

13 August 2024

Official Information Request

J Turner

By email [fyi-request-27888-1b7559ee@requests.fyi.org.nz](mailto:fyi-request-27888-1b7559ee@requests.fyi.org.nz)

Tēnā koe J Turner

**Local Government Official Information and Meetings Act 1987 (LGOIMA)**  
**Human Mobility Data**

Thank you for your request for official information which we received on 2 August. You requested as follows –

**I am writing to request the visitation numbers that were gathered under the Human Mobility Insights Project (<https://www.aucklandcouncil.govt.nz/about-auckland-council/performance-transparency/Pages/human-mobility-insights-project.aspx>) for the following parks:**

**Newmarket Park**  
**Shore Road Reserve**  
**Ayr Reserve**  
**Rosedale Park**  
**Henderson Park**

The numbers requested are in the table below. We have two Henderson Parks in the database, so we have provided both. These numbers are samples of visits not a count of all visits. The numbers are based on GPS signals from mobile devices that have geolocation enabled within apps. Not every person will carry a mobile / have these geolocation apps enabled so this method only captures some of the actual visits.

The method of data collection is the same across all parks and so we use these numbers in council to compare use proportionally, for example - to state that Rosedale Park gets around 2.3 more visits than Shore Road Reserve, rather than to state what the absolute number of visits is.

A signal from each device is counted only once per day so multiple visits from the same device within the same day to the same park will be only counted once.

The data is for the period Jan 2020 – Apr 2022.

Ayr Reserve	351,343
Henderson Park - Henderson	333,266
Henderson Park - Takapuna	93,414
Newmarket Park	593,269
Rosedale Park	2,324,515
Shore Road Reserve	991,822

You have the right to seek an investigation and review of this response by the Ombudsman. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

If you have any questions, please contact me at [joanne.kearney@aucklandcouncil.govt.nz](mailto:joanne.kearney@aucklandcouncil.govt.nz) or call me on 09 977 1702 or 021 195 4837.

Ngā mihi



Joanne Kearney

Senior Business Partner, Privacy & Official Information

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