

5 April 2019

George
fyi-request-9811-e3c2566b@requests.fyi.org.nz

Dear George

Local Government Official Information and Meetings Act 1987
CAS-1000489-C4V1R8

We refer to your request for official information dated 9 March 2019 requesting the following:

I am requesting any and all documents that inform the design processes for the many new bus timetables and bus maps with the New Network. Specifically, this includes any in-house design guidelines for the mapping of the bus and train systems.

We can confirm that the design processes for the creation of new bus timetables, bus maps and or other collateral for the New Network do not exist in the form of written specifications or brand guidelines.

With the rollout of the New Network having to occur within a very confined timeline, there was not the time to create brand guidelines as the Design team created the work, per se. In short, the standard was created based on what worked and what didn't work.

The graphic requirements were created by reviewing best practices and learnings from outcomes based on overseas models on what other cities had done in the past. We studied what had been done for cities like London, Melbourne, New York, Washington, Munich etc. while at the same time looking at those cities wayfinding as well. Additionally, we also looked at local examples, Wellington, Christchurch, as well reviewing what had been working here in our current system in Auckland at the time. Colours, Schematic route line weights and angles, map stylisation, bus stop flags, station maps, Vipid's wayfinding and other signage etc. had all been considered, again based on best practices around the world.

However, there is the TDM (Transport Design Manual), which is a design manual that focuses primarily on Wayfinding across our network and other infrastructure. The Wayfinding is used in conjunction with other urban spaces and is located in the Public Transport section of the TDM. See the link below.

<https://at.govt.nz/about-us/manuals-guidelines/>

We are therefore refusing your request under section 17(e) as the information requested does not exist.

We trust the above information has addressed your request however should you believe that we have not dealt with your request appropriately, you have the right in accordance with





section 27(3) of the LGOIMA to make a complaint to the Office of the Ombudsman and seek an investigation and review in regard to this matter.

If you have any further queries, please contact Auckland Transport on 09 355 3553 quoting Official Information request number CAS-1000489-C4V1R8.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Maree Cotter', is positioned below the 'Yours sincerely' text.

Maree Cotter
Head of Brand, Marketing and Design