

Monthly Public Transport Statistics – March 2011

1. HIGHLIGHTS

1.1 Patronage:

- Auckland public transport patronage totalled 64,581,631 passengers for the 12-months to March 2011 an increase of 4,971,450 boardings or +8.3%. A new record since the 1950s.
- March monthly patronage was 7,067,239 an increase of 506,025 boardings or +7.7% on March 2010. This is the first time in decades that total patronage exceeded 7 million boardings per month.
- Rail monthly patronage for March is 1,117,781 an increase of 200,064 boardings or +21.8% on March 2010. This is the first time that rail monthly patronage exceeded 1 million boardings per month.
- Northern Express bus service carried 1.99 million passenger trips for the 12-months with a growth in March 2011 compared to March 2010 of +10.7%.

1.2 Service Performance:

- Of the 7,585 timetabled rail services for March 2011 97.7% arrived at their final destination and 80.0% were on time or arrived within 5 minutes of schedule.

1.3 Initiatives:

- New Isthmus bus service redesign, including new inner and outer and city LINK services, were consulted upon during March and early April, in preparation for implementation by August 2011.

2. PUBLIC TRANSPORT PATRONAGE

2.1 Network Wide Summary

Auckland public transport patronage totalled 64,581,631 passengers for the 12-months to March 2011 an increase of 4,971,450 boardings or +8.3% as illustrated at Figure 1.

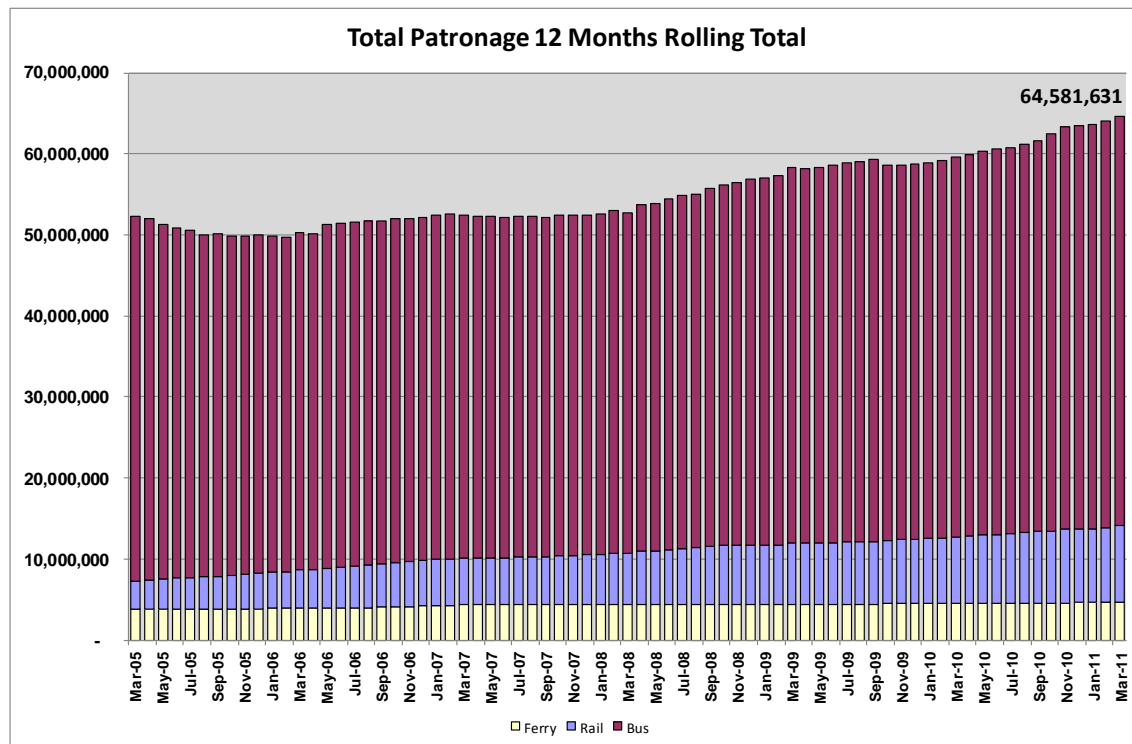


Fig 1. Total Patronage – 12 Months Rolling Total

A breakdown of patronage by month, 12-months rolling total and financial year-to-date (July 2010 to March 2011) is provided at Table 1.

For the financial year-to-date, nine months to **March** 2011, patronage has grown by +8.9% (3,959,338 boardings). Patronage for **March** 2011 was 7,067,239 boardings, an increase of +7.7% (506,025 boardings) on March 2010.

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

	Mar-11								
	Month			12 Months			Financial YTD (from 1 July)		
	Patronage	Change	%	Patronage	Change	%	Patronage	Change	%
1. Rapid Transit Network sub-total:	1,351,019	222,607	19.7%	11,413,732	1,465,621	14.7%	8,667,740	1,143,262	15.2%
• Northern Express Bus	233,238	22,543	10.7%	1,990,628	285,287	16.7%	1,492,771	199,198	15.4%
• Rail sub-total:	1,117,781	200,064	21.8%	9,423,104	1,180,334	14.3%	7,174,969	944,064	15.2%
▪ Western Line	406,660	94,744	30.4%	3,310,027	432,894	15.0%	2,545,249	376,536	17.4%
▪ Southern & Eastern Line	640,902	35,101	5.8%	5,780,846	415,209	7.7%	4,297,489	235,297	5.8%
▪ Onehunga Line	70,219			332,231			332,231		
2. Quality Transit and Local Bus (Include School Bus) sub-total:	5,238,513	239,347	4.8%	48,461,163	3,289,952	7.3%	36,254,739	2,637,542	7.8%
• Quality Transit & Local Bus	4,887,221	223,431	4.8%	45,877,394	3,210,854	7.5%	34,413,111	2,569,981	8.1%
• Contracted School Bus	351,292	15,916	4.7%	2,583,769	79,098	3.2%	1,841,628	67,561	3.8%
3. Ferry	477,707	44,071	10.2%	4,706,736	215,877	4.8%	3,650,294	178,534	5.1%
Total Patronage	7,067,239	506,025	7.7%	64,581,631	4,971,450	8.3%	48,572,773	3,959,338	8.9%

*Onehunga Line rail commenced 19 Sep 2010; change data not available prior to Sep 2011.

**Final year to June 2011 results will be subject to audit.

Figure 2 illustrates the monthly patronage trend by mode across bus, rail and ferry and by monthly total moving average. Total patronage continues to grow on a month-by-month basis.

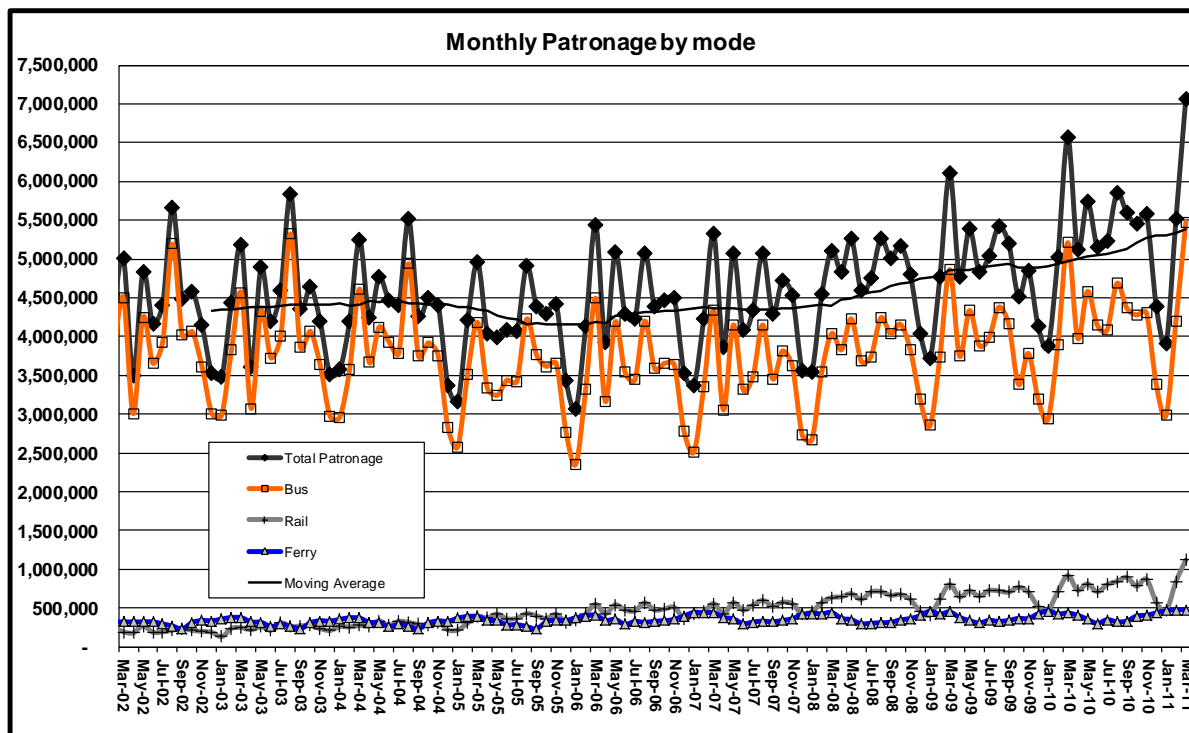


Fig 2. Monthly Patronage by Mode; Bus, Rail, Ferry and Total

2.2 Rapid Transit Network (Rail and Northern Express)

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 second tier comprises a Quality Transit Network (QTN) 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 and including some ferry services. The third tier comprises Local Connector Network (LCN) services of local bus services and ferry services connecting with the RTN and QTN. The RTN, QTN and LCN 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 totalled 11,413,732 passengers for the 12-months to March 2011 (Figure 3) an increase of 1,465,621 boardings or +14.7%. For the financial year-to-date, nine months to March 2011, patronage has grown by +15.2% (1,143,262 boardings) (Figure 4). Patronage for March 2011 was 1,351,019 boardings, an increase of +19.7% (222,607 boardings) on March 2010 (Figure 5).

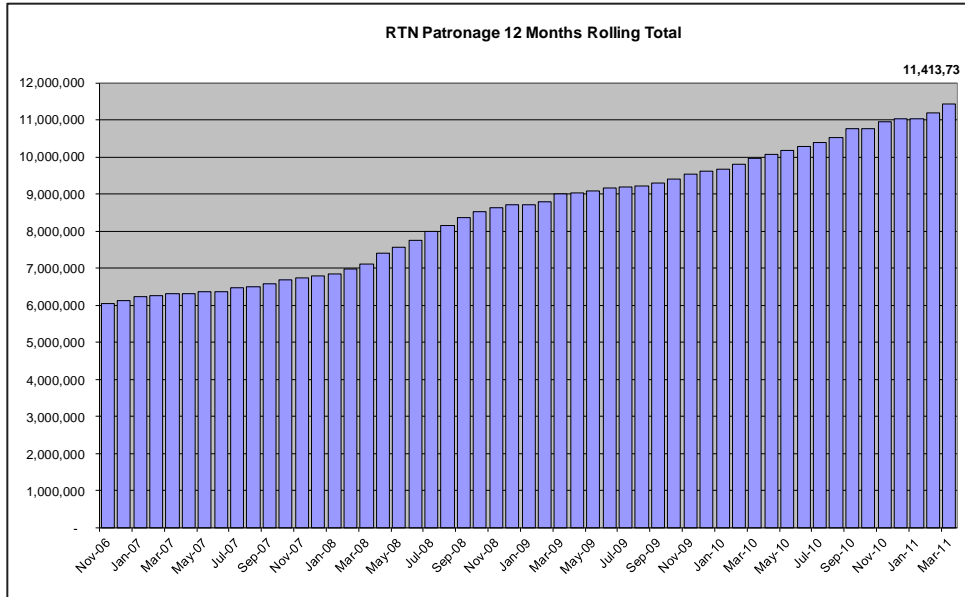


Fig 3. RTN Patronage – 12 Months Rolling Total

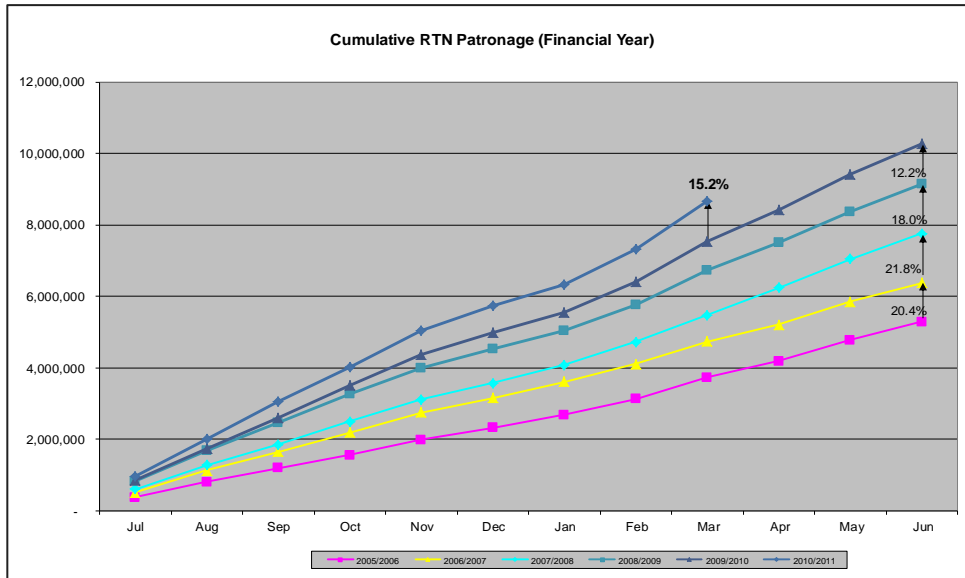


Fig 4. RTN Patronage – Growth by Financial Year 2005/06 to 2010/11

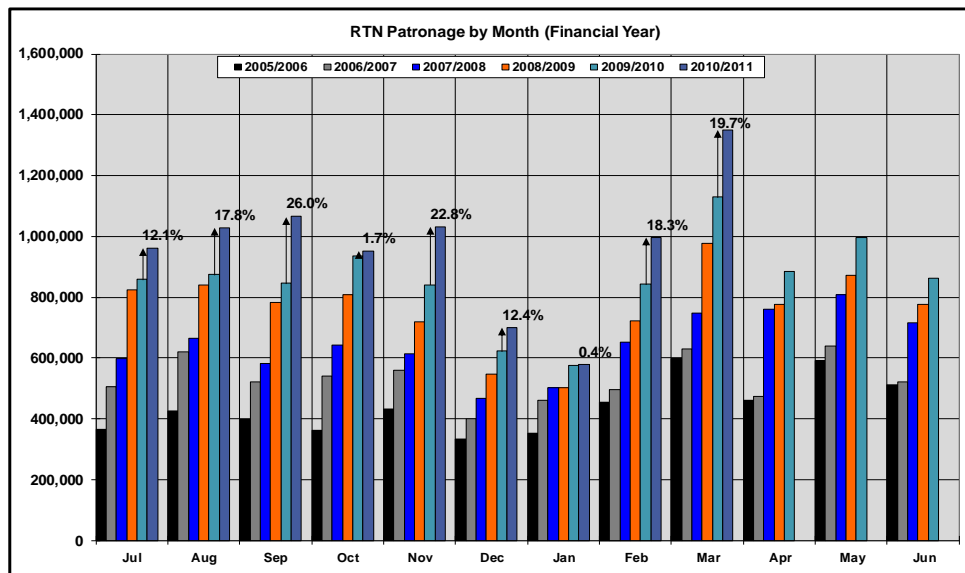


Fig 5. RTN Patronage – Growth by Month 2005/06 to 2010/11

2.2.1 Rail Patronage

Rail along with the Northern Busway forms the Rapid Transit Network. Rail patronage totalled 9,423,104 passengers for the 12-months to March 2011 (Figure 6) an increase of 1,180,334 boardings or +14.3%. For the financial year-to-date, nine months to March 2011, patronage has grown by +15.2% (944,064 boardings) (Figure 7). Patronage for March 2011 was 1,117,781 boardings, an increase of +21.8% (200,064 boardings) on March 2010 (Figure 8).

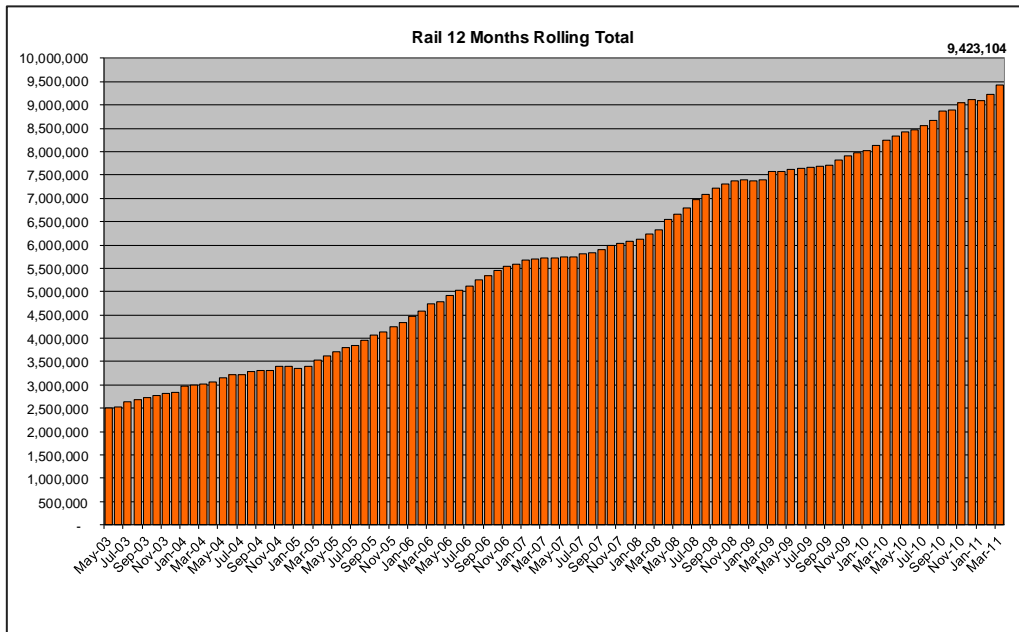


Fig 6. Rail Patronage – 12 Months Rolling Total

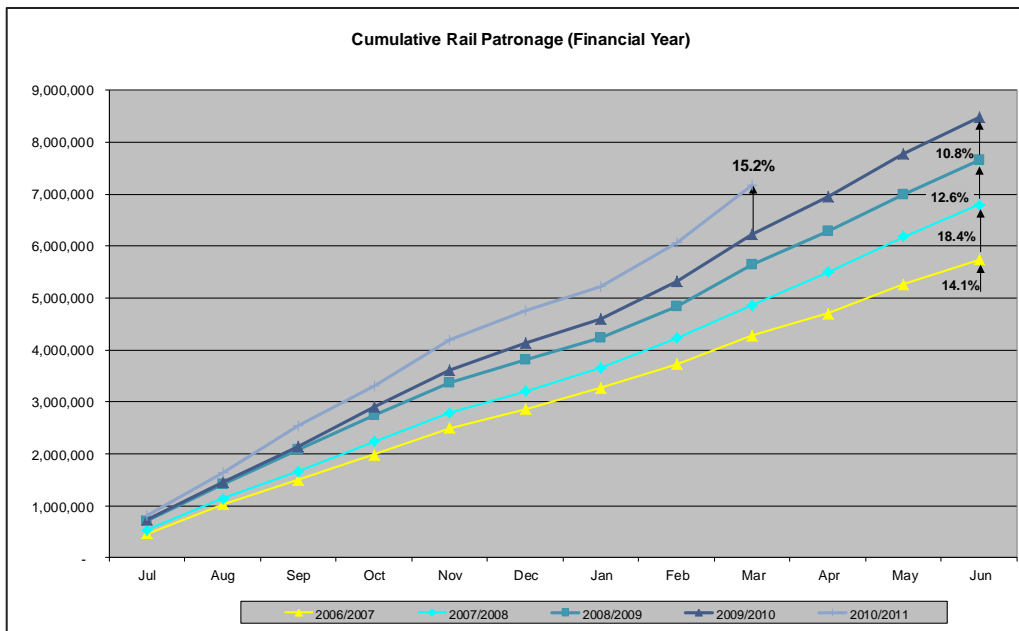


Fig 7. Rail Patronage – Growth by Financial Year 2005/06 to 2010/11

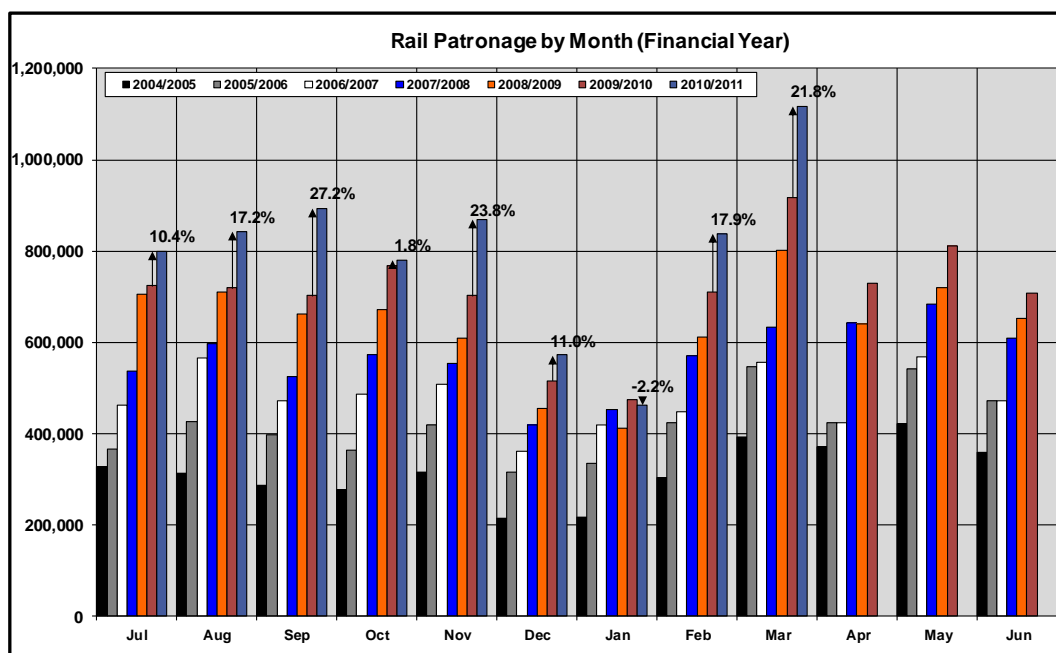


Fig 8. Rail Patronage – Growth by Month 2005/06 to 2010/11

Southern & Eastern Rail Lines (including the Onehunga Line)

Southern and Eastern Line rail patronage including the Onehunga Line totalled 6,113,077 passengers for the 12-months to March 2011 an increase of 747,440 boardings or +12.9%. For the financial year-to-date, nine months to March 2011, patronage has grown by +13.2% (567,528 boardings). Patronage for March 2011 was 711,121 boardings, an increase of +16.4% (105,320 boardings) on March 2010 (Figure 9).

In March 2011 there were 640,902 passengers recorded travelling on the Southern and Eastern Lines excluding the Onehunga Line, an increase of 5.8% on March 2010.

There were 70,219 passengers recorded using the Onehunga Line during March 2011. For the year-to-date since the inception of these services in September 2010 there have been 332,231 passengers recorded on Onehunga Line services.

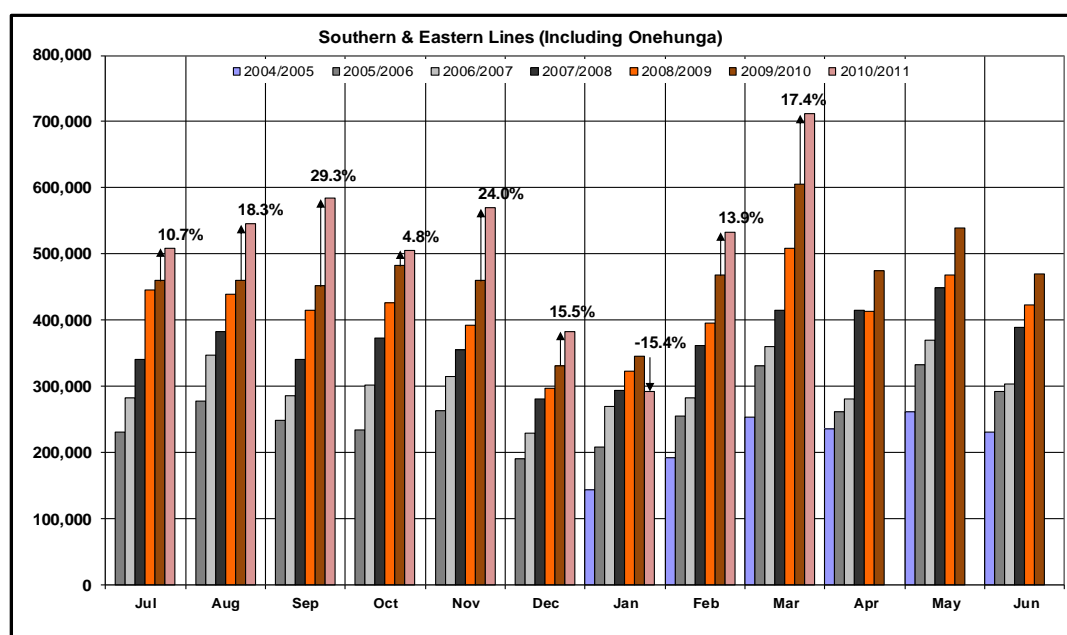


Fig 9. Southern & Eastern Line (including Onehunga) Rail Patronage – Growth by Month 2005/06 to 2010/11

Western Rail Line

Western Line rail patronage totalled 3,310,027 passengers for the 12-months to March 2011 an increase of 432,894 boardings or +15%. For the financial year-to-date, nine months to March 2011, patronage has grown by +17.4% (376,536 boardings). Patronage for March 2011 was 406,660 boardings, an increase of +30.4% (94,744 boardings) on March 2010 (Figure 10).

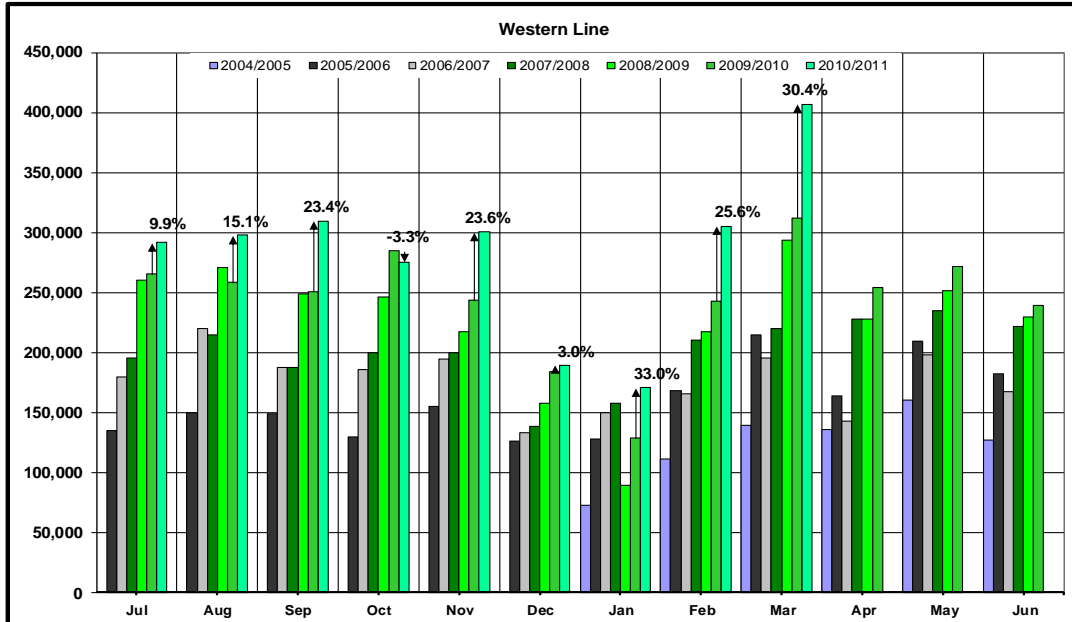


Fig 10. Western Line Rail Patronage – Growth by Month 2005/06 to 2010/11

2.2.2 Northern Express

The Northern Busway along with the rail network forms the Rapid Transit Network. Northern Express bus services form the major shuttle or rail equivalent service on the Northern Busway. Northern Express patronage totalled 1,990,628 passengers for the 12-months to March 2011 (Figure 11) an increase of 285,287 boardings or +16.7%. For the financial year-to-date, nine months to March 2011, patronage has grown by +15.4% (199,198 boardings) (Figure 12). Patronage for March 2011 was 233,238 boardings, an increase of +10.7% (22,543 boardings) on March 2010 (Figure 13).

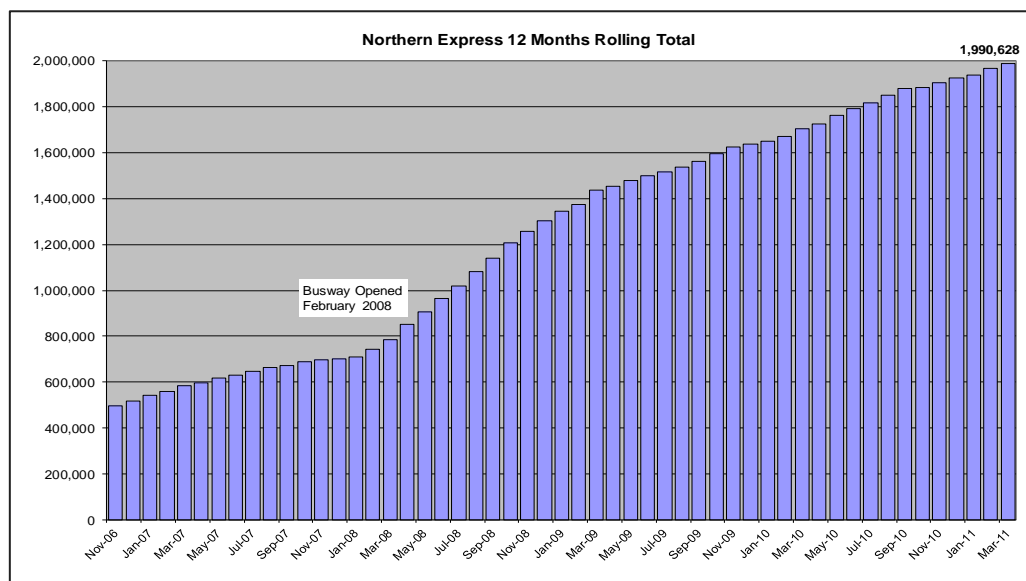


Fig 11. Northern Express Bus Patronage – 12 Months Rolling Total

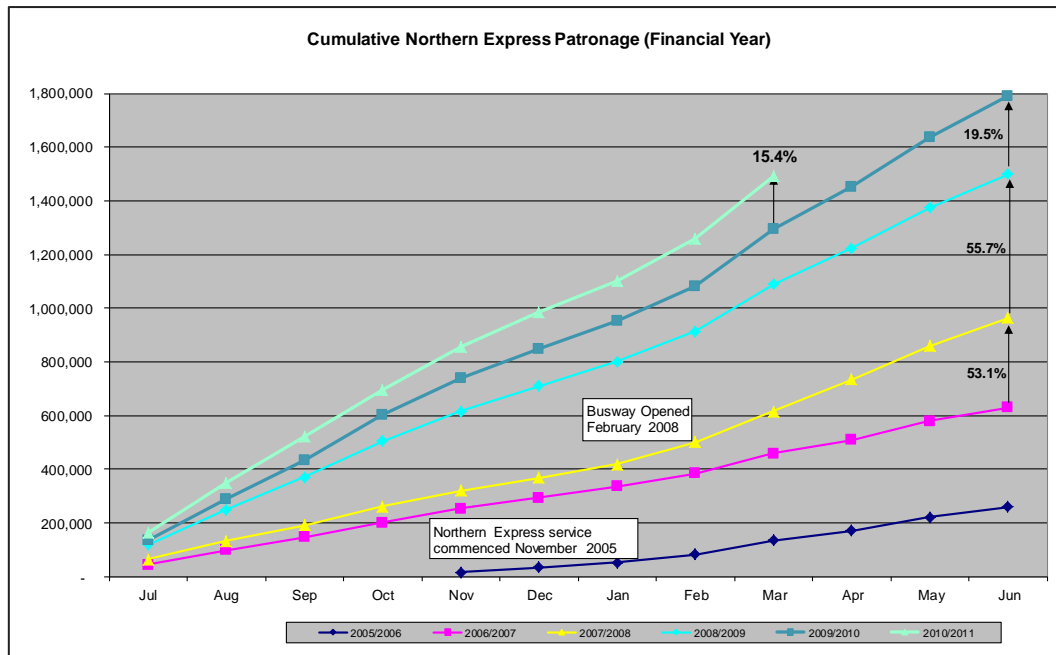


Fig 12. Northern Express Bus Patronage – Growth by Financial Year 2005/06 to 2010/11

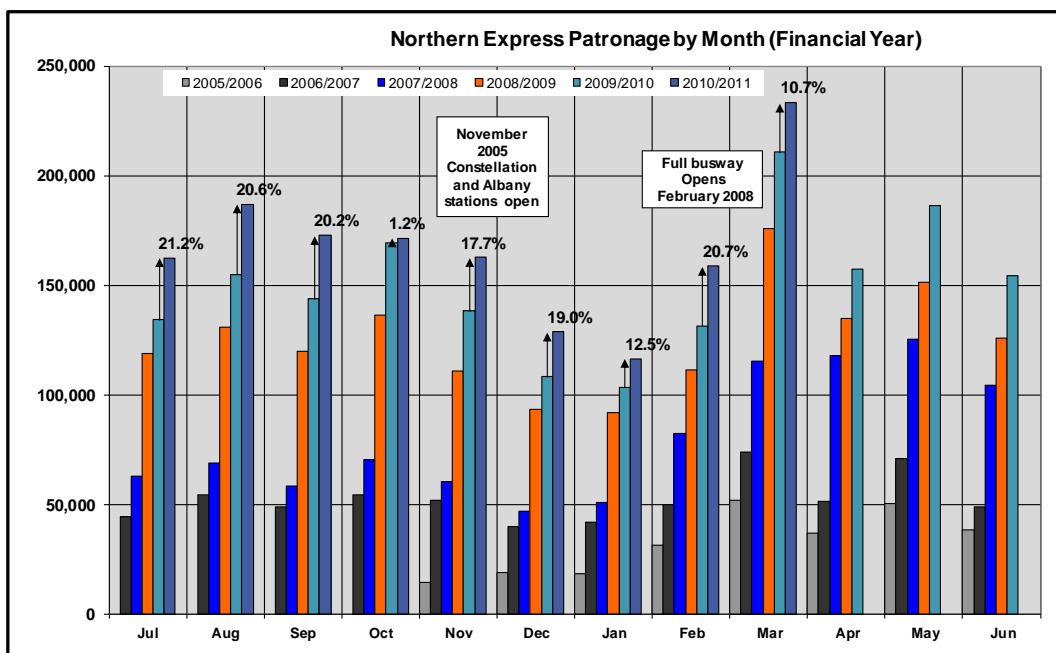


Fig 13. Northern Express Bus Patronage – Growth by Month 2005/06 to 2010/11

2.3 Bus Patronage (Other Than Northern Express)

Bus services other than the Northern Express form the majority of services on the Quality Transit Network and Local Connector Network including dedicated school bus services. Patronage totalled 48,461,163 passengers for the 12-months to March 2011 an increase of 3,289,952 boardings or +7.3%. For the financial year-to-date, nine months to March 2011, patronage has grown by +7.8% (2,637,542 boardings). Patronage for March 2011 was 5,238,513 boardings, an increase of +4.8% (239,347 boardings) on March 2010 (Figure 14).

Some of this increase can be attributed to the NZ Bus lock-out and industrial action that occurred in October/ November 2010.

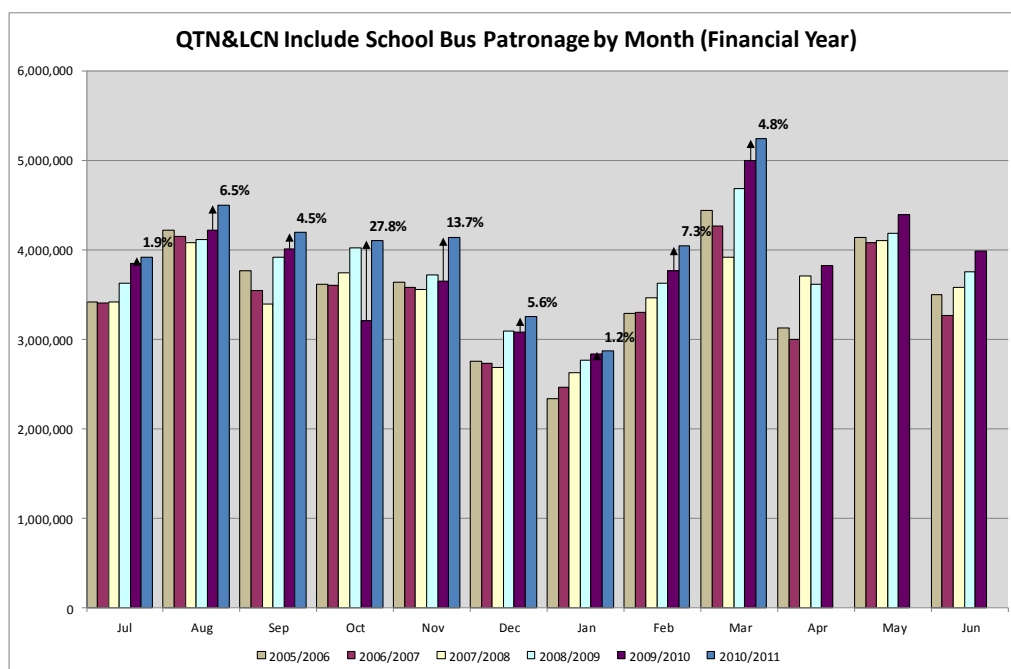


Fig 14. Bus Patronage (other than Northern Express) – Growth by Month 2005/06 to 2010/11

2.3.1 Bus (Other than Northern Express) Patronage Analysis

Table 2 provides an analysis of bus services by geographical sector.

Table 2. Bus Patronage Analysis by Geographic Sector

	North Sector (excluding Northern Express)				West Sector			
	By Month		Cumulative		By Month		Cumulative	
Jul	24,281	3.1%	24,281	3.1%	3,829	1.0%	3,829	1.0%
Aug	70,930	8.0%	95,210	5.7%	16,405	3.9%	20,235	2.5%
Sep	50,372	6.1%	145,582	5.8%	10,574	2.6%	30,809	2.5%
Oct	164,050	24.1%	309,632	9.7%	63,871	19.1%	94,681	6.1%
Nov	121,054	16.1%	430,686	10.9%	45,754	12.4%	140,435	7.3%
Dec	49,341	8.3%	480,027	10.6%	15,164	4.9%	155,599	7.0%
Jan	19,782	3.8%	499,809	9.9%	1,866	-0.7%	153,733	6.1%
Feb	90,273	11.5%	590,083	10.1%	27,129	7.3%	180,862	6.3%
Mar	82,714	7.9%	672,796	9.8%	27,886	5.7%	208,748	6.2%
	South Sector				Isthmus Sector			
	By Month		Cumulative		By Month		Cumulative	
Jul	54,543	7.2%	54,543	7.2%	-6,741	-0.4%	-6,741	-0.4%
Aug	97,083	11.1%	151,625	9.3%	92,758	4.5%	86,017	2.2%
Sep	39,699	4.7%	191,325	7.7%	82,146	4.3%	168,164	2.9%
Oct	171,086	24.7%	362,411	11.4%	523,165	35.5%	691,328	9.4%
Nov	117,379	15.7%	479,790	12.3%	216,570	12.2%	907,899	9.9%
Dec	39,849	6.6%	519,639	11.5%	70,323	4.5%	978,222	9.2%
Jan	25,184	4.7%	544,823	10.8%	6,526	-0.4%	971,696	8.0%
Feb	77,981	10.0%	622,804	10.7%	82,742	4.5%	1,054,438	7.5%
Mar	67,381	6.3%	690,185	10.0%	64,863	2.7%	1,119,301	6.8%

2.4 Ferry Patronage

Ferry patronage totalled 4,706,736 passengers for the 12-months to March 2011 an increase of 215,877 boardings or +4.8%. For the financial year-to-date, nine months to March 2011, patronage has grown by +5.1% (178,534 boardings). Patronage for March 2011 was 477,707 boardings, an increase of +10.2% (44,071 boardings) on March 2010 (Figure 15).

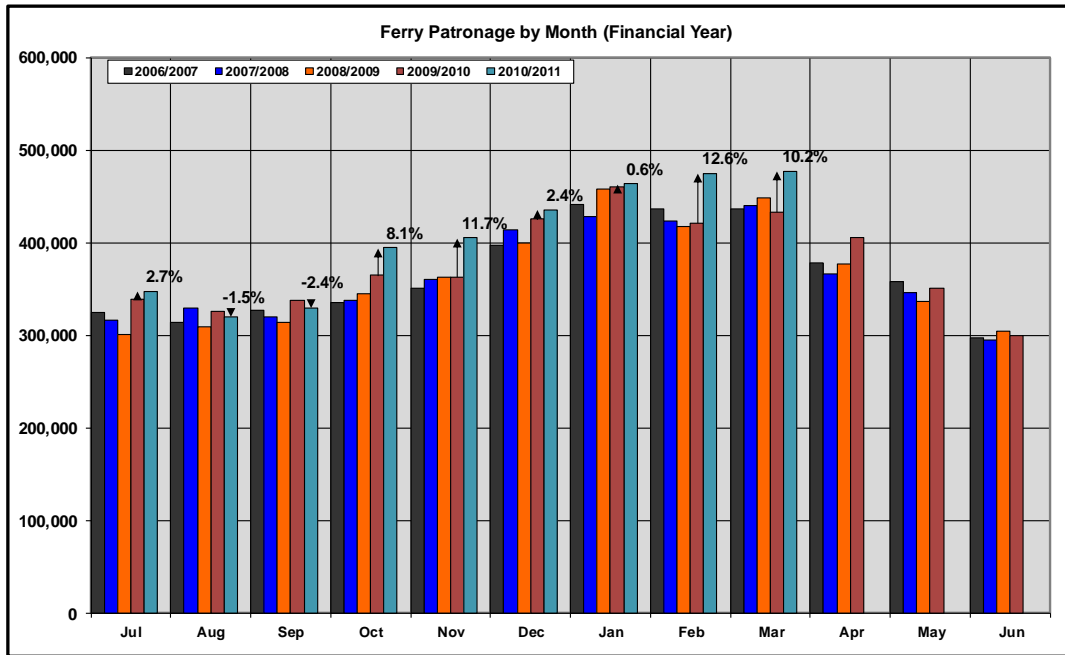


Fig 15. Ferry Patronage – Growth by Month 2005/06 to 2010/11

3. PUBLIC TRANSPORT SERVICE PERFORMANCE

3.1 Rail Service Performance

Of the 8,630 services scheduled for March 2011 on the network, 97.7% arrived at their final destination and 80.0% were on time or arrived at their final destination within 5 minutes of schedule. Figure 16 presents the published rail performance results for March 2011.

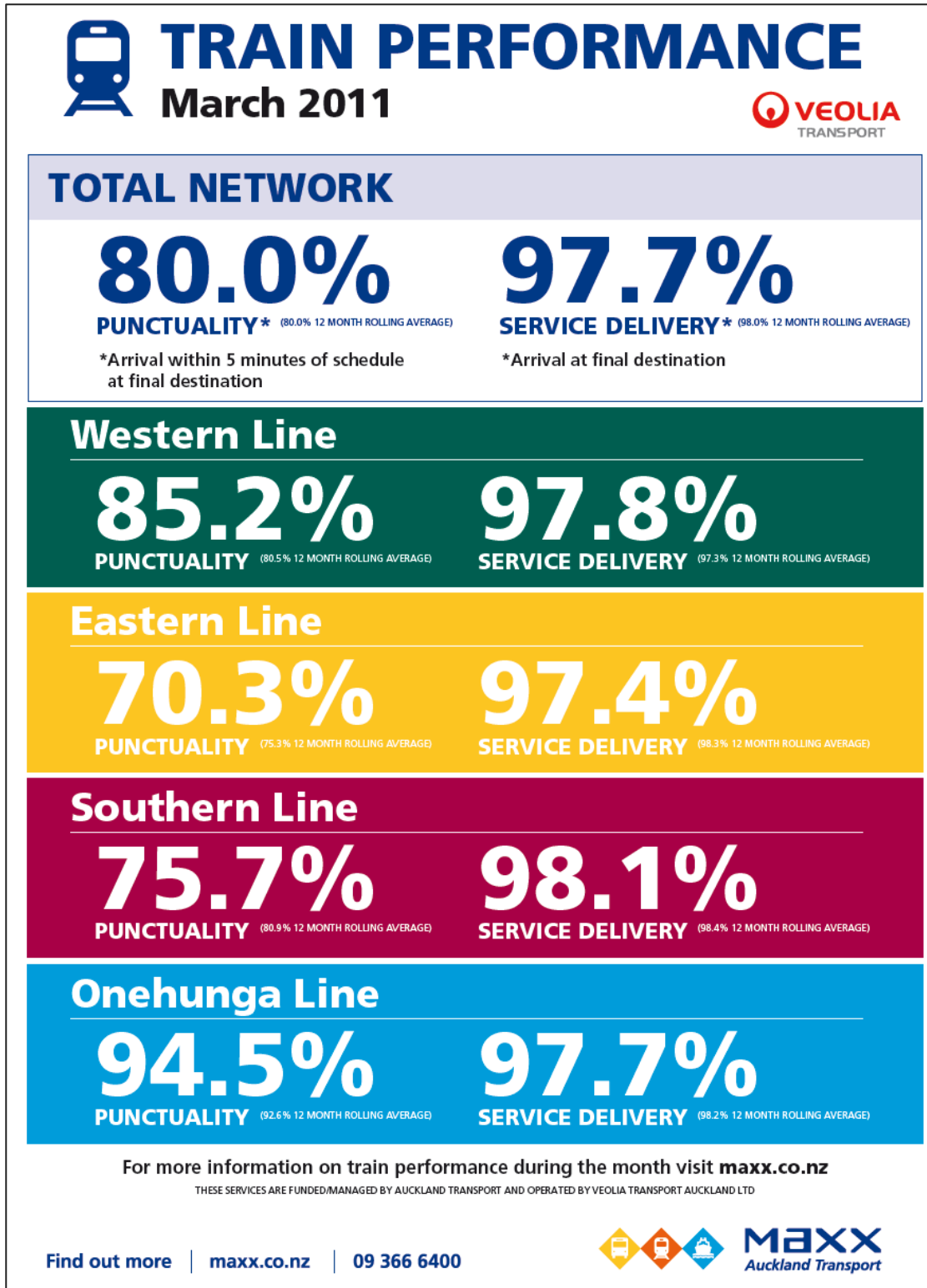


Fig 16. Rail Published Performance Results for March 2011

There were several incidents during the month, detailed below, that affected service delivery. After several months of fleet performance improvements, March saw an increase in the number of train failures. In addition, while the majority of the speed restrictions have been removed, there remained a lengthy section on one line between Meadowbank and Glenn Innes that was not finally lifted until late in the month. With the bulk of the signal upgrade and electrification work concentrated on the eastern and southern lines there were track protection measures in place through these work sites and the impacts that these measures had on the delivery of services was reflected in the performance data for these lines. Although most of this work is being performed at night and during times of low demand to limit the number of people affected, the work will be continuing over the next few months.

In March 80.0% of all services arrived at their destination within five minutes of their scheduled time, compared to 83.1% last month and 66.2% in March last year. Last year performance was impacted by a number of network faults associated with the newly completed Newmarket station and by the work on the track section from Boston Road to Newmarket ahead of the opening of the Grafton station. Punctuality trends comparing 2009/10 and 2010/11 are presented at Figure 17.

On-time Performance – All Services

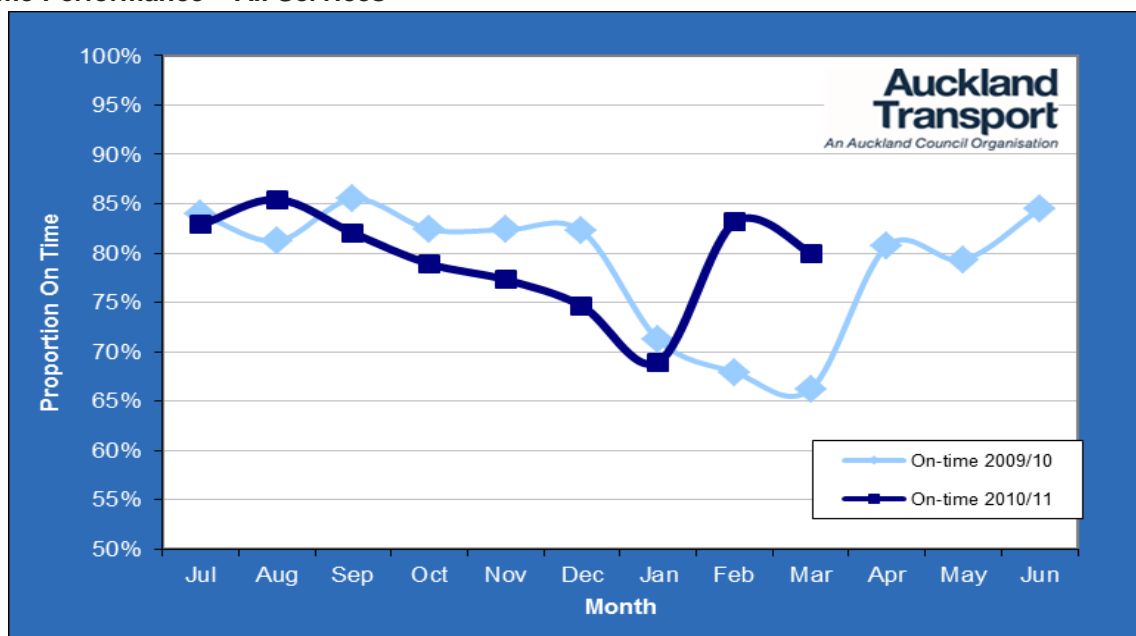


Fig 17. Rail Punctuality Trends for 2009/10 and 2010/11

The following major incidents impacted on service delivery during March:

- Track, Signals and Train Control* – On 8 March a signal black-out at Wiri that was caused by the overnight theft of signal cable resulted in severe delays to southern and eastern line services from the commencement of operations through to mid-morning. During the morning peak of 15 March a signal fault at Papakura resulted in delays to southern and eastern line services. Coincidentally on the same morning contractors cut a signal cable at Avondale that caused delays to morning peak services on the western line. On 23 March a signal blackout between Papatoetoe and Middlemore at 6.20am caused delays to morning peak services on the southern and eastern lines. In the early hours of the following morning contractors cut a signal cable at Westfield causing disruptions on all lines through the morning peak as trains were delayed to take up the commencement of their daily runs out of the Westfield yard. In the early hours of 28 March a power supply component that is part of the soon to be replaced signalling system failed causing signal outages at Paerata, Penrose and Morningside resulting in major delays and cancellations to morning peak services on all lines. Early in the afternoon of 30 March a signal failure at Quay Park caused disruptions to all services arriving and departing Britomart. In the early evening peak of 24 March, an error by a trainee Train Controller that resulted in an eastern line train being routed onto the Newmarket Branch caused disruptions on all lines through the evening peak.

KiwiRail Network has advised it is revising its procedures when digging near signal cables. While procedures are in place to detect buried cables prior to digging, AT has been advised that there were no records kept of where these cables were buried when they were originally installed.

- *Train faults* – A train fault near Quay Park on 2 March caused delays to evening peak services on all lines. Also during the evening peak of 4 March a train fault at Glen Innes resulted in a temporary block of line between the hours of 4.20pm and 7.00pm. Services were diverted via Newmarket and taxis organised to pick up passengers at the affected stations. During the evening peak of 14 March a train fault at Sylvia Park caused delays to eastern and southern line services. In the evening of 17 March a train failure between Britomart and Newmarket caused delays and cancellations to services on the southern, western and Onehunga lines. At 7.00am on 18 March a train failure at Takanini caused major disruptions to southern and eastern line services. On the morning of 22 March a combination of a late running freight train and a faulty train at Pukekohe caused delays and cancellations to morning peak services on the southern and eastern lines.
- *Other* – At 5.30pm on 10 March a young man entered the tunnel at Britomart causing a suspension of services for 30 minutes while attempts were to locate the individual and to ensure there was no danger. Severe delays accrued across all lines through the evening peak as a result of this incident.

Train delay minutes increased by 26.1% in March to 17,710 minutes. The greatest change in in the delay minutes resulting from train faults which increased by 204% compared to last month to the highest level since October 2010 although the performance of the infrastructure remained the greatest contributor to train delay minutes. The increase in “Other” delay minutes was mainly as a result of the incident at Britomart on the evening of 10 March when an unauthorised person entered the Britomart tunnel.

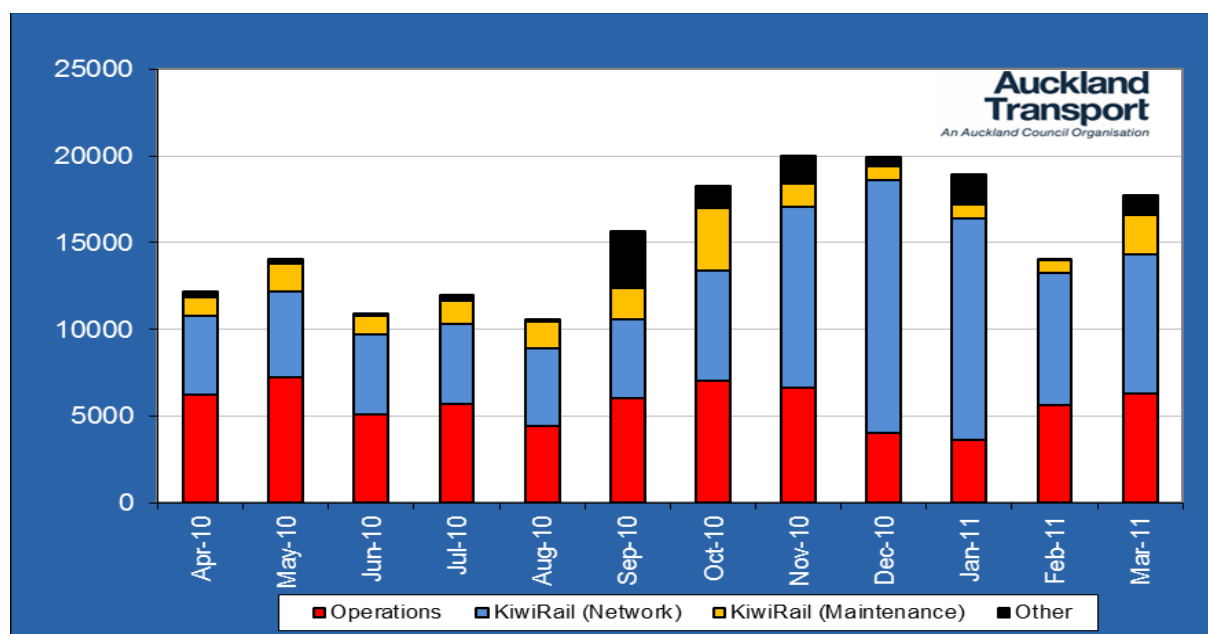


Fig 18. Train Delay Minutes by Cause

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

	Delay Minutes	Proportion
Network Control	1,104	13.7%
Signal/points failure	2,779	34.6%
Speed restrictions	2,537	31.6%
Track protection measures*	1,615	20.1%
Total	8,035	

*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.

3.2 Rail Capacity

The return of tertiary students to studies resulted in the usual “March madness” surge in the use of trains during the month. Based on an average of train crew passenger counts, which are performed at pre-set locations considered to represent the maximum load points of each route, there were twelve services reported to have averaged load factors above 1.4 (i.e. four passengers standing for every ten seated passenger) – target planning standard, two of which indicate an average loading in excess of 2.0. Eight of these are morning peak services and all but one of the indicated services are southern or eastern line services. While individual daily loadings will vary, the train crew observations are considered to be a reasonable indication of the level of crowding on trains, the effect of which will slow travel times by increasing the time to load/ unload at each station, reduce the ability of the train staff to travel through carriages to collect all fares owing and lead to an increase in complaints.

As a result of this information, the rolling stock allocation plan will be reviewed to ensure that the higher capacity trains are allocated to the highest demand services. Increasing the train size of the single western line service identified in the exercise (7.32am from Waitakere) from the existing four carriages to six carriages will reduce the load factor on this train to below 1.4. With the next timetable change it is planned for early 2012 that peak service levels on the western line will increase by 50% from 4 trains/ hour to 6 trains/ hour that is expected to spread the demand over more services across the western line.

Capacity on the southern and eastern lines is currently restricted to a maximum of four carriages by platform lengths. A programme to extend all platforms to accommodate six-car trains is scheduled for completion by end-May 2011 after which time five or six-car trains will be able to be safely operated across the network. There are four “SA” carriages and one “SX” carriage currently available to increase the size of some trains, which will relieve the observed loadings on the highest demand services by end-May 2011.

3.2 Bus Service Performance

For March 2011, 99.9% of contracted service trips were operated (reliability measure). Service Punctuality for March 2011 was 99.2%, measured by the percentage of services which commence the journey within 5 minutes of the timetabled start time. Service Punctuality and Reliability are self-reported by the bus operators.

Table 3. Bus Service Reliability and Punctuality

	Scheduled	Reliability	Punctuality
Airbus	4,470	N/A	N/A
Birkenhead	10,613	100.0%	100.0%
H & E	17,316	100.0%	99.8%
NZ Bus	126,443	99.8%	98.9%
Ritchies	27,880	100.0%	99.9%
Tranzit	2,280	100.0%	99.0%
Urban Express	5,274	99.9%	98.3%
Total	194,276	99.9%	99.2%

3.3 Ferry Service Performance

For March 2011, 100% of ferry service trips were operated (Reliability measure). Service Punctuality for March 2011 was 99.4% 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.

Table 4. Ferry Service Reliability and Punctuality

	Scheduled	Reliability	Punctuality
Bayswater	1,022	100.0%	99.7%
Half Moon Bay	586	100.0%	99.3%
Birkenhead	1,106	100.0%	100.0%
Gulf Harbour	92	100.0%	97.8%
West Harbour	322	100.0%	96.3%
Pine Harbour	299	100.0%	100.0%
Total	3,427	100.0%	99.4%

4. SPECIAL EVENT PUBLIC TRANSPORT SERVICES

83 events were held in March 2011 and 17 had an impact on public transport either with road closures and/or route diversions or had additional special event services provided for the event over-and-above the scheduled public transport service timetables. The major events where special event public transport services were provided are listed below.

- **Derby Day, Ellerslie Racecourse: Saturday 5th March.**

Event travel ticketing in place. Official attendance numbers are still to be confirmed.

	Inbound Special Event Passengers	Outbound Special Event Passengers
Rail	123	176
Bus	35	31
Ferry	-	-
TOTAL	158	207

- **Legends of League, Eden Park: Thursday 10th March.**

Normal fares applied. Attendance: 7,000.

	Inbound		Outbound		Average % Gate Moved
	Special Event Passengers	% Gate Moved	Special Event Passengers	% Gate Moved	
Rail	268	3.83%	114	1.63%	2.73%
Bus	-	-	-	-	-
Ferry	-	-	-	-	-
TOTAL	268	3.83%	114	1.63%	2.73%

- **Christchurch Memorial Service, Auckland Domain: Friday 11th March.**

Services were run for free. Attendance: 450 (approx.)

	Inbound		Outbound		Average % Gate Moved
	Special Event Passengers	% Gate Moved	Special Event Passengers	% Gate Moved	
Rail	-	-	-	-	-
Bus	46	10.22%	46	10.22%	10.22%
Ferry	-	-	-	-	-
TOTAL	46	10.22%	46	10.22%	10.22%

- **NRL Vodafone Warriors vs. Parramatta Eels, Eden Park: Saturday 12th March.**

Match travel ticketing in place. Attendance: 38,000.

	Inbound		Outbound		Average % Gate Moved
	Special Event Passengers	% Gate Moved	Special Event Passengers	% Gate Moved	
Rail	8,321	21.90%	8,187	21.54%	21.72%
Bus	2,872	7.56%	2,491	6.56%	7.06%
Ferry	-	-	-	-	-
TOTAL	11,193	29.46%	10,678	28.10%	28.78%

- **Super 15 Blues vs. Hurricanes, Eden Park: Saturday 19th March.**

Match travel ticketing in place. Attendance: 22,507.

	Inbound		Outbound		Average % Gate Moved
	Special Event Passengers	% Gate Moved	Special Event Passengers	% Gate Moved	
Rail	5,500	24.44%	5,500	24.44%	24.44%
Bus	1,705	7.58%	1,423	6.32%	6.95%
Ferry	-	-	-	-	-
TOTAL	7,205	32.01%	6,923	30.76%	31.39%

5. REGISTERED SERVICE NOTIFICATIONS UNDER THE PUBLIC TRANSPORT MANAGEMENT ACT 2008

Under the Public Transport Management Act 2008, the following applications for registered services have been approved during March 2011:

- Sealink Travel Group (NZ) Ltd.: Notification to vary a commercial public transport ferry service timetable between Half Moon Bay and Kennedy Point from Easter Thursday (21 April) to Easter Monday (25 April). Approved 28-Mar-11.

- Sealink Travel Group (NZ) Ltd.: Notification to permanently vary the standard timetable for departure times at Half Moon Bay and Kennedy Point. Approved 25-Mar-11.
- Sealink Travel Group (NZ) Ltd.: Notification to vary the standard timetable to operate a winter timetable between Half Moon Bay and Waiheke Island from 27th April to 8th September 2011. Approved 25-Mar-11.
- Sealink Travel Group (NZ) Ltd.: Notification to vary the standard timetable between Half Moon Bay and Waiheke Island from 3rd to 6th June 2011 on Queens Birthday weekend. Approved 25-Mar-11.
- Fullers Group (NZ) Ltd.: Notification to increase fares from 1 April 2011 for Waiheke and Devonport ferry services. Approved 28-Mar-11.
- Howick & Eastern Buses Ltd.: Notification to increase fares from 1 April 2011. Approved 28-Mar-11.
- Sealink Travel Group (NZ) Ltd.: Notification to vary the standard timetable between Auckland and Great Barrier Island from 1 May 2011 to 30 November 2011.

6. PUBLIC TRANSPORT SERVICE DEVELOPMENT PROJECTS

6.1 Projects Implemented

- Due to bus service capacity issues during March and early April, additional capacity has been placed on Botany & Howick to CBD corridor, Onewa Rd corridor, route 881 Northern Busway to Universities, Hibiscus Coast and Northern Express from early 2011. Additional service capacity has been placed on Mt Eden Road and Dominion Road from early April 2011.

6.2 Projects in Planning

- CBD and Western Bays changes (including LINK and City Circuit): Consultation scheduled for period 28 March – 15 April.
- Hibiscus Coast bus services review: Consultation plan being developed.
- Northern Express bus service enhancement scheduled for 2 May 2011.
- Pine Harbour ferry service: new vessel to enter service with additional service trips June 2011.
- Manukau Interchange: Planning underway for bus service changes to be implemented for both interim and permanent interchange arrangements.

7. PUBLIC TRANSPORT PROMOTIONAL ACTIVITIES

Promotional activities undertaken during March 2011:

- **‘Save time save money’**
Poster campaign on trains to encourage off-board and other purchase of tickets.
- **‘Northern Busway options’**
A campaign to advise customers of additional service offerings on the busway to supplement the capacity of the Northern Express service with North Star services.
- **Train Text Delay Service**
A campaign to highlight the benefits of registering for the train delay text service was promoted through on board posters and to customers who had registered for the previous system during January 2011.

8. PUBLIC TRANSPORT CUSTOMER SERVICE CHANNELS

8.1 New Britomart Walk-In-Centre

The new format walk in centre for customer information continues to be well supported by the public. For the period since opening the growth in visitors compared to the same period last year shows a 24.98% increase

8.2 MAXX Public Transport Call Centre

For March 2011, call volume was 59,952 (+3.7 compared to March 2010).

8.3 WWW.MAXX.CO.NZ

Figure 19 presents the number of unique visitors (rather than individual site hits) to www.MAXX.co.nz and hits on the public transport journey planner for March 2011. Unique visitors to the site increased by 35% compared to March 2010.

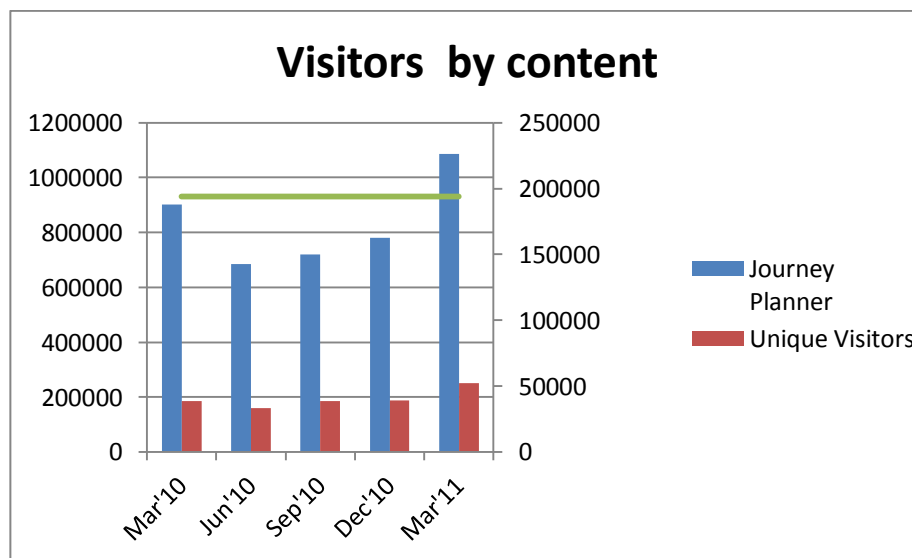


Fig 19. www.MAXX.co.nz Unique Visitors and Journey Planner Hits for March 2011

8.4 MAXX live departure board/real-time information

Bus real-time 'Live Departure Board' hits totalled 55,305 in March 2011. A further enhancement to the LDB means that customers no longer need to refresh their browsers to receive updated times, which effectively reduces the number of hits recorded on the tool. In addition to this, repeat used by customers is not measurable as the LDB results are displayed on the home page and does not require any click through. It is understood that this is contributing to the 51% increase in overall visits to the web site.