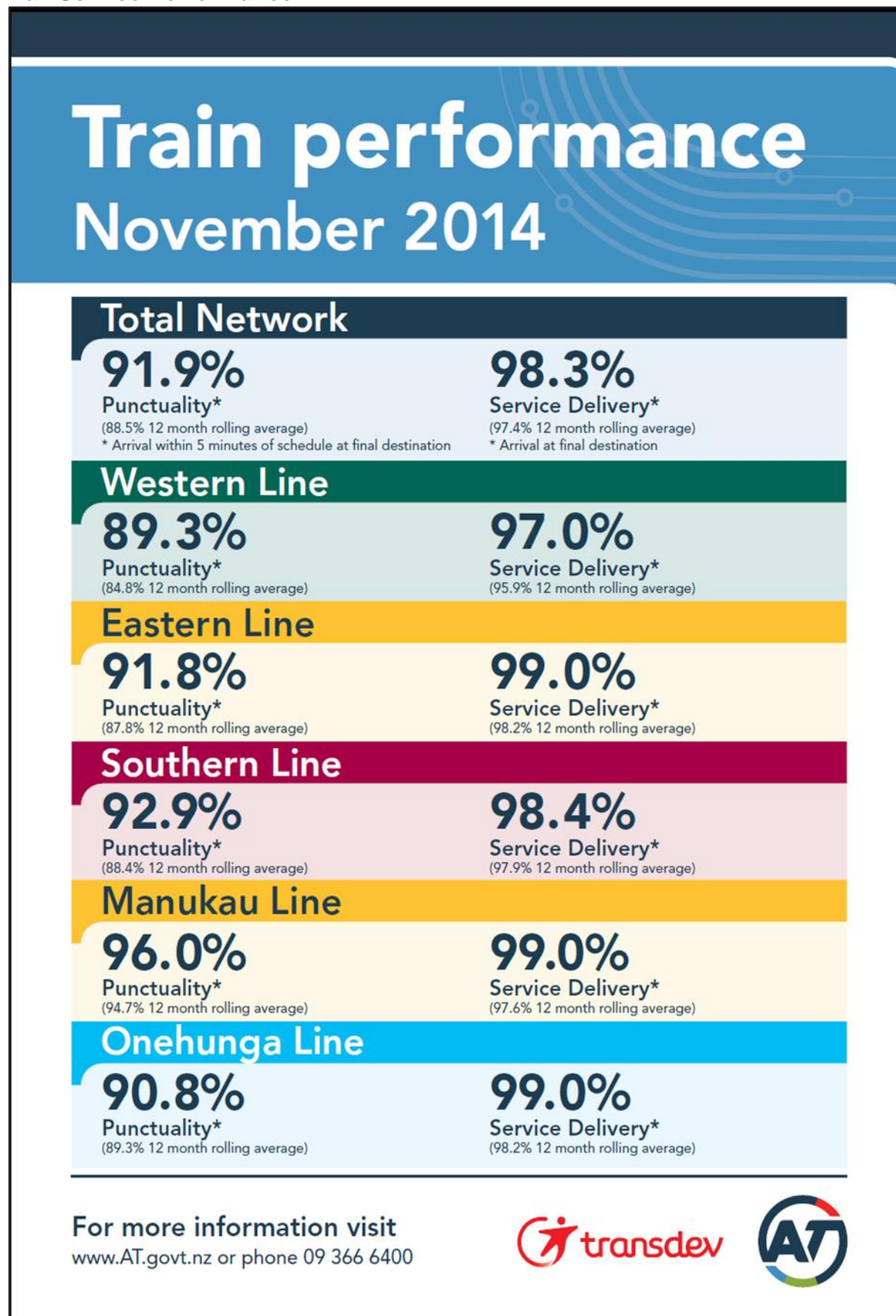


Figure 17. Rail Published Performance Results for November 2014

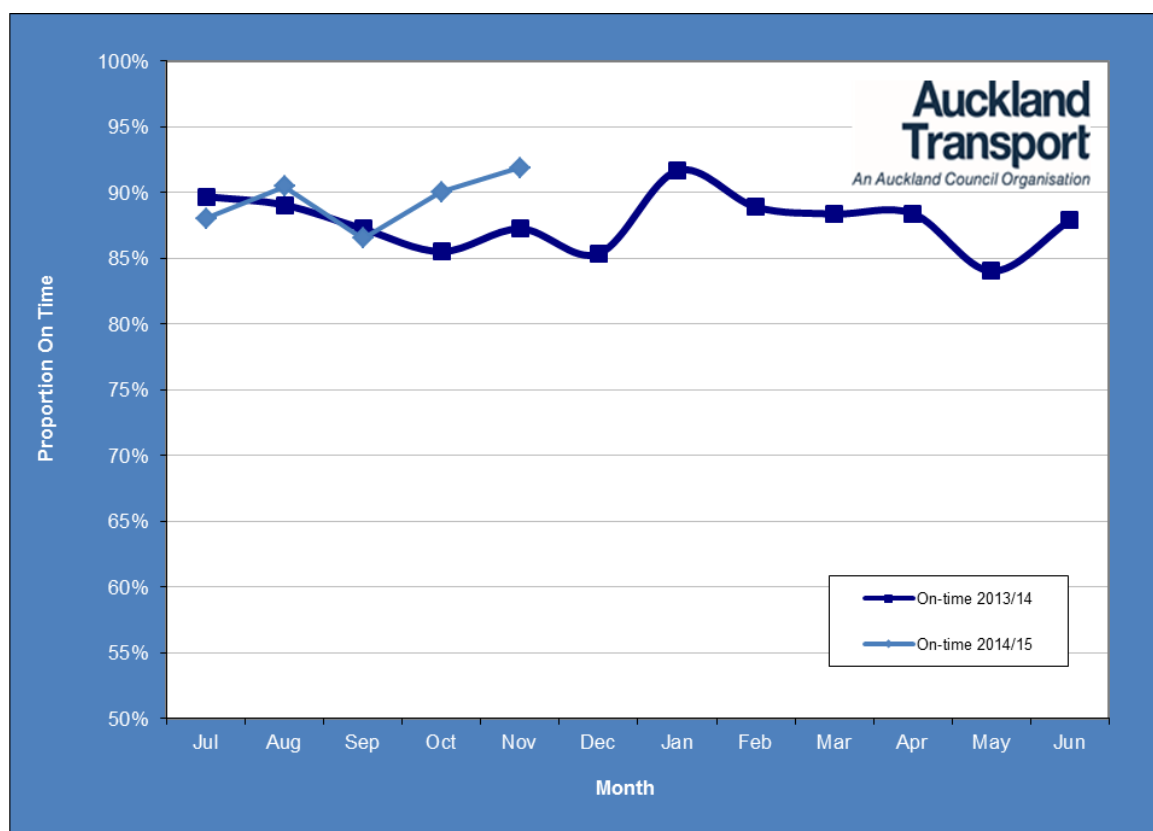


Service delivery (or reliability) is the proportion of trains that are not cancelled in full or part and arrive at their final destination. Punctuality is the proportion of trains that were not cancelled in full or part and that arrived at their final destination within five minutes of the scheduled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

For November-2014 service delivery was 98.3% and punctuality was 91.9% compared to the 12 month average of 97.4% and 88.5% 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: Train Performance Statistics - November 2014**

	West	East	South	Manukau	Onehunga	Total
Services Planned	2,583	1,850	2,029	1,532	1,414	9,408
Services Cancelled	77	18	33	16	14	158
Services Delayed > 5 min	269	150	141	61	129	750



**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 October:

- Track, Signals, Train Control and Traction Overhead (KiwiRail) – There were no significant incidents recorded as a result of infrastructure faults.
- Diesel Train faults (KiwiRail) – Major incidents significantly impacted service delivery on four days during the month.
- Electric Train Operations – Electric train operations resulted in major delays on one day during November 2014.
- Operational (Transdev) – Major incidents significantly impacted delivery on one day during the month.
- Other – Train operations were impacted on two days during the month.





## Train Delay Impacts

Train delay minutes decreased by 13.6% compared to the same month last year and was significantly below recent trends. For the month a total of 9,960 delay minutes were recorded as a result of all causes. The main contributors to this improvement were from both network and operations. 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.

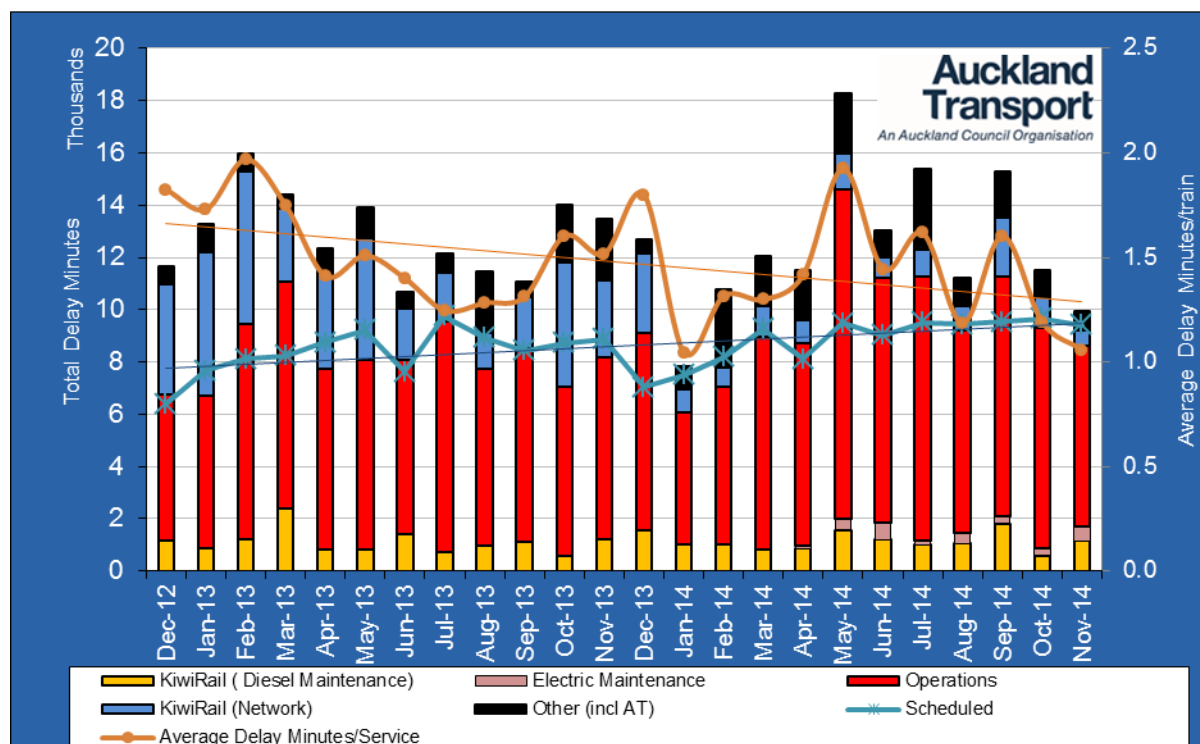


Figure 19. Train Delay Minutes by Cause

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	252	42.0%
Signal/points failure	160	26.8%
Speed restrictions	187	31.2%
Track protection measures*	0	0.0%
<b>Total</b>	<b>599</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 Nov-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 91.9%.

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 91.7% on-time performance for Nov-2014.

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

	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14
Total Network Actual Service Delays	87.3%	85.4%	91.7%	88.9%	88.4%	88.4%	84.0%	87.9%	88.0%	90.5%	86.5%	90.0%	91.9%
Weighted by Passenger Volume by Line	86.0%	84.1%	90.3%	87.2%	87.2%	87.7%	84.1%	87.2%	87.4%	89.9%	86.2%	89.7%	91.7%

## 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-October, there were two services reported to have exceeded AT's planned seating to standing ratio on average during November however a further four services were close to this standard.

## Bus Service Performance

For November 2014, 96.14% 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 November 2014 was 90.76%, 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 - November 2014**

Operator	Scheduled Trips	Reliability	Punctuality
Airbus	5,780	88.73%	79.29%
Birkenhead	10,914	97.28%	91.25%
H & E	17,882	92.68%	81.79%
NZ Bus	120,246	96.88%	92.18%
Ritchies	29,020	95.93%	91.91%
Tranzit	2,188	94.58%	87.60%
Urban Express	5,440	98.96%	96.71%
Waiheke Bus Company	2,340	89.17%	78.34%
<b>Total</b>	<b>193,810</b>	<b>96.14%</b>	<b>90.76%</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 November 2014, 99.88% 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 November 2014 was 99.40%, 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 - November 2014**

Route	Scheduled Trips	Reliability	Punctuality
Bayswater	966	99.90%	99.90%
Half Moon Bay	561	99.82%	98.22%
Birkenhead	1,038	100%	99.9%
Gulf Harbour	240	100%	100%
West Harbour	540	99.81%	99.63%
Rakino	28	100%	96.43%
Pine Harbour	620	99.84%	99.52%
Hobsonville	200	99.50%	96.50%
Total	4,193	99.88%	99.40%

## 4. SPECIAL EVENT PUBLIC TRANSPORT SERVICES

A total of 158 events took place in November 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. Wollongong Hawks, Vector Arena: Friday, 14 November 2014

Total Attendance : 3,777

	INBOUND		OUTBOUND		Average % Gate Moved
	Special Event Service Passengers	% Gate Moved	Special Event Service Passengers	% Gate Moved	
RAIL	148	3.92%	162	4.29%	4.10%
BUS	171	4.53%	325	8.60%	6.57%
FERRY	-	-	-	-	-
<b>TOTAL</b>	<b>319</b>	<b>8.45%</b>	<b>487</b>	<b>12.89%</b>	<b>10.67%</b>

### SkyCity Breakers vs. Melbourne Tigers, Vector Arena: Friday, 21 November 2014

Total Attendance : 3,870

	INBOUND		OUTBOUND		Average % Gate Moved
	Special Event Service Passengers	% Gate Moved	Special Event Service Passengers	% Gate Moved	
RAIL	101	2.61%	102	2.64%	2.62%
BUS	137	3.54%	217	5.61%	4.57%
FERRY	-	-	-	-	-
<b>TOTAL</b>	<b>238</b>	<b>6.15%</b>	<b>319</b>	<b>8.24%</b>	<b>7.20%</b>

### The Rolling Stones, Mt Smart: Saturday, 22 November 2014

Total Attendance : 34,982

	INBOUND		OUTBOUND		Average % Gate Moved
	Special Event Service Passengers	% Gate Moved	Special Event Service Passengers	% Gate Moved	
RAIL	5,825	16.65%	8,150	23.30%	19.97%
BUS	8,876	25.37%	9,537	27.26%	26.32%
FERRY	-	-	-	-	-
<b>TOTAL</b>	<b>14,701</b>	<b>42.02%</b>	<b>17,687</b>	<b>50.56%</b>	<b>46.29%</b>

### SkyCity Breakers vs. Sydney Kings, Vector Arena: Friday, 28 November 2014

Total Attendance : 4,245

	INBOUND		OUTBOUND		Average % Gate Moved
	Special Event Service Passengers	% Gate Moved	Special Event Service Passengers	% Gate Moved	
RAIL	97	2.29%	98	2.31%	2.30%
BUS	190	4.48%	294	6.93%	5.70%
FERRY	-	-	-	-	-
<b>TOTAL</b>	<b>287</b>	<b>6.76%</b>	<b>392</b>	<b>9.23%</b>	<b>8.00%</b>

## 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 November 2014:

## 6. PUBLIC TRANSPORT SERVICE DEVELOPMENT PROJECTS

### Projects Implemented/Completed

- The Distributed Stabling project for the EMUs (Electric Trains) was completed during November.

### Projects in Progress

- West Auckland – consultation on the bus New Network has commenced and has been extended to finish on 12 December 2014.
- Howick and Eastern services will be adjusted to improve timetable reliability and punctuality and the planned go live date is 14 December 2014.
- The Swanson Park and Ride construction is underway. Completion is scheduled for April 2015.
- A new rail timetable from the 8th December will present Manukau services only operating on 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 will be introduced on the Eastern Line to Manukau and complete the introduction of the Eastern Line electrified timetable service.
- Onehunga weekend service frequency will also increase from 8th 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 will be introduced from 13<sup>th</sup> December.
- Enabling works for the new Otahuhu Bus Interchange commenced in November.

### 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.
- Planning has commenced 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.
- The Puhinui Train Station upgrade is being planned.
- The Pukekohe Bus Station upgrade is being planned.
- Planning for the introduction of integrated fares is continuing.

## 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 [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

### 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.

### MIT Open Day

We attended the MIT open day on 1 November. We answered bus and train questions from staff and people planning to attend MIT next year. We also promoted the increased frequency of trains to Manukau that will start on 8 December 2014.

### 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 with 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.

### 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. We created a poster template to promote the closest AT HOP retailers at nearby bus stops. These are now being installed at bus stops around retailers who are getting low volumes of sales.

## **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**

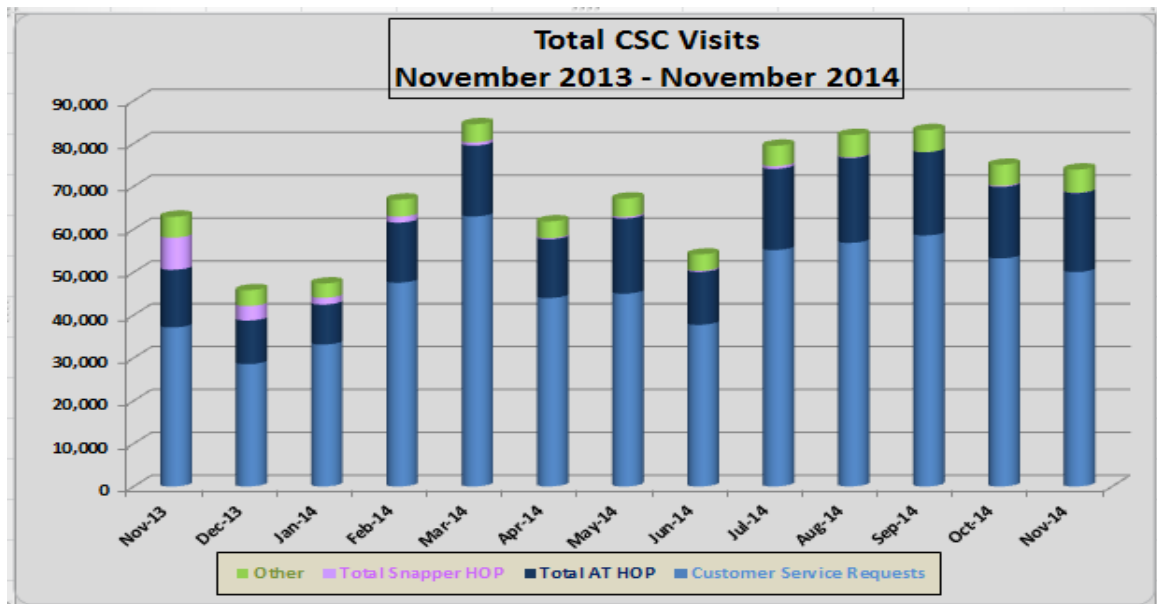
A concentrated campaign on Auckland City centre promoting train travel to key shopping at Sylvia Park, Onehunga, New Lynn, Newmarket, Henderson, Manukau in addition to the CBD.



## 8. PUBLIC TRANSPORT CUSTOMER SERVICE CHANNELS

### Walk-In-Centres

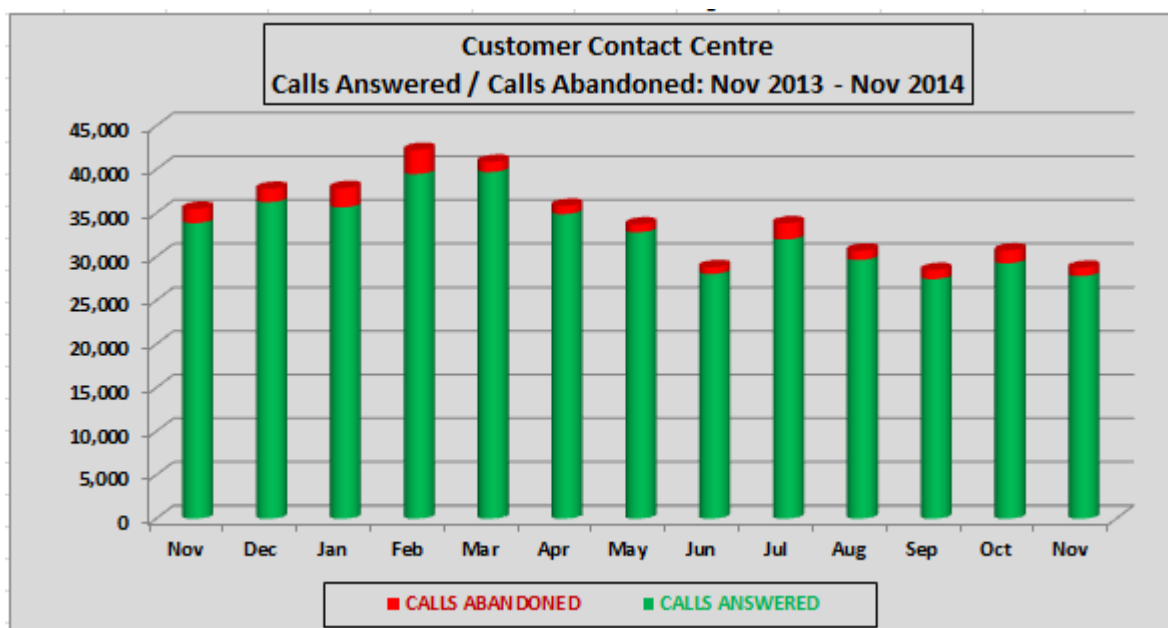
The combined customer visits to the Customer Service Centres for November 2014 was 73,938, down from 75,052 in October. This compares to 62,923 visits in the same period last year, an increase of 18%. Included in the total were almost 21,000 AT HOP card top ups, representing 28% of all visits. This underlines the importance of the face-to-face channel to customers, who clearly place considerable value in it.



### AT Public Transport Call Centre

In November 2014, the PT Contact Centre was offered 28,754 calls, with 27,804 (96.7%) answered. The grade of service was 85.0%. This compares to 35,509 calls in the same period last year, of which 33,877 (95.4%) were answered. The grade of service was 80%.

The AT HOP Contact Centre was offered 9,016 calls with 8,836 (98.0%) answered. The grade of service was 91%. This compares to 12,893 calls in the same period last year, with 11,964 (92.7%) answered. The grade of service was 75%.

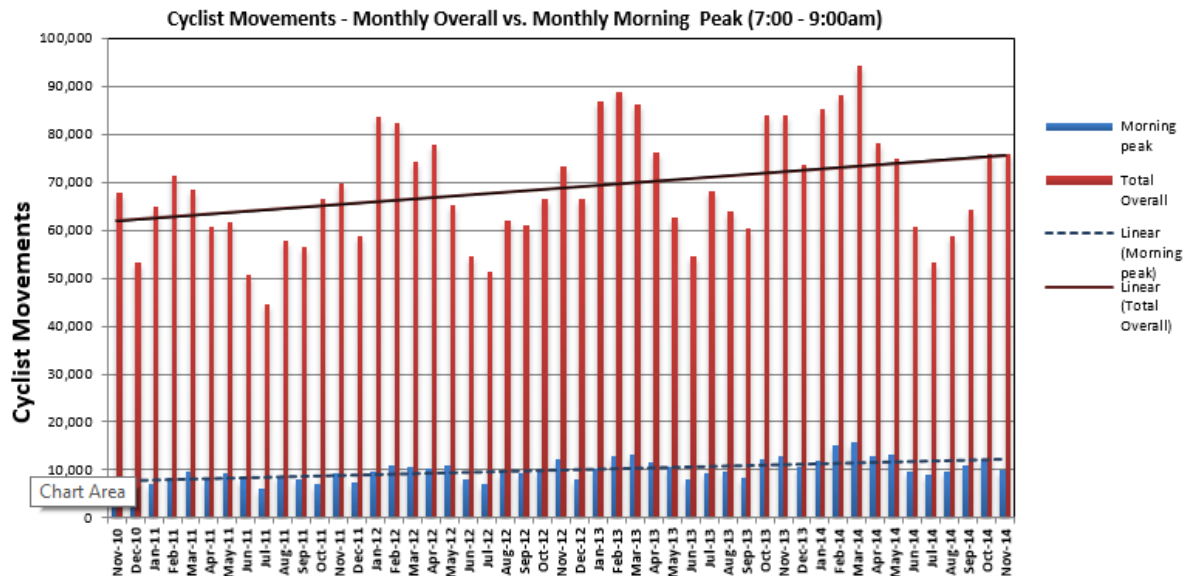


## 9. MONTHLY CYCLE MONITORING REPORT (November 2014)

There has been a decrease of -9.8% in cyclist movements in November 2014 when compared to November 2013.

The morning peak movement's decreased by -22.5% when compared to November last year.

A total of 883,031 cycle trips were recorded for the year of November 2013 to November 2014, this is an increase of +0.15% on the previous year.



**Monthly Comparisons of Cycle Movements**

	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	12,130		37.6%	22.1%	0.5%
November	7,962	9,272	12,343	12,938	10,032	16.5%	33.1%	4.8%	-22.5%
December	6,904	7,461	7,885	10,736		8.1%	5.7%	36.2%	

	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	75,942		0.2%	26.0%	-9.5%
November	67,852	69,651	73,227	83,986	75,772	2.7%	5.1%	14.7%	-9.8%
December	53,412	58,907	66,372	73,735		10.3%	12.7%	11.1%	