

Statistics Report

January 2015



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PUBLIC TRANSPORT

1. HIGHLIGHTS

Patronage

Auckland public transport patronage totalled 76,480,955 passenger trips for the 12 months to Jan-2015, an increase of +0.9% on the 12 months to Dec-2014 and +9.4% on the 12 months to Jan-2014. January monthly patronage was 5,328,782, an increase of 681,860 boardings or +14.7% on Jan-2014, normalised to ~ +14.1% accounting for only special event patronage, as there were the same number of business and weekend days in Jan-2015 compared to Jan-2014. Financial year to date patronage has grown by +10.3%.

Rail patronage totalled 12,790,306 passenger trips for the 12 months to Jan-2015, an increase of +2.2% on the 12 months to Dec-2014 and +20.0% on the 12 months to Jan-2014. Patronage for Jan-2015 was 863,550, an increase of 274,977 boardings or +46.7% on Jan-2014, normalised to ~ +41.7%. Financial year to date rail patronage has grown by +22.4%.

The Northern Express bus service carried 2,702,105 passenger trips for the 12 months to Jan-2015, an increase of +1.4% on the 12 months to Dec-2014 and +16.8% on the 12 months to Jan-2014. Northern Express bus service patronage for Jan-2015 was 184,131, an increase of 37,392 boardings or +25.5% on Jan-2014, normalised to ~ +26.2%. Financial year to date Northern Express patronage has grown by +21.3%.

Bus services excluding Northern Express carried 55,728,777 passenger trips for the 12 months to Jan-2015, an increase of +0.5% on the 12 months to Dec-2014 and +7.6% on the 12 months to Jan-2014. Bus services excluding Northern Express patronage for Jan-2015 was 3,687,994, an increase of 277,833 boardings or +8.1% on Jan-2014, normalised to ~ +8.3%. Financial year to date bus services excluding Northern Express patronage has grown by +7.8%.

Ferry services carried 5,259,767 passenger trips for the 12 months to Jan-2015, an increase of +1.8% on the 12 months to Dec-2014 and +1.7% movement on the 12 months to Jan-2014. Ferry services patronage for Jan-2015 was 593,107, an increase of 91,658 boardings or +18.3% on Jan-2014, normalised to ~ +18.3%. Financial year to date ferry patronage has increased by 5.0%.

Service Performance

For rail, service punctuality (arrival at destination within -0:59s and +4:59s) in Jan-2015 was 82.8%, compared to the average for the 12 months to Jan-2015 of 87.5%. Service delivery was 96.0%, compared to the average for the 12 months to Jan-2015 of 97.2%.

For bus, service punctuality (departure from first stop within -0:59s and +4:59s) in Jan-2015 was 93.1%. Service reliability was 97.2%.

For ferry, service punctuality (departure from first stop within -0:59s and +4:59s) in Jan-2015 was 99.7%. Service reliability was 99.7%. Ferry service punctuality and reliability remain operator self-reported.

Initiatives

- Retailer promotions programme targeted at a large number of public transport users that are still paying cash fares at locations within close proximity to Customer Service Centres and retail outlets. Several similar stops across Auckland have been identified and will be targeted with this campaign to increase awareness of the retailer close by.

- The continuing programme for the electric train roll-out saw the introduction of EMUs operating during the middle of the day on some Southern Line services between Papakura and Britomart and vice versa.

2. PUBLIC TRANSPORT PATRONAGE

Network Wide Summary

Normalising factors used on actual patronage counts in this report for Jan-2015 include:

- Additional patronage for special events across bus and rail.

Auckland public transport patronage totalled 76,480,955 passengers for the 12 months to Jan-2015, an increase of +0.9% on the 12 months to Dec-2014 and +9.4% on the 12 months to Jan-2014 as illustrated in Figure 1. January monthly patronage was 5,328,782, an increase of 681,860 boardings or +14.7% on Jan-2014, normalised to ~ +14.1%.

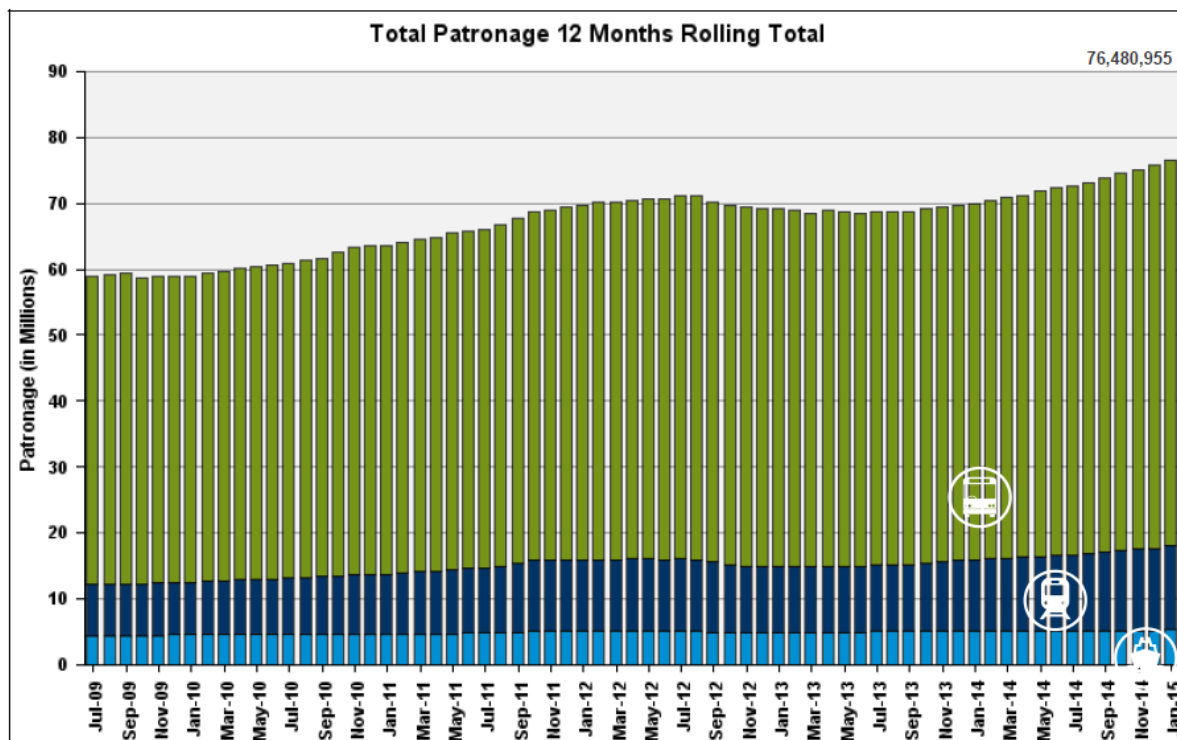


Figure 1: Total Patronage – 12 Months Rolling Total

A breakdown of patronage by month, 12 months rolling total and financial year-to-date (Jul-2014 to Jan-2015) is provided at Table 1.

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

	Jan-2015									
	Month			12 Months				YTD (from July)		
	Patronage	Change Prev Year	% Change Prev Year	Patronage	% Change Prev Month Period	Change Prev Year	% Change Prev Year	Patronage	Change Prev Year	% Change Prev Year
1. Rapid Transit Network sub-total:	1,047,681	312,369	42.5%	15,492,411	2.1%	2,517,404	19.4%	8,966,966	1,630,585	22.2%
- Northern Express Bus	184,131	37,392	25.5%	2,702,105	1.4%	388,140	16.8%	1,568,993	275,361	21.3%
Rail sub-total:	863,550	274,977	46.7%	12,790,306	2.2%	2,129,264	20.0%	7,397,973	1,355,224	22.4%
- Western Line	300,009	71,653	31.4%	4,644,715	1.6%	718,730	18.3%	2,616,945	396,019	17.8%
- South Eastern Services	563,541	203,324	56.4%	8,145,591	2.6%	1,410,534	20.9%	4,781,028	959,205	25.1%
- Southern Line	263,473	41,826	18.9%	4,112,933	1.0%	468,825	12.9%	2,416,795	308,681	14.6%
- Eastern Line	228,429	142,857	166.9%	3,078,558	4.9%	756,682	32.6%	1,857,398	543,151	41.3%
- Onehunga Line	71,639	18,641	35.2%	954,100	2.0%	185,027	24.1%	506,835	107,373	26.9%
2. Frequent Connector and Local Bus (Include School Bus) sub-total:	3,687,994	277,833	8.1%	55,728,777	0.5%	3,943,807	7.6%	31,718,328	2,303,820	7.8%
- Frequent Connector & Local Bus	3,670,118	278,239	8.2%	53,112,395	0.5%	3,857,988	7.8%	30,465,875	2,287,175	8.1%
- Contracted School Bus	17,876	-406	-2.2%	2,616,382	0.0%	85,819	3.4%	1,252,453	16,645	1.3%
3. Ferry	593,107	91,658	18.3%	5,259,767	1.8%	88,841	1.7%	3,146,613	149,814	5.0%
Total Patronage	5,328,782	681,860	14.7%	76,480,955	0.9%	6,550,052	9.4%	43,831,907	4,084,219	10.3%

For the financial year to date, seven months from Jul-2014, patronage has increased by 10.3% or 4,084,219 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.

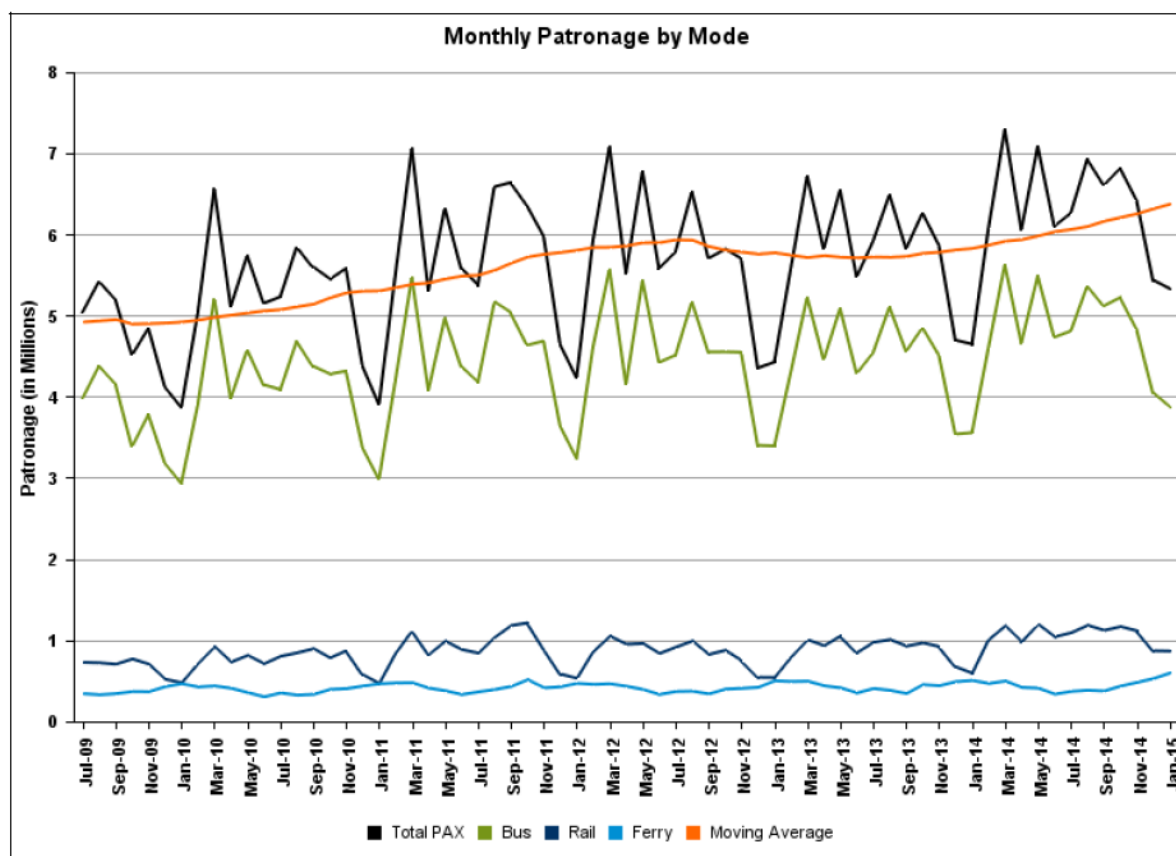


Figure 2. Monthly Patronage by Mode

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 Jan-2015 and totalled 15,492,411 passengers for the 12 months to Jan-2015 (Figure 3), an increase of +2.1% on the 12 months to Dec-2014 and +19.4% on the 12 months to Jan-2014. RTN Patronage for Jan-2015 was 1,047,681 boardings, an increase of +42.5% (+312,369 boardings) on Jan-2014 (Figure 4) normalised to ~+38.6%. Financial year to date RTN patronage has grown by +22.2%.



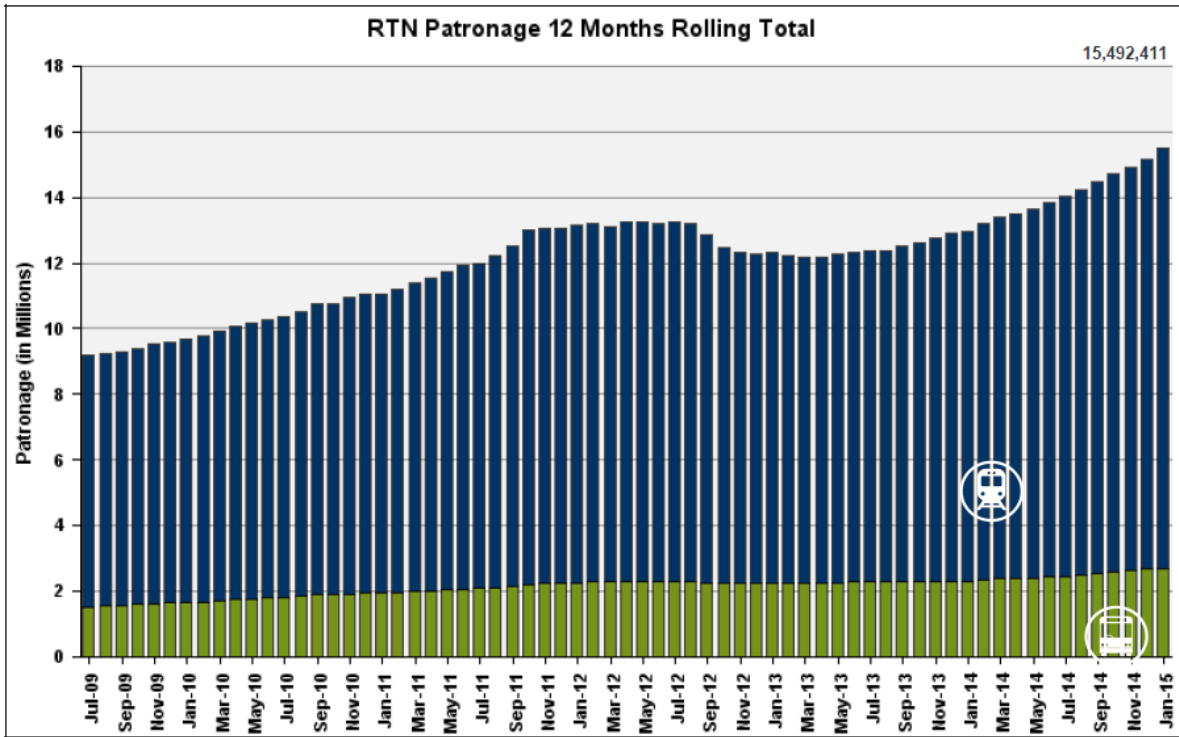
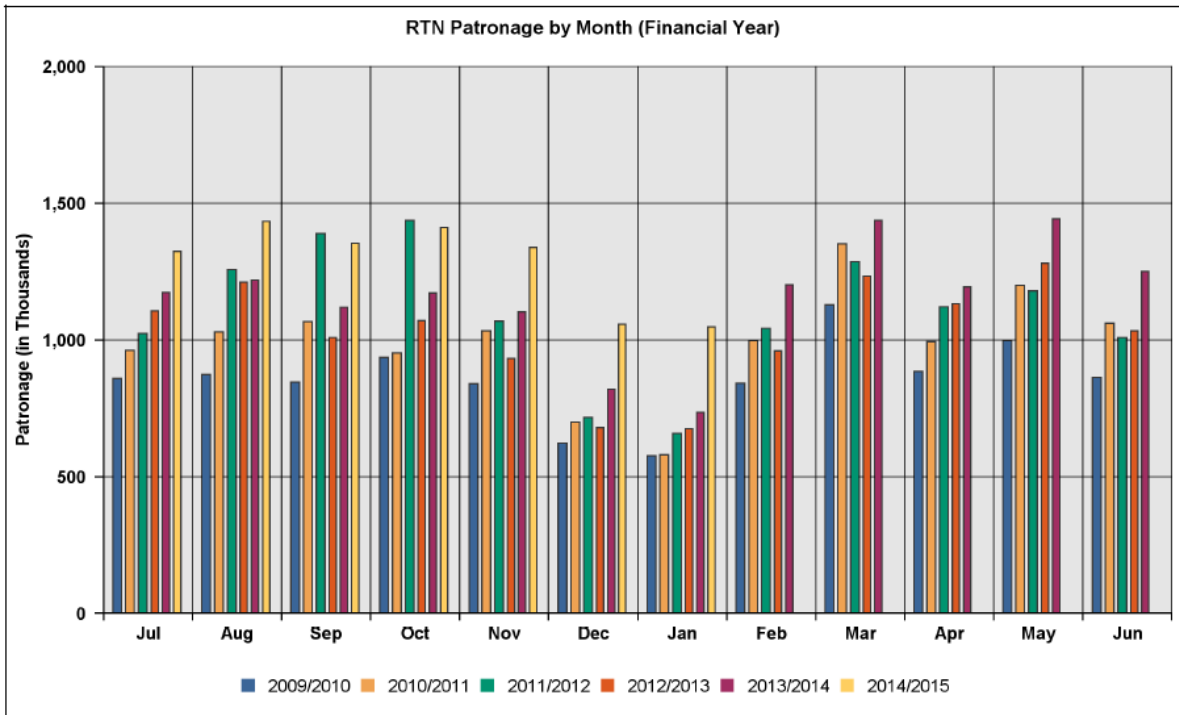


Figure 3. RTN Patronage – 12 Months Rolling Total



Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-14	Mar-14	Apr-14	May-14	Jun-14
12.9% ▲	17.7% ▲	21.0% ▲	20.6% ▲	21.5% ▲	29.2% ▲	42.5% ▲	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 Jan-2015 and totalled 12,790,306 passengers for the 12 months to Jan-2015 (Figure 5), an increase of +2.2% on the 12 months to Dec-2014 and +20.0% on the 12 months to Jan-2014. Patronage for Jan-2015 was 863,550 boardings, an increase of +46.7% (+274,977 boardings) on Jan-2014 (Figure 6), normalised to ~ +41.7%. Financial year to date rail patronage has grown by +22.4%.

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

The most significant variable between January this year and the same month last year is the difference in the extent of the network closure. Last year, the Eastern & Newmarket Lines were closed for the first three weeks (normal timetable resumed on 20 January) and most of the network was closed during Anniversary weekend. This year normal services resumed on 5 January except for the Western Line which resumed on 12 January, and there was no block during Anniversary weekend. This difference alone accounts for 10% of the patronage change just in terms of the recorded bus patronage without factoring in the extra passenger numbers recorded on trains when compared to replacement buses.

A further factor was the special event traffic in January this year – the ODI cricket versus Sri Lanka and the League Nines. The numbers carried to and from these events account for 5% of the patronage variance.

A new timetable was introduced on 8 December that increased the number of scheduled services per week by ~25%. As there is a direct relationship between the changes in patronage and any change in service levels, this will also be contributing to the growth but that can be assumed to be part of the overall “background” growth being experienced. Taking out annual “one offs”, the net “normalised” difference in patronage for January 2015 compared to last year is around +20%, which is consistent with the growth experienced year to date.

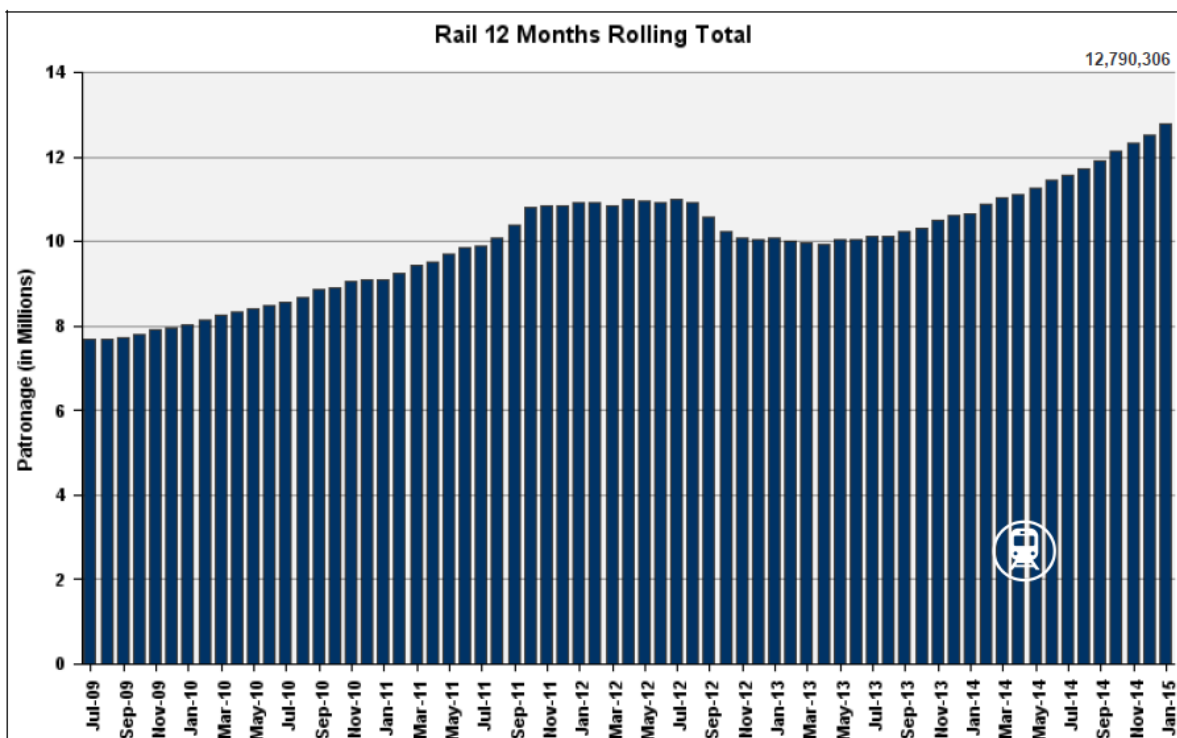
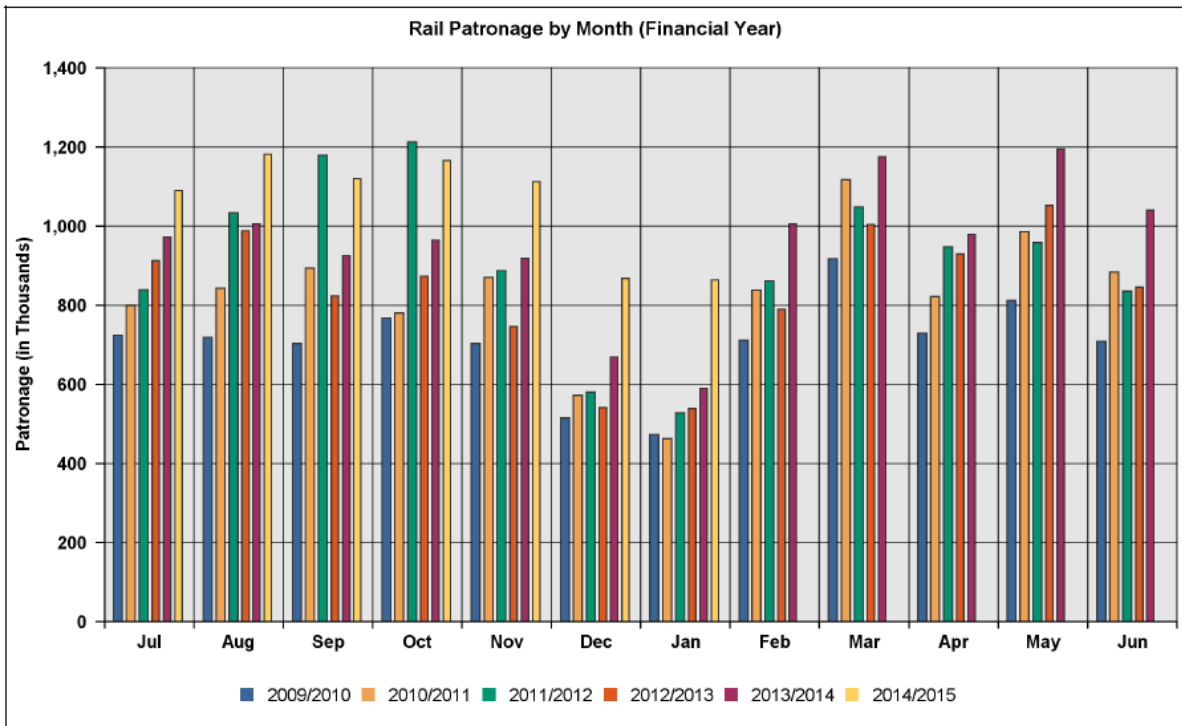


Figure 5. Rail Patronage – 12 Months Rolling Total





Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-14	Mar-14	Apr-14	May-14	Jun-14
12.1%▲	17.6%▲	21.0%▲	20.8%▲	21.0%▲	29.6%▲	46.7%▲	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.

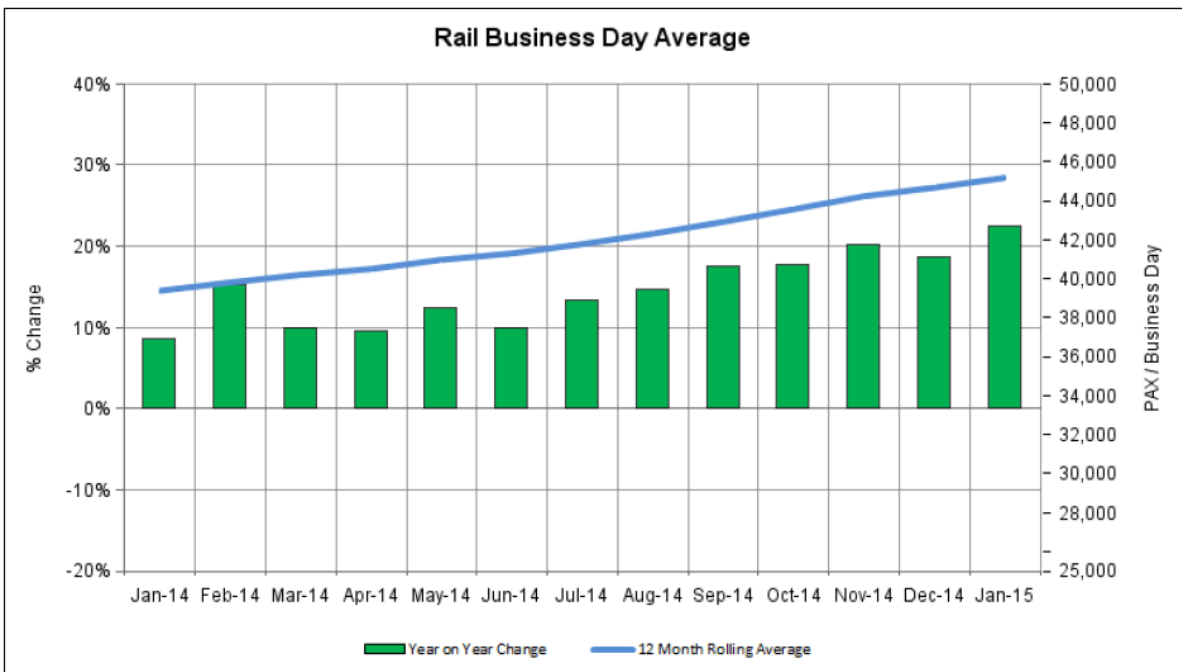


Figure 7. Rail Patronage – Average Business Day Daily Passenger Counts for Scheduled Services

Rail ticket types sold (Figure 8) illustrates an increase in AT HOP card usage relative to single paper ticket sales in Jan-2015 compared to Jan-2014.



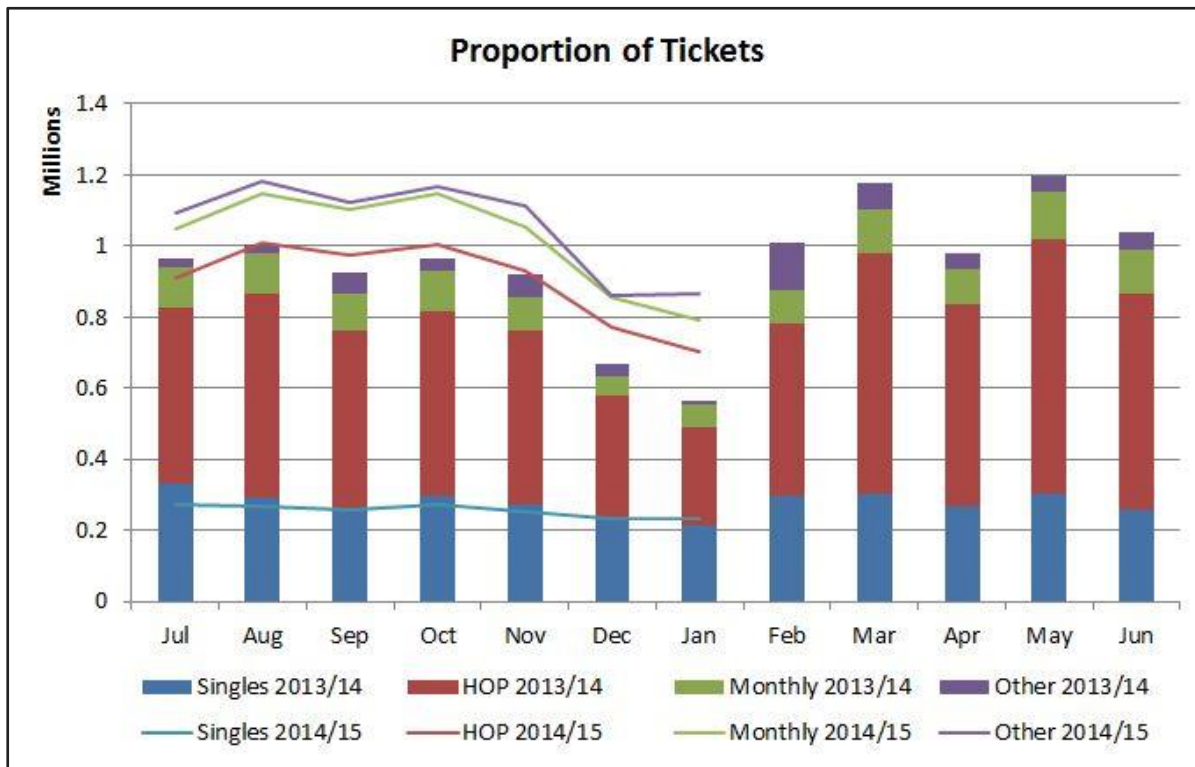
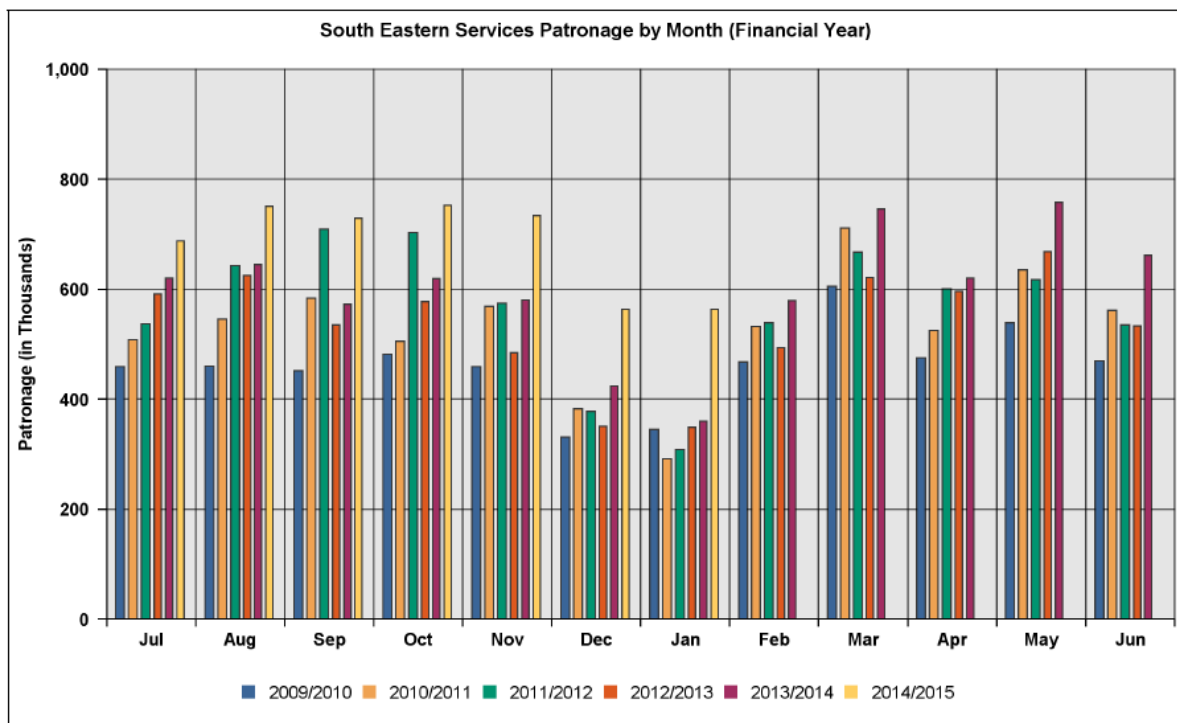


Figure 8. Ticket Sales by Ticket Type – 2014 compared to 2013

South East Rail Services (Southern, Eastern & Onehunga Lines)



Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-14	Mar-14	Apr-14	May-14	Jun-14
11.0%▲	16.5%▲	27.2%▲	21.6%▲	26.4%▲	32.8%▲	56.4%▲	17.1%▲	20.1%▲	4.1%▲	13.3%▲	24.0%▲

Figure 9. South East Services (Southern, Eastern & Onehunga) Rail Patronage – Growth by Month 2009/10 to 2014/15

Southern, Eastern and Onehunga Line rail patronage totalled 8,145,591 passengers for the 12 months to Jan-2015, an increase of +2.6% on the 12 months to Dec-2014 and +20.9% on the 12 months to Jun-2014.

months to Jan-2014. Patronage for Jan-2015 was 563,541 boardings, an increase of +56.4% (+203,324 boardings) on Jan-2014 (Figure 9). Financial year to date patronage has grown by +25.1%.

Travel between Pukekohe and Papakura is currently approximately 250,000 passenger journeys per annum. For the month of January 2015 the number of boardings at Pukekohe station increased by 27.9% when compared to the same month last year. A primary factor in this increase is the operation of weekend services serving Pukekohe which was part of the December timetable changes. By comparison the change in patronage on other Southern Line stations was -5.1%.

The following table shows the relative change in Pukekohe boardings to the Southern line.

January 2015	Month			12-Month		
	Boardings	Change on last year	Percentage change	Boardings	Change on last year	Percentage change
Southern Line Britomart/Papakura	252,929	-13,478	-5.1%	5,243,435	582,336	12.5%
Southern Line Pukekohe *	10,544	2,941	27.9%	145,640	21,769	14.9%

Western Rail Line

Western Line rail patronage totalled 4,644,715 passengers for the 12 months to Jan-2015, an increase of +1.6% on the 12 months to Dec-2014 and +18.3% on the 12 months to Jan-2014. Patronage for Jan-2015 was 300,009 boardings, an increase of +31.4%, much of which was the result of special event travel to and from Eden Park, (+71,653 boardings) on Jan-2014 (Figure 10). Financial year to date patronage has grown by +17.8%.

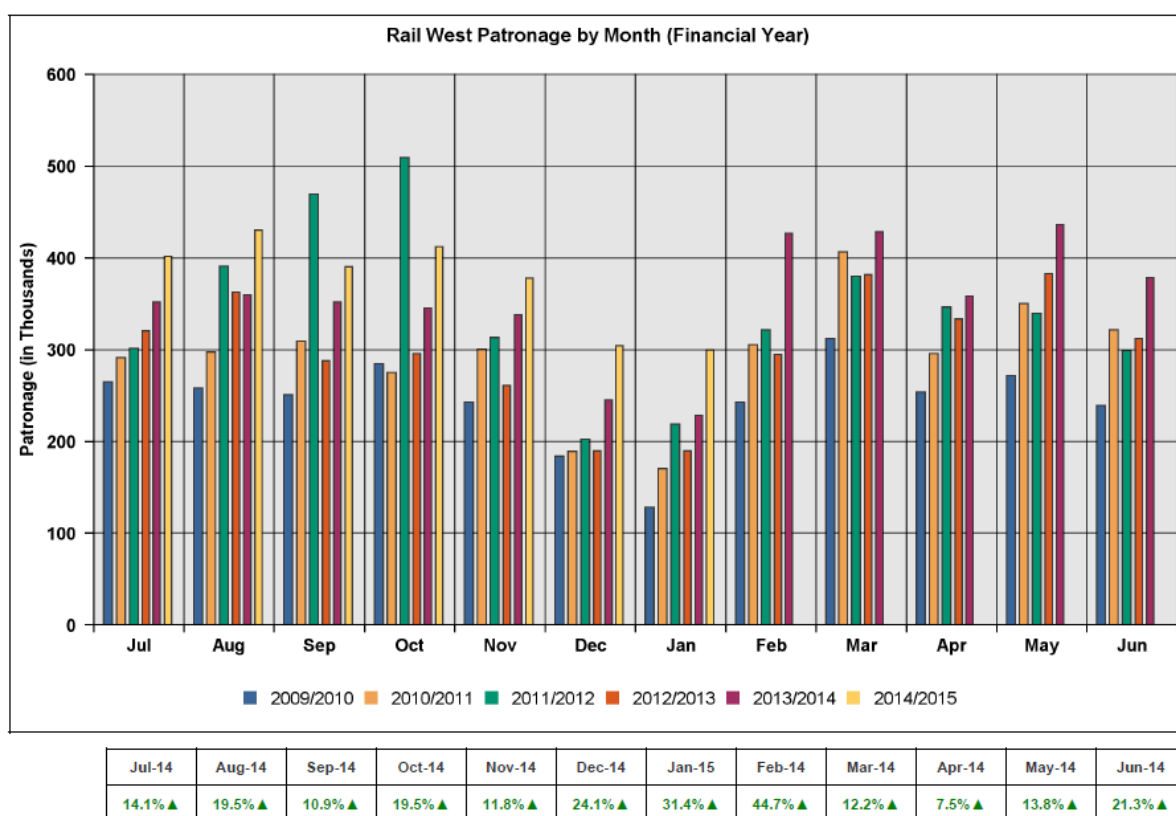


Figure 10. Western Line Rail Patronage – Growth by Month 2009/10 to 2014/15

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 2,702,105 passengers for the 12 months to Jan-2015 (Figure 11), an increase of +1.4% on the 12 months to Dec-2014 and +16.8% on the 12 months to Jan-2014. Patronage for Jan-2015 was 184,131 boardings, an increase of +25.5% (+37,392 boardings) on Jan-2014 (Figure 12), normalised to ~+26.2%. Financial year to date Northern Express patronage has grown by +21.3%.

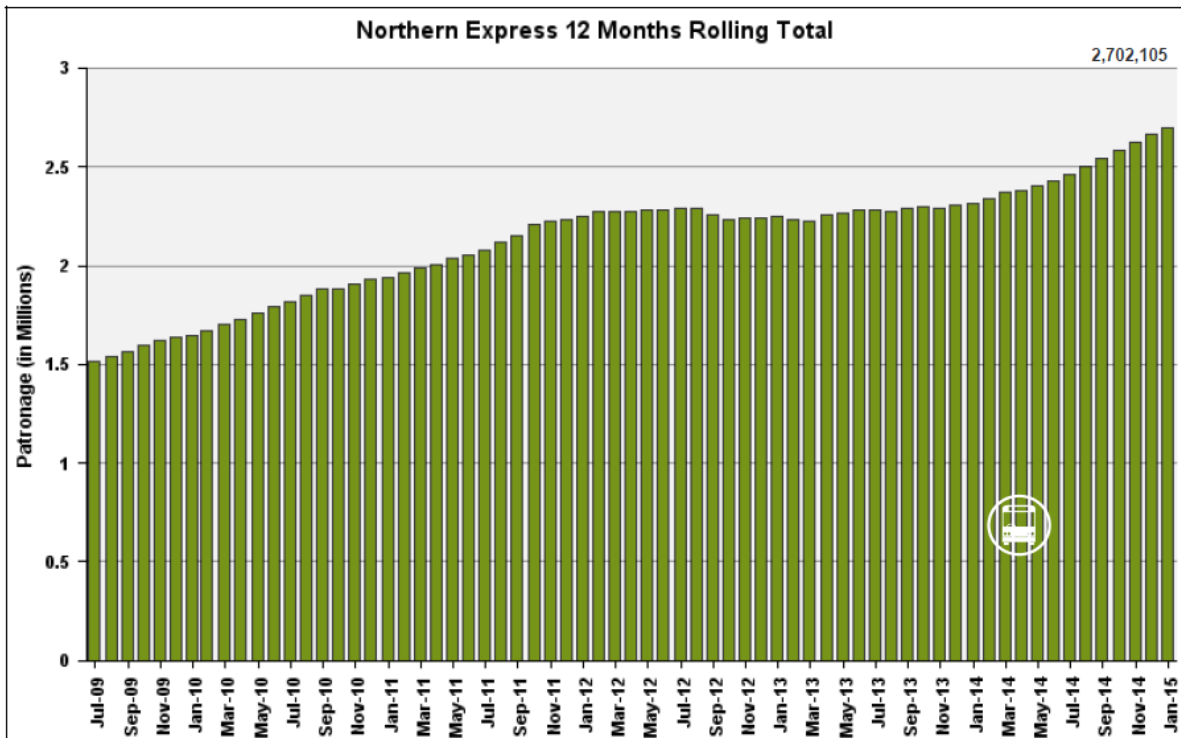
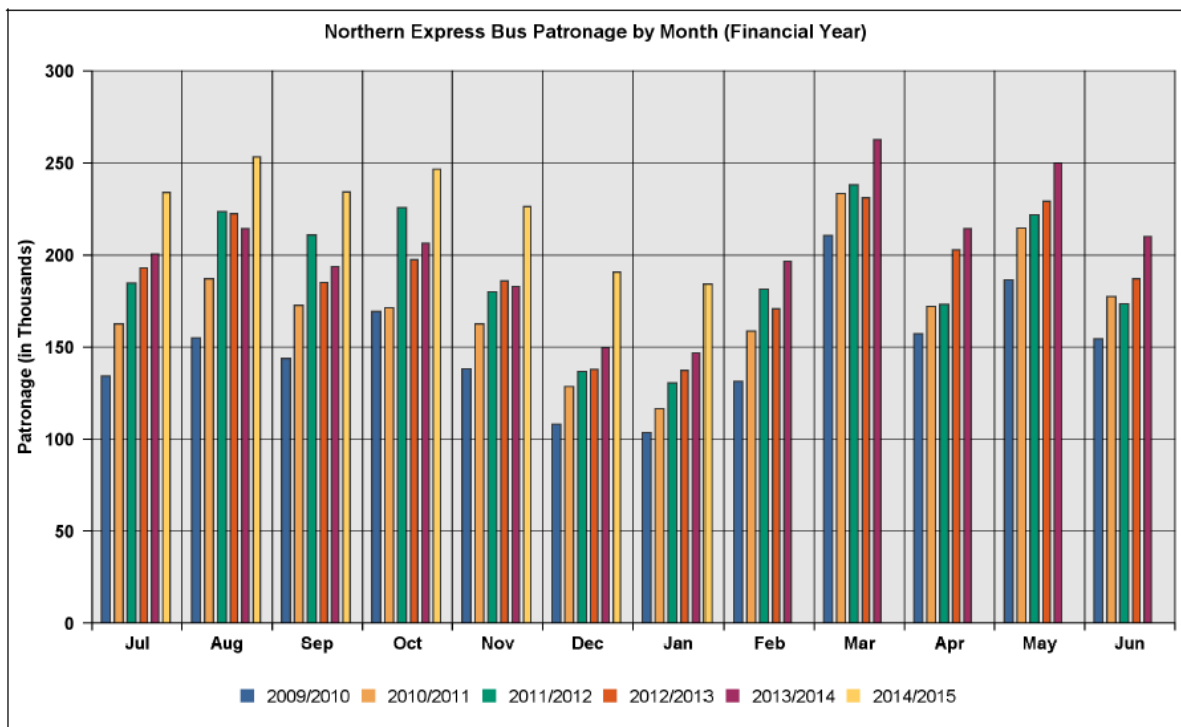


Figure 11. Northern Express Bus Patronage – 12 Months Rolling Total



Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-14	Mar-14	Apr-14	May-14	Jun-14
16.7%▲	18.3%▲	21.0%▲	19.5%▲	23.8%▲	27.4%▲	25.5%▲	15.2%▲	13.6%▲	5.7%▲	9.0%▲	12.4%▲

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



Bus Patronage (Excluding Northern Express)

Patronage totalled 55,728,777 passengers for the 12 months to Jan-2015, an increase of +0.5% on the 12 months to Jan-2014 and +7.6% on the 12 months to Jan-2014. Patronage for Jan-2015 was 3,687,994 boardings, an increase of +8.1% (+277,833 boardings) on Jan-2014 (Figure 13), normalised to ~ +8.3%. Financial year to date other bus patronage has grown by +7.8%.

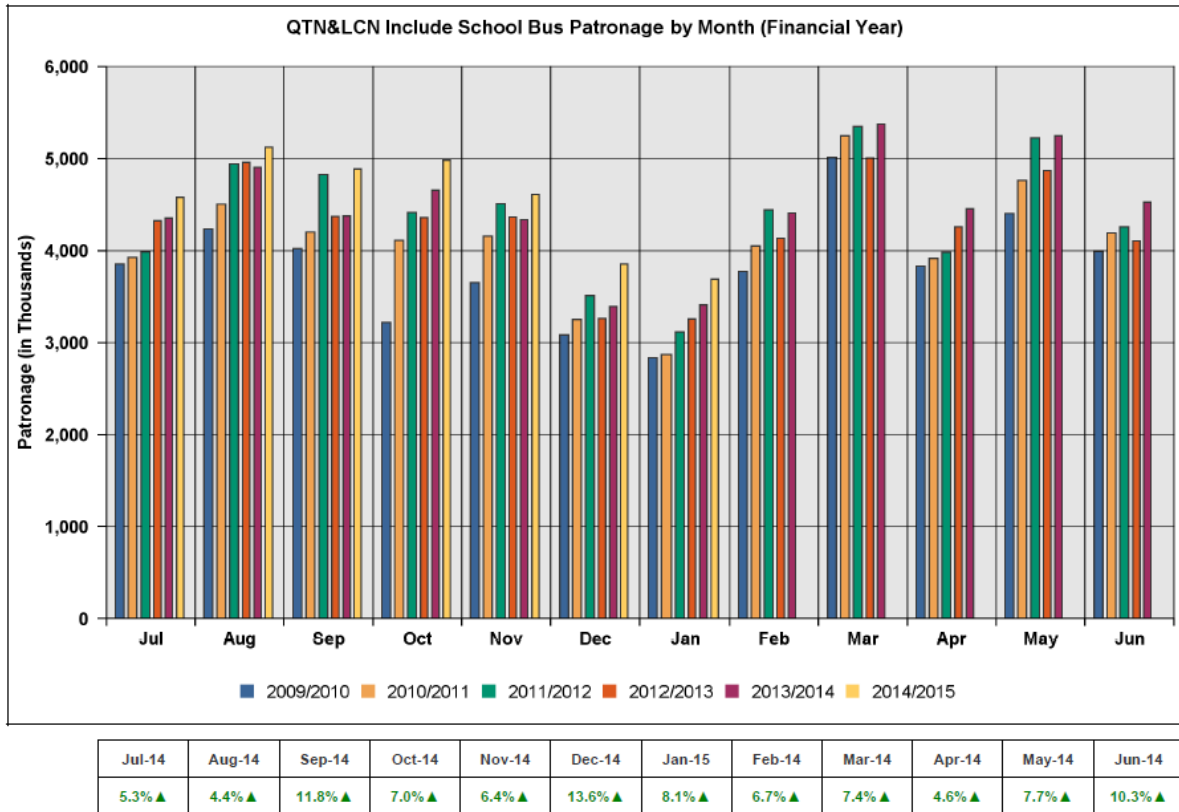


Figure 13. Bus Patronage (other than Northern Express) – Growth by Month 2009/10 to 2014/15

Normalised average business day patronage is illustrated at Figure 14.

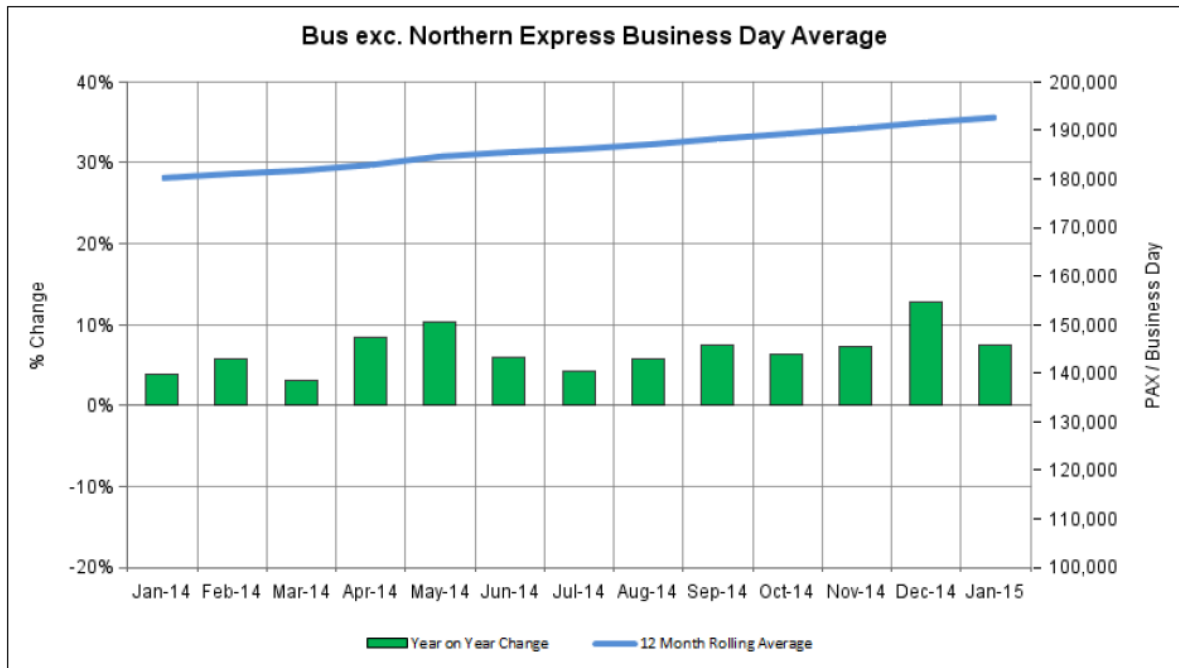


Figure 14. Bus Patronage – Average Business Day Daily Passenger Counts

Ferry Patronage

Ferry services carried 5,259,767 passenger trips for the 12 months to Jan-2015, an increase of 1.8% on the 12 months to Dec-2014 and +1.7% movement on the 12 months to Jan-2014. Ferry services patronage for Jan-2015 was 593,107, an increase of 91,658 boardings or 18.3% on Jan-2014, normalised to ~ 18.3%. This increase is partly attributed to new services to Waiheke Island by the Explore Group. Financial year to date ferry patronage has increased by 5.0%.

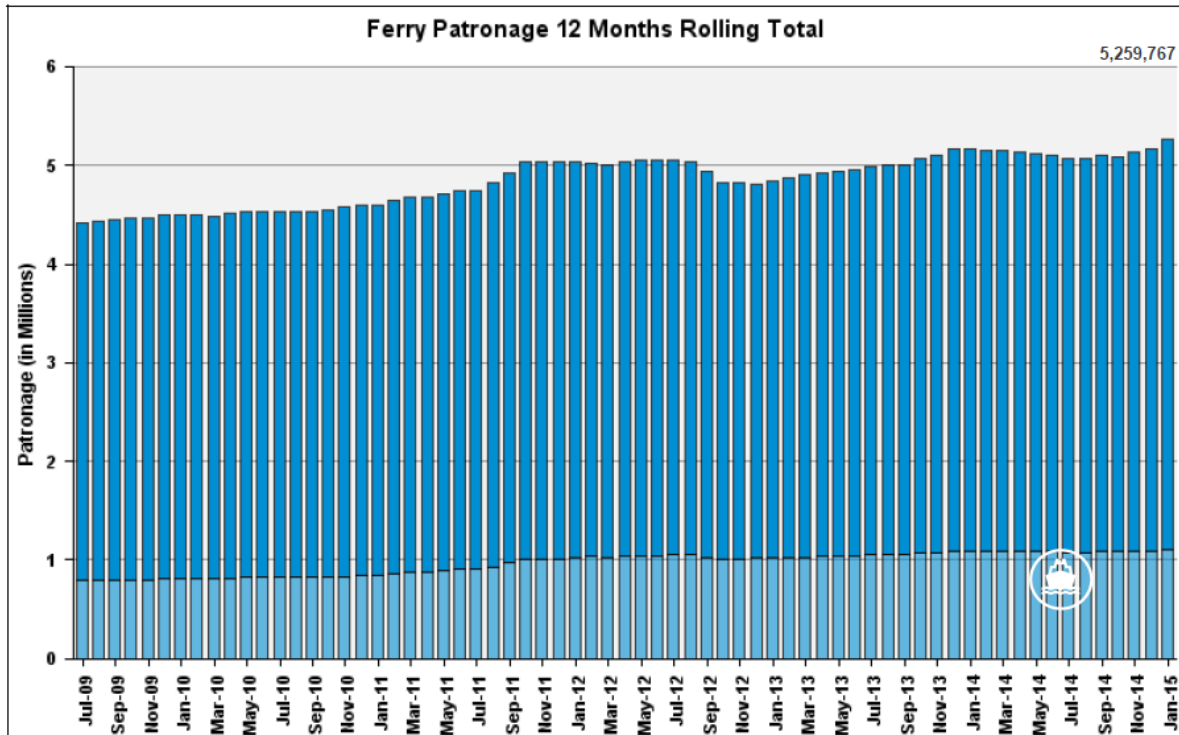
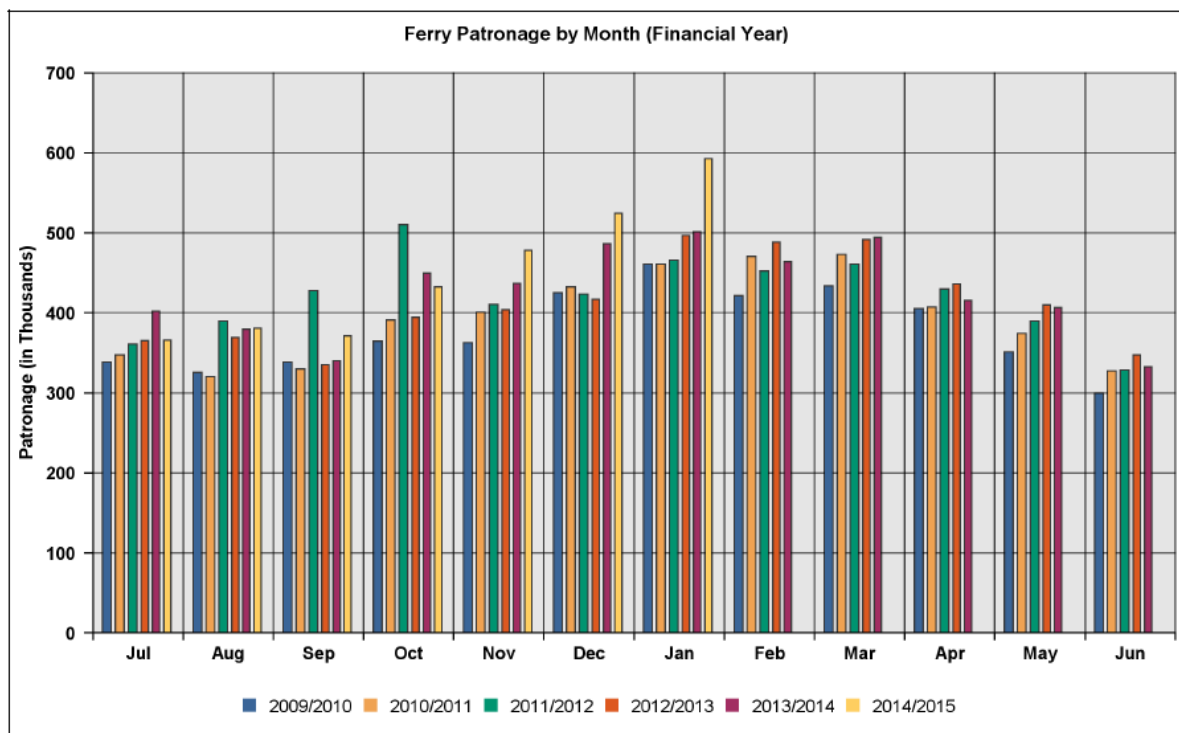


Figure 15. Ferry Patronage – 12 Months Rolling Total (Above Split – Exempt Services / Contract)



Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-14	Mar-14	Apr-14	May-14	Jun-14
-8.9% ▼	0.4% ▲	9.2% ▲	-4.0% ▼	9.4% ▲	7.9% ▲	18.3% ▲	-5.0% ▼	0.4% ▲	-4.7% ▼	-0.7% ▼	-4.4% ▼

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

3. PUBLIC TRANSPORT SERVICE PERFORMANCE

Rail Service Performance

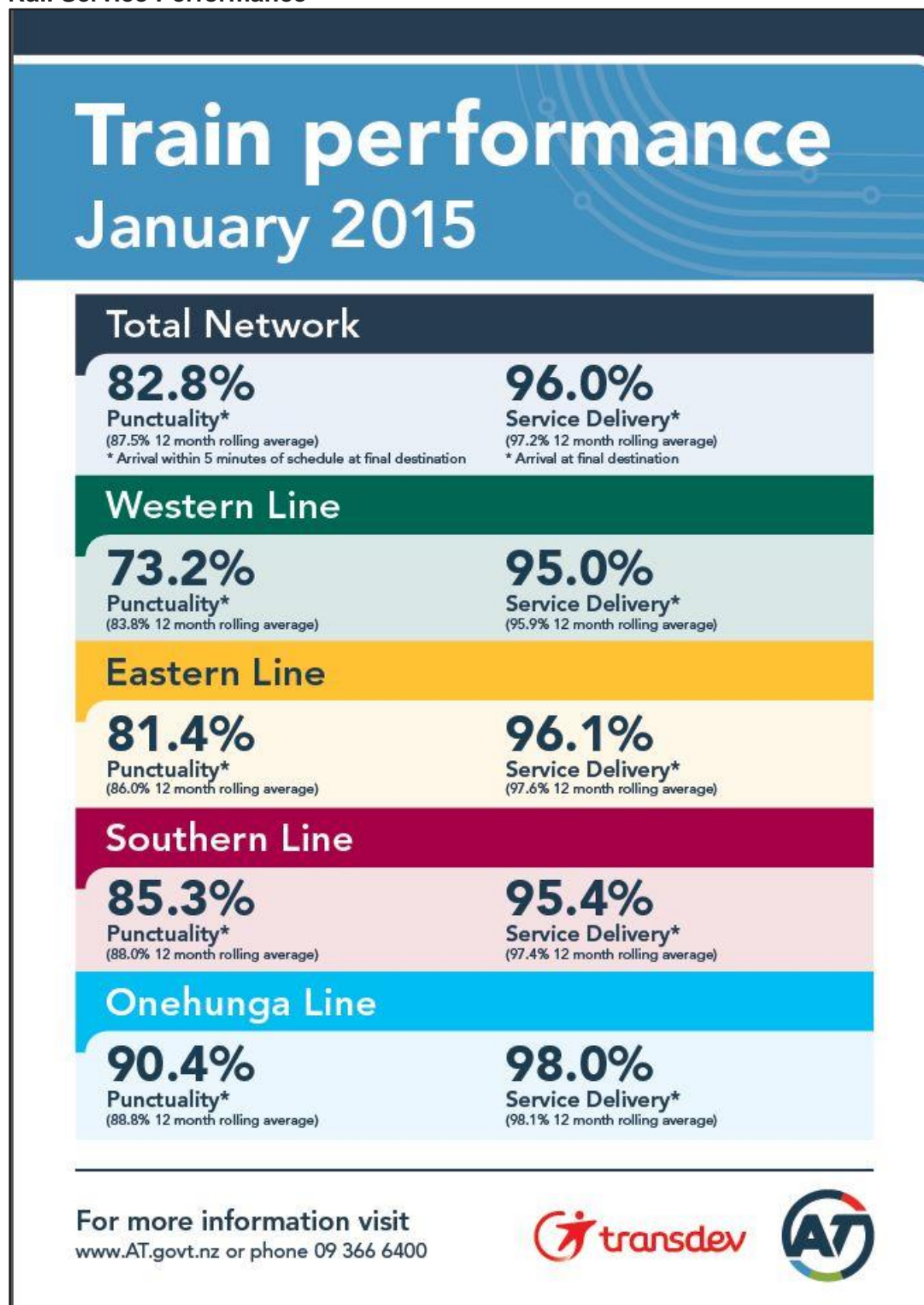


Figure 17. Rail Published Performance Results for January 2015

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 January-2015 service delivery was 96.0% and punctuality was 82.8% compared to the 12 month average of 97.2% and 87.5% respectively. Punctuality trends comparing 2013/14 and 2014/15 are presented in Figure 18.

Table 2: Train Performance Statistics - January 2015

	West	East	South	Manukau	Onehunga	Total
Services Planned	1,931	3,024	3,453		1,857	10,265
Services Cancelled	97	117	160		37	411
Services Delayed > 5 min	491	541	485		174	1,691

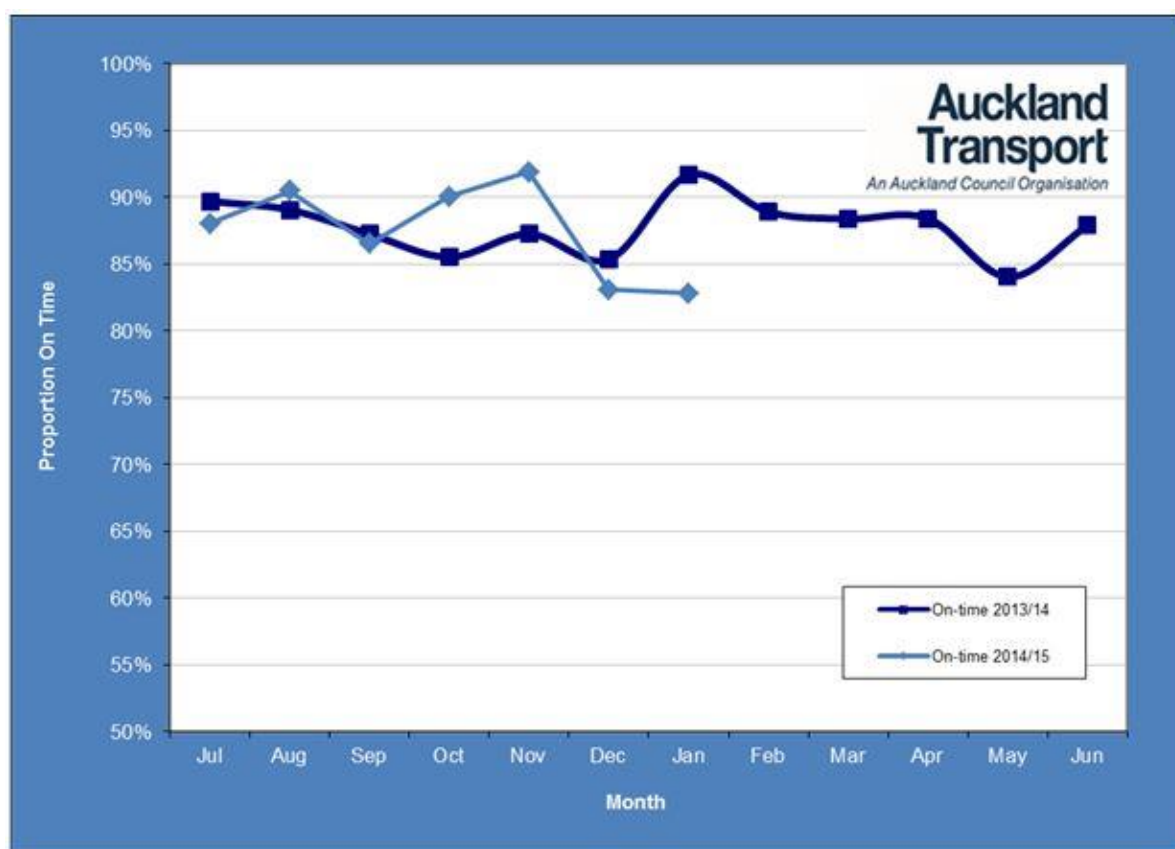


Figure 18. Rail Punctuality Trends for 2013 and 2014

January performance was impacted by network faults following the work performed over the Christmas / New Year line blocks, in particular speed restrictions and points failures. In addition a number of incidents as detailed below combined with the operational challenges of delivering the new rail timetable that provides less resilience to service disruption saw performance results below target. The following major incidents impacted on service delivery during January:

- Track, Signals, Train Control and Traction Overhead (KiwiRail) – Major infrastructure faults affected services on six days in the month.
- Diesel Train faults (KiwiRail) – Major incidents impacted service delivery on six days during the month.
- Electric Train Operations – Electric train operations resulted in major delays on two days during January 2015.

- Operational (Transdev) – Major incidents impacted delivery on three days during the month.
- Other – Train operations were impacted on one day during the month, which was a fatality at Morningside level crossing that affect the evening services on the Western Line on the 29 January 2015.

Train Delay Impacts

In line with overall performance results train delay minutes increased substantially by 101.5% compared to the same month last year. Although the total number of services operated increased by 36.7% compared to January last year, this result reflects the service impacts of the incidents highlighted above. For the month a total of 20,849 delay minutes were recorded as a result of all causes. The main changes from recent months were the performance impacts as a result of network faults and an increase in the number of diesel train faults. Figure 19 also shows the increase in the trend of train services operated over time and average delay minutes per train service.

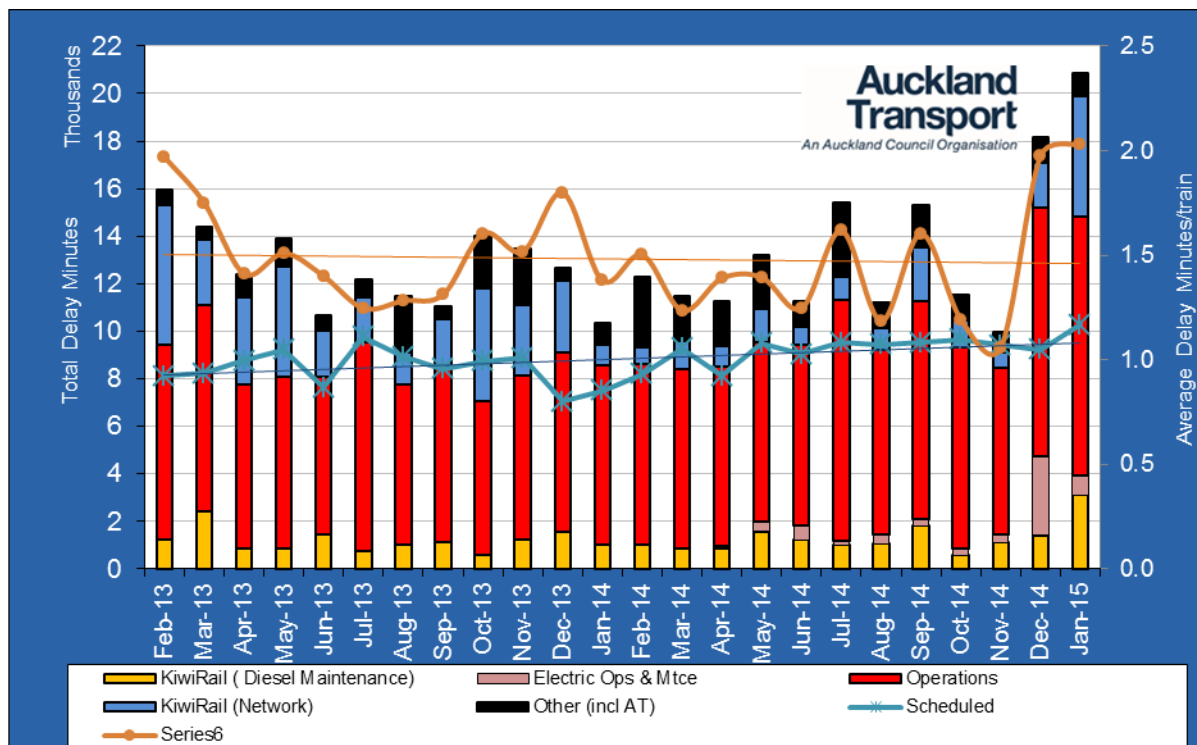


Figure 19. Train Delay Minutes by Cause

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	153	3.0%
Signal/points failure	3,307	65.0%
Speed restrictions	1,324	26.0%
Track protection measures*	307	6.0%
Total	5,091	

* 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 Jan-2015, 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 82.8%.

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 80.5% on-time performance for Jan-2015.

Table 4. Rail Punctuality Weighted by Passenger Volume

	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15
Total Network Actual Service Delays	91.7%	88.9%	88.4%	88.4%	84.0%	87.9%	88.0%	90.5%	86.5%	90.0%	91.9%	83.1%	82.8%
Weighted by Passenger Volume by Line	90.3%	87.2%	87.2%	87.7%	84.1%	87.2%	87.4%	89.9%	86.2%	89.7%	91.7%	82.9%	80.5%

Rail Capacity

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

Bus Service Performance

For January 2015, 97.20% 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 January 2015 was 93.14%, 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 - January 2015

Operator	Scheduled Trips	Reliability	Punctuality
Airbus	5,868	90.65%	91.33%
Birkenhead	10,820	97.52%	91.65%
H & E	17,857	97.64%	91.91%
NZ Bus	119,372	97.60%	94.16%
Ritchies	29,099	96.75%	93.18%
Tranzit	2,253	96.97%	91.28%
Urban Express	5,486	99.49%	97.67%
Waiheke Bus Company	2,447	85.85%	70.89%
Total	193,202	97.20%	93.14%

*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 January 2015, 99.73% 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 January 2015 was 99.68%, 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 - January 2015

Route	Scheduled Trips	Reliability	Punctuality
Bayswater	944	99.79%	99.79%
Half Moon Bay	559	99.11%	98.93%
Birkenhead	1,012	100.00%	100.00%
Gulf Harbour	228	100.00%	100.00%
Hobsonville	190	99.47%	99.47%
West Harbour	513	99.81%	99.81%
Rakino	34	100.00%	100.00%
Pine Harbour	594	99.66%	99.49%
Total	4,074	99.73%	99.68%

4. SPECIAL EVENT PUBLIC TRANSPORT SERVICES

A total of 71 events took place in January with 10 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.

Black Caps vs. Sri Lanka, Eden Park: Saturday, 17 January 2015

Total Attendance : 10,979

	INBOUND		OUTBOUND		Average % Gate Moved
	Special Event Service Passengers	% Gate Moved	Special Event Service Passengers	% Gate Moved	
RAIL	3,982	36.27%	4,071	37.08%	36.67%
BUS	187	1.70%	178	1.62%	1.66%
FERRY	-	-	-	-	-
TOTAL	4,169	37.97%	4,249	38.70%	38.34%

Breakers vs. Melbourne Tigers, Vector Arena: Sunday, 18 January 2015

Total Attendance : 4,729

	INBOUND		OUTBOUND		Average % Gate Moved
	Special Event Service Passengers	% Gate Moved	Special Event Service Passengers	% Gate Moved	
RAIL	436	9.22%	398	8.42%	8.82%
BUS	37	0.78%	240	5.08%	2.93%
FERRY	-	-	-	-	-
TOTAL	473	10.00%	638	13.49%	11.75%

Breakers vs. Sydney Kings, Vector Arena: Friday, 23 January 2015

Total Attendance : 4,543

	INBOUND		OUTBOUND		Average % Gate Moved
	Special Event Service Passengers	% Gate Moved	Special Event Service Passengers	% Gate Moved	
RAIL	413	9.09%	183	4.03%	6.56%
BUS	69	1.52%	254	5.59%	3.55%
FERRY	-	-	-	-	-
TOTAL	482	10.61%	437	9.62%	10.11%

Cloud Festival, QBE Stadium: Saturday, 24 January 2015

Total Attendance : 2,115

	INBOUND		OUTBOUND		Average % Gate Moved
	Special Event Service Passengers	% Gate Moved	Special Event Service Passengers	% Gate Moved	
RAIL	52	2.46%	53	2.51%	2.48%
BUS	300	14.18%	93	4.40%	9.29%
FERRY	-	-	-	-	-
TOTAL	352	16.64%	146	6.90%	11.77%

NRL9's Day 1, Eden Park: Saturday, 31 January 2015

Total Attendance : 32,000

	INBOUND		OUTBOUND		Average % Gate Moved
	Special Event Service Passengers	% Gate Moved	Special Event Service Passengers	% Gate Moved	
RAIL	14,036	43.86%	16,851	52.66%	48.26%
BUS	6,049	18.90%	6,216	19.43%	19.16%
FERRY	-	-	-	-	-
TOTAL	20,085	62.77%	23,067	72.08%	67.43%

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 January 2014:

6. PUBLIC TRANSPORT SERVICE DEVELOPMENT PROJECTS

Projects Implemented/Completed

- Timetable changes for Ritchies bus services to improve timetable reliability and punctuality went live on 25/1/15 as did additional trips with Urban Express and some adjustments to some western school bus services.

Projects in Progress

- The Swanson Park and Ride construction is continuing. Completion is scheduled for April 2015.
-
- Ellerslie Station Canopy Construction

Projects in Planning

- Timetables for Birkenhead bus services are being reviewed to improve timetable reliability and punctuality.
- Timetables for Metrolink bus services are being reviewed to improve timetable reliability and punctuality.
- The new loop bus service for Stonefields is due to go live on the 23rd of February 2015.
- Planning is continuing for the changes to bus timetables and routes for the CBD that will be required for the commencement of the City Rail Link enabling works.
- A Puhinui Train Station upgrade is being planned.
- Planning for the introduction of integrated fares is continuing.
- Planning for the new Bus Interchange at Manukau City is continuing.
- Planning the for next stage of the Otahuhu Bus Interchange (post the enabling works) is continuing.
- Planning is continuing for the implementation of the new bus network for the Hibiscus Coast.
- Analysis of feedback received from the public consultation for the new Pukekohe/Waiuku network continues.

7. PUBLIC TRANSPORT PROMOTIONAL ACTIVITIES

Back to School AT HOP campaign

AT encounters seasonal issues that occur when kids are going back to school such as:

- Lost AT HOP card
- Credit card expired
- Parents unaware of concessions and paying too much

These issues translate into a spike of calls to the AT HOP helpdesk, resulting in an increase from the usual 500 calls to 900 calls over the February/ March period.

There is also an opportunity to sell AT HOP cards at this time to children starting Intermediate or Secondary school.

Black Caps vs Sri Lanka

2pm, Saturday 17 Jan, Eden Park

Travel on trains and the Northern Express is included with your match ticket.

Train
Travel on trains is included with your match ticket. You can travel up to 3 hours before the match starts and until end of service post-match.

Bus
Travel on the Northern Express is included with your match ticket. You can travel up to 3 hours before the match starts; buses will be departing for 1 hour post-match (last bus departs approx. 11pm).
The Northern Express drops-off just across the road from Britomart where you can board a train to Kingsland Station (which is situated just across the road from Eden Park).

For more information on public transport services running to/from events this summer visit: AT.govt.nz/summerevents

AKL The Show Never Stops

This campaign is targeted towards parents preparing for school travel this year.

The campaign has an additional emphasis on setting up 'Auto Top Up' on AT HOP cards so they never have to worry about their child being stranded without credit on their card.

We are delivering an integrated media campaign combining various media channels, together with an information pack that will be delivered to schools via AT's Community Transport Coordinators. The pack will contain a letter addressed to the principal, printed promotional material and a USB stick with all promotional material and images which can be printed or used to insert into their printed or digital newsletter.

AT HOP Concessions and Renewals

In March 2015 there will be approximately 60,000 students returning to renew the concession on their card. Currently, the loading of any concession onto an AT HOP card is a "card present transaction", undertaken on a TOT at a Customer Service Centre. As no online solution is available for applying or renewing the concession on AT HOP card, students will be asked to visit a CSC to apply or renew their concessions before 31 March 2015. We are delivering an integrated media campaign combining various channels but the focus will be on direct marketing to students mainly via email.



Special Events – Black Caps 17 Jan 2015

The Black Caps played Sri Lanka on the 17th Jan at Eden Park. Travel on trains and special event buses were included with match tickets. Marketing materials were in the market as of 10th Jan. unfortunately the event was rained out and finished early. Full event report pending, but approx. 30% of patrons carried by rail.

This advertising material was produced using the '**non-stop summer**' format. This format has been developed to be used across all of the events that are being held in Auckland this summer. This advertising is being used in combination with the website www.at.govt.nz/summerevents where readers can find information on a wide range of event information.

Other major events coming up include; the NRL Nines, ITU Triathlon, start of the Super Rugby season, Round the Bays, Pacific, the Volvo Ocean Race and of course the ICC Cricket World Cup.

Special Events – Dick Smith NRL Auckland Nines 31 Jan and 1 Feb 2015

The Dick Smith NRL Nines was again a huge event for Auckland and for AT. Last year we successfully moved just over 40% of patrons on trains and special event bus services – this year we exceeded this **moving over 50% of patrons on both days of the event**. Promotional advertising included; press, radio, online and street talkers (ambassadors with small billboards strapped to their backs)

Dick Smith NRL Auckland Nines Visitor Pass

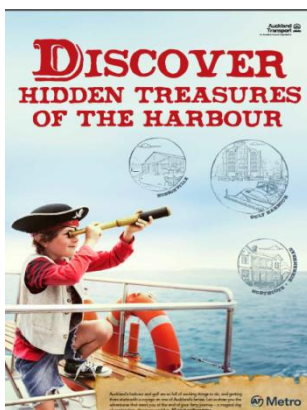
AT, in association with ATEED, Duco and the NRL, produced an NRL Nines themed AT HOP card and packaging, all of which was marketed at the Dick Smith NRL Auckland Nines. The special AT HOP card came pre-loaded with a PT Day Pass and the packaging includes discount offers for various tourist attractions across Auckland. This was a good test for transport ticketing deals we need to arrange for future events, like the 2017 World Masters Games.

Ritchies bus services timetable changes 25 January 2015

Some timetable changes were introduced for Ritchies bus services in the north and west on 25th January 2015. We promoted this with posters on buses and at 200 bus stops, newspaper advertising, an eDM, and AT Ambassadors making announcements on board.

Waiheke Bus timetable changes 5 January 2015

Posters were put on Waiheke bus services promoting four additional services



Hidden Treasures of the Harbour – Ferry Leisure Campaign Jan–Mar 2015

Ferry services within in Auckland have been steadily growing in recent years, both in destinations served (12 plus Waiheke) from the City Centre and in the frequency of services and patronage. Marketing activity has predominantly focussed on the initial



launch of the service or expanded timetable with a particular emphasis on the commuter market.

This new campaign is the first to focus on a leisure market articulating the reasons why using a ferry is a great way to see some of the beautiful and fascinating places of the city. Targets for this campaign during 2015 are to increase leisure patronage by 15,900.

The campaign pivots off a video shown on TrueView (ads that precede videos on YouTube) where we anticipate 60k+ views. There will also be press coverage in the NZ Herald, Tourist publications and outdoor media.

To see the video go to www.at.govt.nz/ferrytrips

Leave your car on the bench!

The next phase of the 'Get on board' campaign starts in two weeks with a small bus back and radio campaign with the theme 'leave your car on the bench! This campaign is designed to encourage car users to give PT a trial for their regular commute.



In November 2014 a sales promotion was run promoting the chance to win \$1,000 of public transport and a BBQ with Jerome Kaino. Anyone registering and using an AT HOP card in November was entered in the draw. Of the 5,985 entries our winner was Ms Judy Stephens of Papakura. Judy chose to use her BBQ at a gathering of gliding enthusiasts at the Drury Gliding Club. Over 60 people attended the BBQ and enjoyed Jerome's company and the BBQ food provided by AT. Jerome will be going back to the Club to be taken up in a two-seater glider. A media release has been sent out following this event. Jerome re-tweeted the AT tweet on the event to his 67,000 followers

Rail Safety Reminder – South Auckland Transport

With regular EMU services about to start on the Southern Line between (Papakura and Homai) a small campaign has been implemented to remind local residents of the dangers presented by the new electric trains and overhead wires. A mail drop has gone out to residences within 1km of railway lines and press ads have appeared in local papers. A letter and pack is also going out to local schools via our AT Travel wise coordinators.

A similar strategy will be employed prior to roll-out of EMUs on the Western Line.

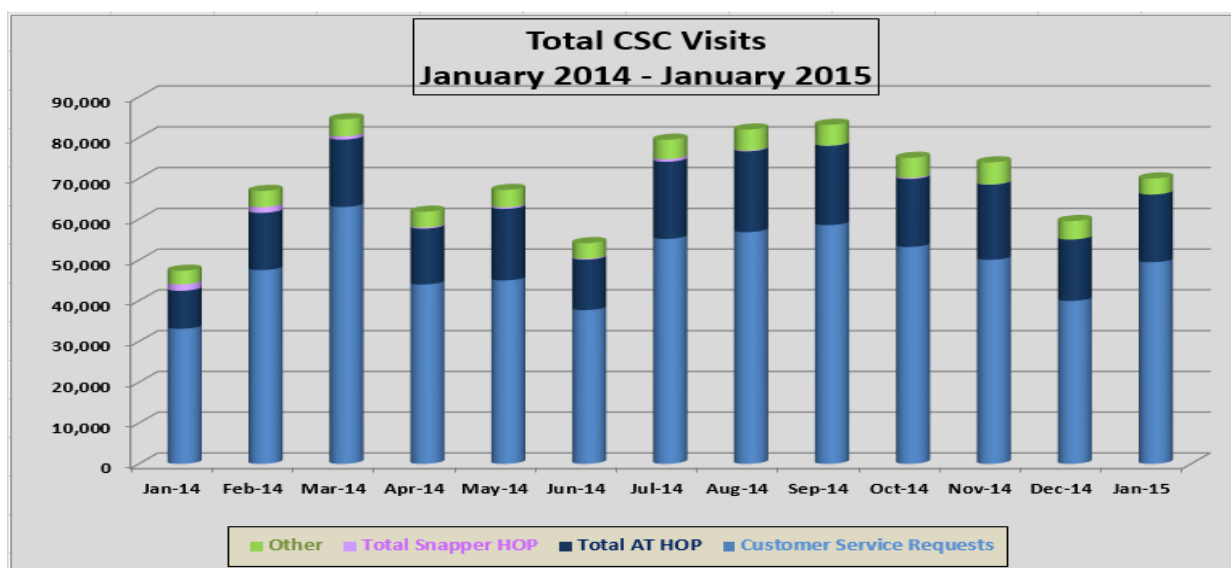
New Movers

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.

8. PUBLIC TRANSPORT CUSTOMER SERVICE CHANNELS

Walk-In-Centres

The combined customer visits to the Customer Service Centres for January 2015 was 69,979, an increase of 10,433 on December's visitor numbers of 59,546. Visitor numbers were also significantly up on the same period in 2014, increasing by 48% from 47,358. This increase was anticipated, with all the major commuter bus operators having now implemented AT HOP, compared to the same period in 2014, when Ritchies, Howick & Eastern and a number of smaller operators had yet to be converted to the new integrated ticketing system. In the past 12 months, there have been almost 858,000 visits to the Customer Service Centres, an average of over 2,350 per day. This compares to 516,000 calls handled by the Contact Centre in relation to PT and AT HOP queries and continues to underline the importance of the face-to-face channel to customers, who clearly place considerable value in it.



AT Public Transport Call Centre

In January 2015, the PT Contact Centre was offered 32,522 calls, with 29,759 (91.50%) answered. The grade of service was 67.0%. This compares to 37,884 calls in the same period last year, of which 35,680 (94.2%) were answered. The grade of service was 77%.

The AT HOP Contact Centre was offered 9,283 calls with 8,600 (92.6%) answered. The grade of service was 80%. This compares to 10,108 calls in the same period last year, with 9,696 (95.9%) answered. The grade of service was 71%.

