



# TransLink Tracker



2010–2011 Q3



## About TransLink

In July 2008, TransLink Transit Authority was established as the statutory authority responsible for purchasing, delivering and managing public transport services within South East Queensland – an area that stretches from Gympie and the Sunshine Coast to Coolangatta on the Gold Coast, and west to Helidon.

We are committed to developing and delivering a world-class public transport network for the people of South East Queensland.

We contract 18 service delivery partners – including Queensland Rail, Brisbane City Council and 15 private operators – to deliver public transport. In conjunction with these partners and other stakeholders we drive the improvement and expansion of public transport services across the network.

TransLink's key functions include:

- overseeing the delivery of public transport services across South East Queensland to meet a demand which has increased by 50 per cent in the past five years
- managing and ensuring the standards of contracted service delivery partners
- delivering and managing infrastructure, including a 24 km network consisting of the Eastern, South Eastern, Inner Northern and Northern busways, and train station upgrades
- managing ticketing products, including the development of the *go* card which was rolled out in 2008
- providing customers with a single point of contact for feedback and information
- planning, coordinating and integrating services for bus, train and ferry across a 10,000 sq km area.

As a statutory authority, the board of TransLink is accountable to the Queensland Government's Minister for Transport.

The materials presented in this publication are an information source only. The TransLink Transit Authority makes no statements, representation or warranties about the accuracy, currency or completeness of any information contained in this publication.

The TransLink Transit Authority disclaims all responsibilities for the information and liability (including without limitation,

liability for negligence) for any loss, damage, expense and costs arising from any information being inaccurate or incomplete in any way for any reason.

Materials from this publication may be used or reproduced for study, research or training purposes providing the meaning is unchanged and the TransLink Transit Authority is acknowledged.

## For more information

<b>Web</b>	<a href="http://translink.com.au">translink.com.au</a>
<b>Phone</b>	07 3338 4000
<b>Fax</b>	07 3338 4001
<b>Mail</b>	TransLink's Tracker TransLink Transit Authority GPO Box 50 Brisbane Qld 4001

# Contents



<b>4 Patronage</b>	8	<i>go</i> card use by mode	<b>14 Passenger safety and fare evasion</b>
4 Networkwide patronage – quarterly	9	<i>go</i> card customer complaints and adjustment requests	14 Fines and warnings
4 Bus patronage – quarterly	9	<i>go</i> card fixed fares	14 Passenger injuries
4 Train patronage – quarterly	9	<i>go</i> card adjustments	<b>15 Service kilometres</b>
5 Ferry patronage – quarterly	<b>10 Customer satisfaction</b>	15 Service kms – bus	
5 Fare and subsidy per trip	10	15 Service kms – train	
5 Fare and subsidy – networkwide	10	15 Place kms	
<b>6 Service on-time running and service delivered</b>	10	<b>16 Train passenger load</b>	
6 On-time running and service delivered – train	11	16 Morning peak by line	
6 On-time running – bus	11	16 Afternoon peak by line	
<b>7 Customer enquiries</b>	11	17 Morning peak period – overall	
7 Total customer enquiries	12	17 Afternoon peak period – overall	
7 Journey planner customer enquires	12	<b>18 Bus operator profile</b>	
7 Complaints customer enquires	13	Transit Australia Group (TAG) – Sunbus and Surfside	
8 <i>go</i> card use network wide	13		
	13 <i>go</i> card		



With much of the data in this edition of Tracker dominated by the exceptional events resulting from the January floods, it is timely to reflect on some good news.

TransLink's continued pursuit of excellence is reflected in several recent awards.

The superbus, operated by Clarks Logan City Bus Service on route 555 between Loganholme and Brisbane, won the International Association of Public Transport PTx2 *Best Finance Innovation Award* for Asia-Pacific. It was also a finalist in the global category. The PTx2 awards support doubling public transport use worldwide by 2025.

At the recent Queensland Bus Industry Awards, I was delighted to present Adam Pulitano from Bus Queensland with the inaugural *TransLink Rising Star Award*. This award has been created to recognise a young professional in the bus industry and to further their training and development. Adam continually goes above and beyond his role to ensure customers receive the best possible level of service and that workers within the industry are valued and recognised for their efforts. As recipient of the award, Adam receives a bursary to help support his leadership development.

The new rail station at Richlands which opened in January, is part of the \$800 million Darra to Springfield Transport Corridor Stage 1 project which was awarded the 2011 Contractor Excellence Award for the Infrastructure Partnerships Australia.

The station experienced a dramatic entry into the TransLink network as it opened early to help provide public transport during the January floods.

As anticipated the events in January had a significant effect on our reported results. The impact to patronage was about 5 million trips from January 11 to 21 – a period which witnessed the height of the floods in South East Queensland and the eight days of free travel.

The impact continued in February with about 1 million less trips due to the continuing disruptions to ferry services. As that network recovered, it was pleasing to see patronage growth return in March – a sign of things starting to return to normal for many of our customers and the public transport network.

While the impact of the floods can be seen across a number of statistical categories in this edition of *TransLink Tracker*, we felt it should be recorded unadjusted as a small part of the historical records of one of this region's most significant natural disasters.

*Peter Strachan*

**Chief Executive Officer**  
**TransLink Transit Authority**



## Patronage

Patronage data for Q3 reflects the impact of the January floods, the eight-day free travel period and on-going disruption to services, in particular to ferry trips.

The impact to bus, train and ferry services was estimated to be about 5 million trips in January when minimal services were operating along major corridors from January 11, and also during the week of free public transport (Jan 14-21) where no patronage data was gathered.

A further 1 million-trip impact was experienced during February as a result of limited ferry services and the recovery of businesses and customers.

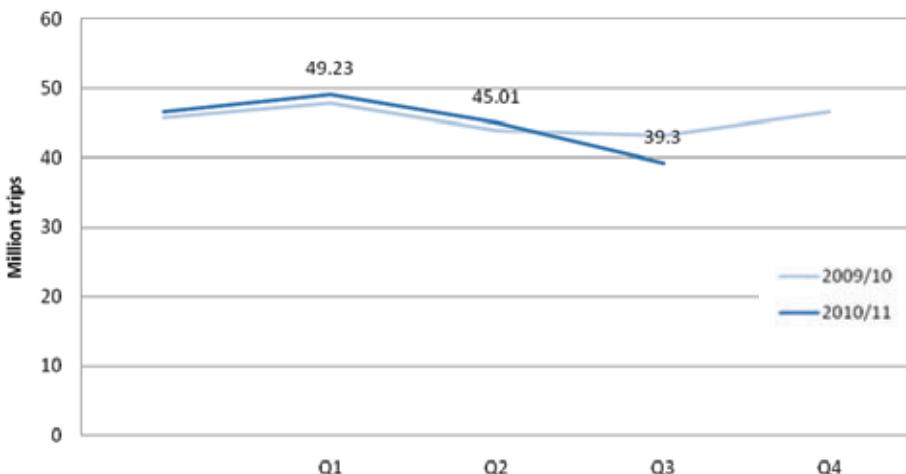
Encouragingly, patronage levels began returning to normal in March 2011, with an increase of more than 250,000 trips compared to March 2010.

Overall patronage for Q3 was 39.3 million trips compared with 43.2 million trips for the same quarter in 2009/10.

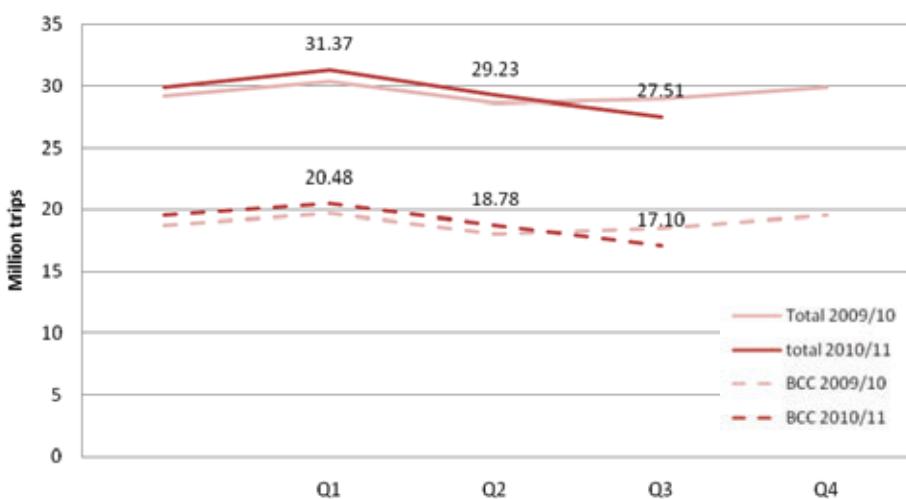
Bus patronage for Q3 was 27.5 million trips compared with 29.0 million trips in Q3 last year. Train patronage this quarter was 11.3 million trips compared with 12.8 million trips in Q3 last year.

Due to the recent increase in go card use, train trip numbers continue to be impacted by the increased accuracy of go card data when compared with the formulas applied to periodical paper tickets (as outlined in Tracker Q1 2008/9).

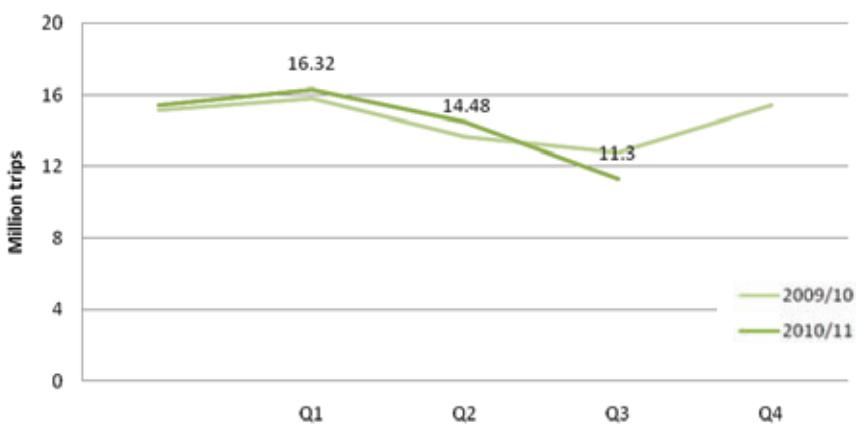
### Networkwide patronage - quarterly



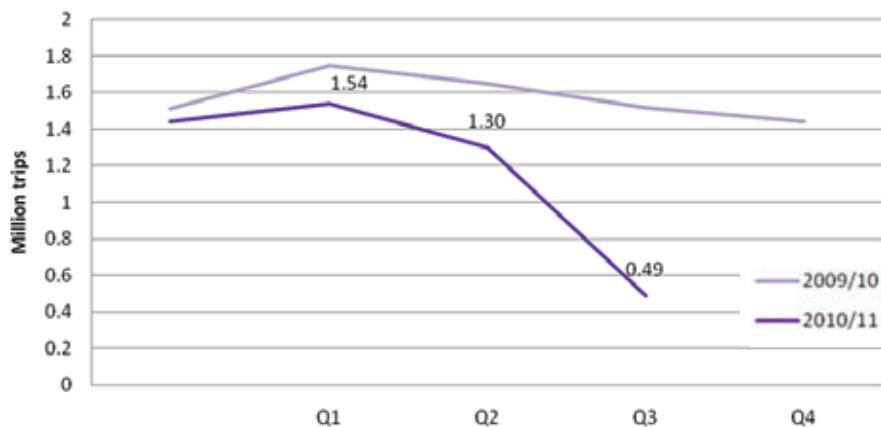
### Bus patronage - quarterly



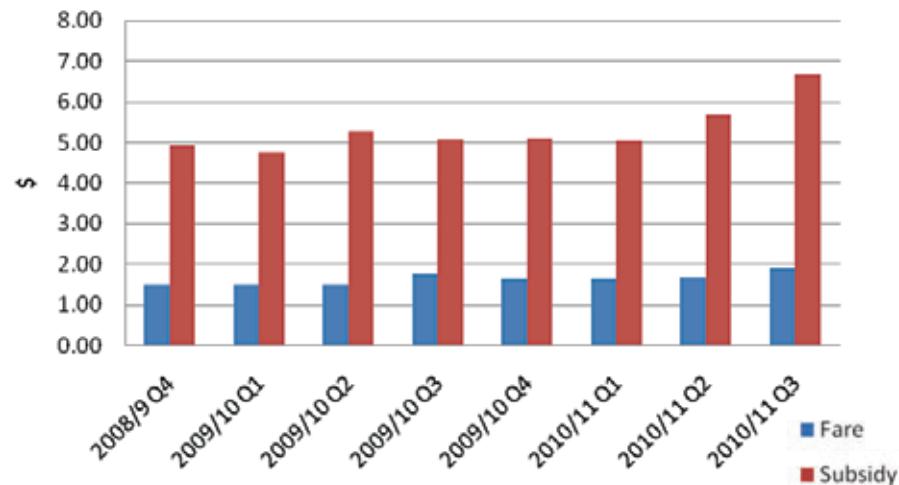
### Train patronage - quarterly



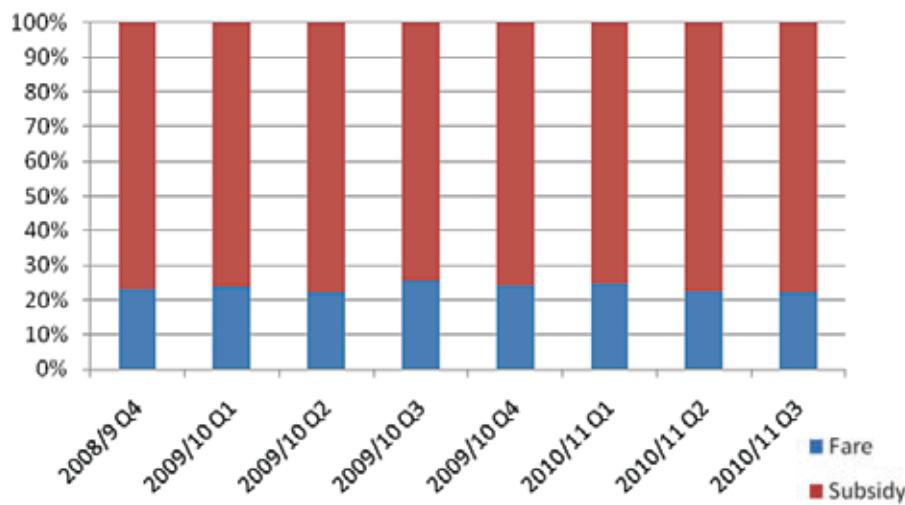
### Ferry patronage - quarterly



### Fare and subsidy per trip



### Fare and subsidy - networkwide



Ferry patronage was the most severely impacted by the floods with services cancelled for an extended period and a reduced number of ferry terminals open when services resumed.

Ferry patronage for Q3 was 0.5 million trips compared with 1.5 million trips in Q3 last year.

The impact of this disruption to normal patronage data will resonate throughout this edition of Tracker as many figures are expressed as a 'per 10,000 trip' figure.

The average fare per trip paid by customers in Q3 was \$1.89 – up 7.4 per cent on the same period in 2010 following the fare changes and new fare products introduced on January 22.

The average Queensland Government subsidy per trip in Q3 was \$6.68, due to the flood-impacted patronage levels.

This quarter's subsidy is based on network funding from the Queensland Government of \$262.7 million and fare revenue of \$74.5 million for the quarter.

In this current financial year, Brisbane City Council are contributing significant funding to buses and ferry services, while the Gold Coast City Council and Sunshine Coast Regional Council also contributed to TransLink public transport services. TransLink commercial activities also assist to fund public transport services.



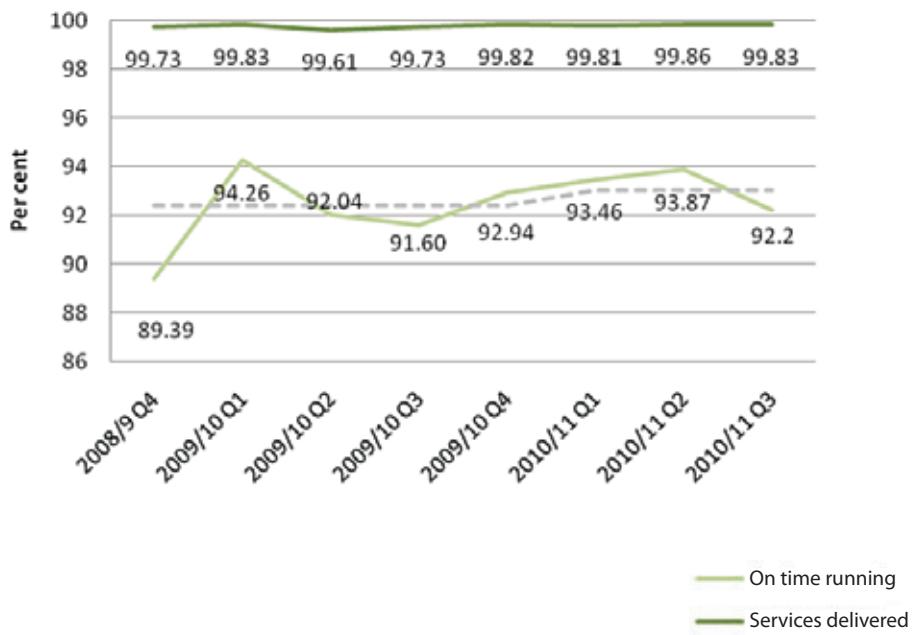
## Services on-time running and services delivered

Bus on-time running for this quarter was 95.29 per cent and continues to perform above the 90 per cent benchmark set by TransLink.

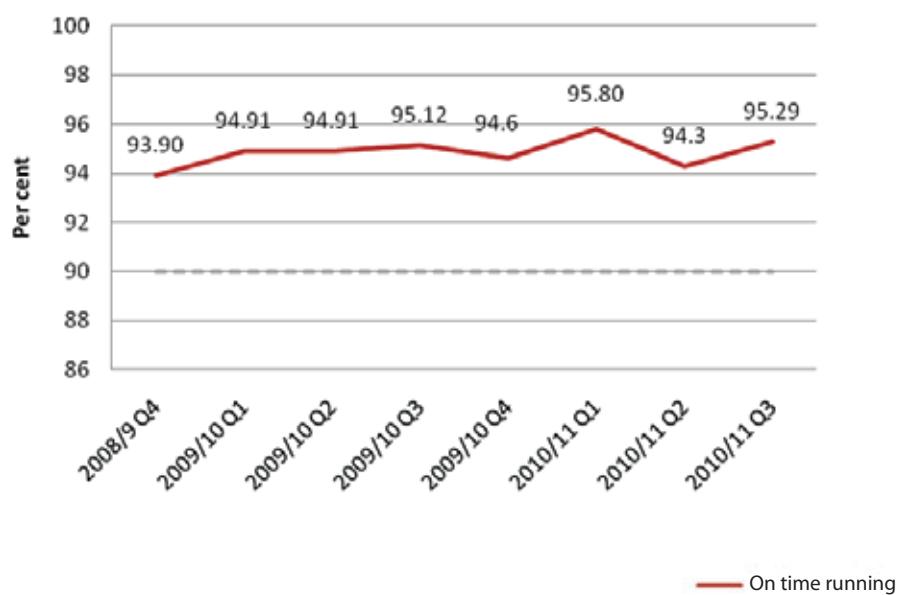
For Q3, the number of Queensland Rail peak services that ran without cancellation was 99.83 per cent.

The number of peak services that met the on-time running standard this quarter was 92.2 per cent – below the TransLink benchmark of 93.01 per cent.

**On-time running and service delivered – train\***



**On-time running – bus<sup>#</sup>**

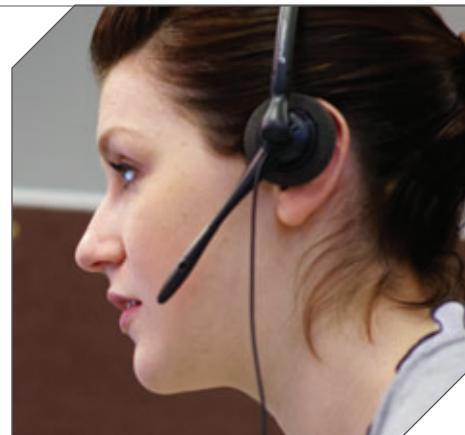
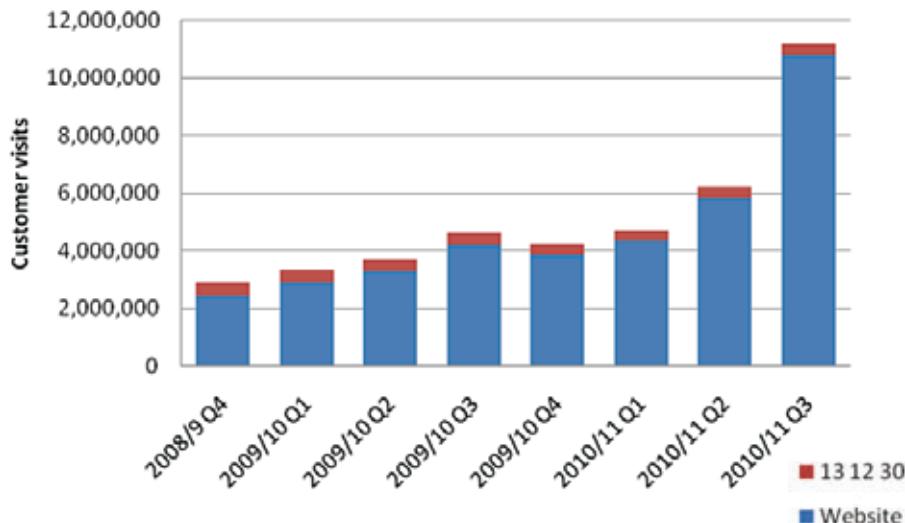


### Footnote

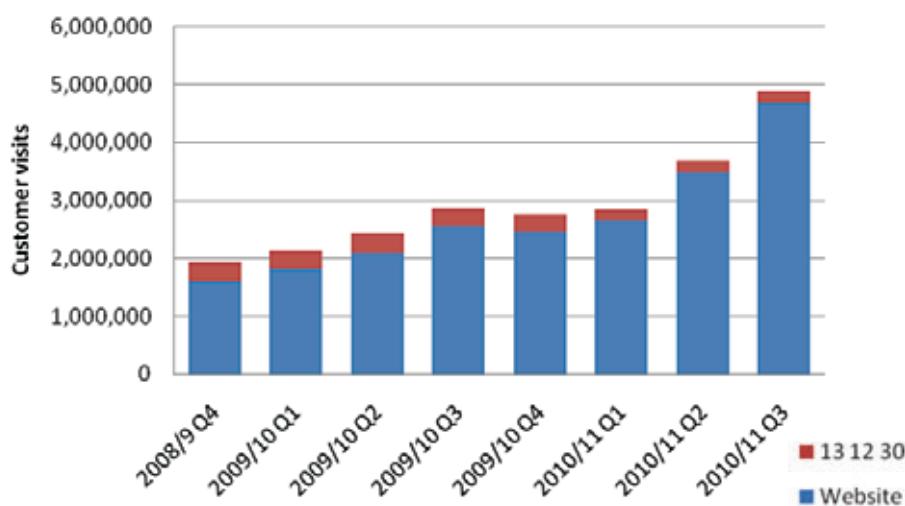
\* Less than four minutes (before or after) the scheduled arrival times on all lines, except Gold Coast and Sunshine Coast where the benchmark is within six minutes.

# Within six minutes (after) or two minutes (before) the scheduled arrival time.

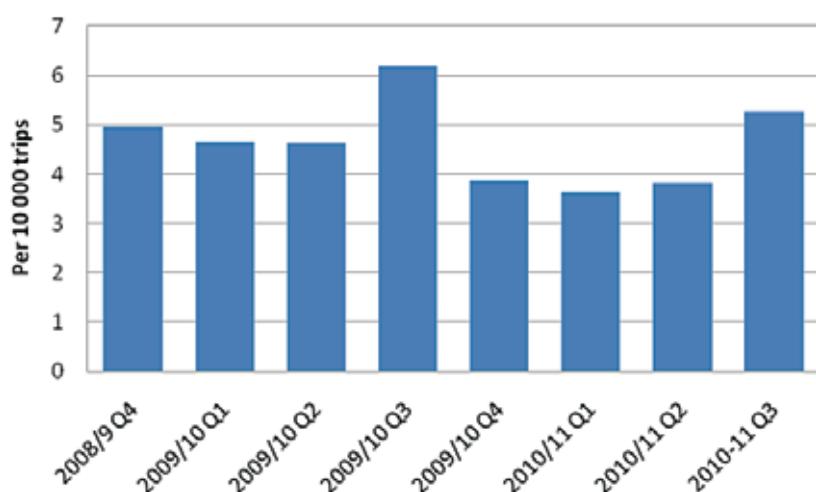
### Total customer enquiries



### Journey planner customer enquiries



### Complaints customer enquiries



## Customer enquiries

This quarter is the first full reporting period since the TransLink website redesign in November last year.

The website continues to attract record numbers of customers with 10.7 million visits during Q3 – an increase of 84 per cent on the previous quarter and 157 per cent on the same period last year.

Customers utilised the website in record numbers for public transport information during the floods, and this spike in use continued across the quarter.

TransLink's mobile website also provides easy access to TransLink information on the go using mobile technology. Since the addition of a number of upgrades, including location detection, the site has received an average of 34,700 page views per day.

Customer complaints (per 10 000 trips) was 5.2 compared to 6.1 in the same quarter the previous year.

Customers can access the TransLink website on their computer or mobile devices or contact TransLink through the 24/7 call centre on 13 12 30.

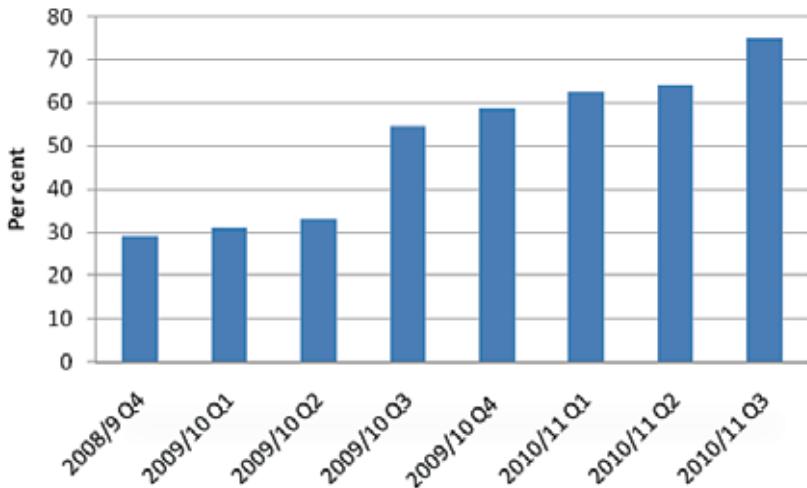


## go card

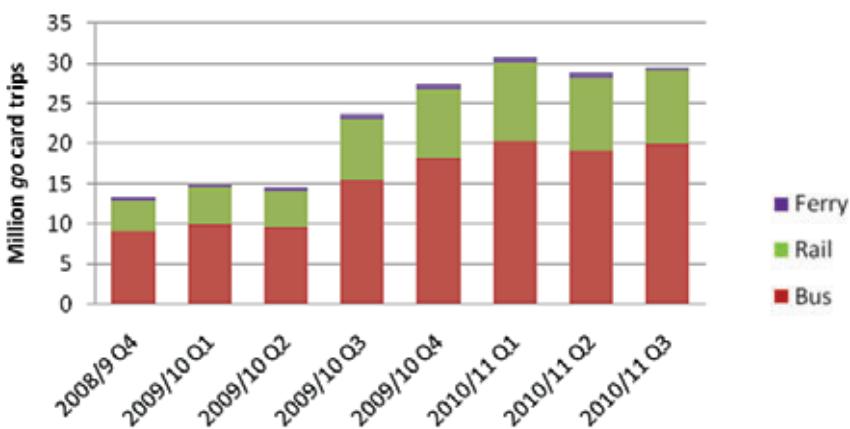
The number of trips on the network using go card for this quarter was 75 per cent, an increase by more than 20 per cent compared with the same quarter last year. An increase in migration to go card came following the fare changes, phasing out of periodical paper tickets and new go card products introduced on January 22.

Total go card trips this quarter (29.5 million) also increased from the previous quarter (28.9 million) and the same quarter last year (23.7 million).

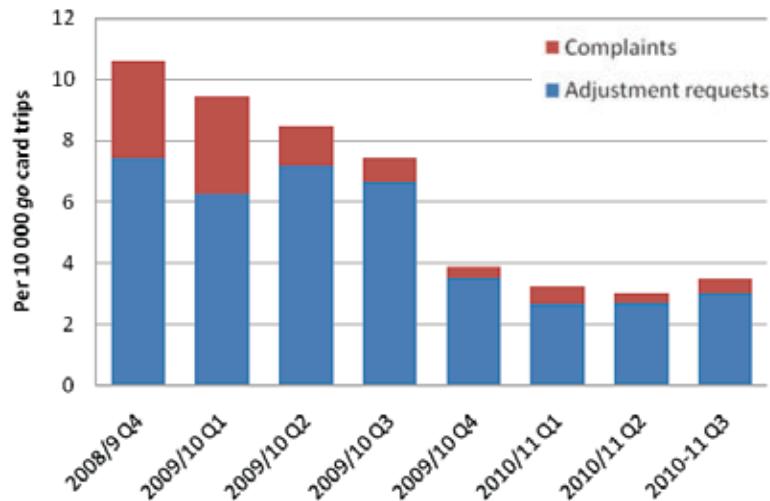
**go card use network wide**



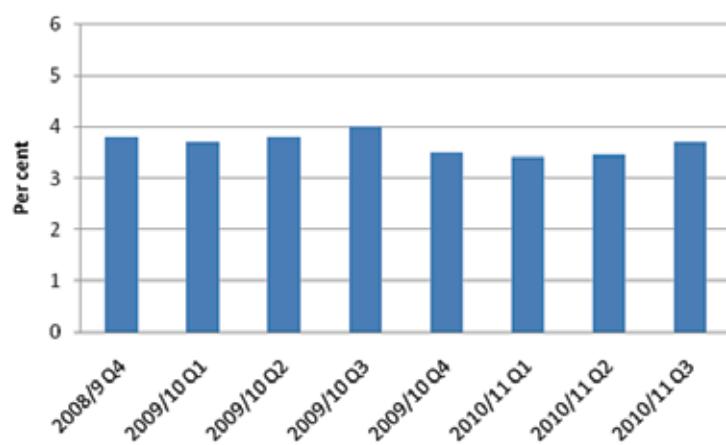
**go card use by mode**



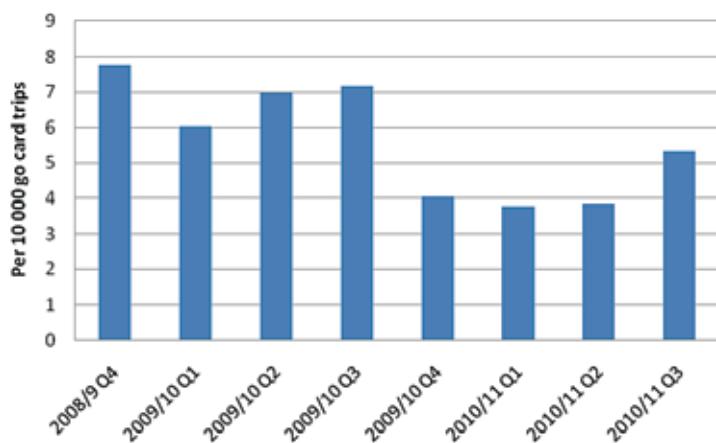
### go card customer complaints and adjustment requests



### go card fixed fares



### go card adjustments



The combined measure of go card complaints and adjustment requests captures those customers impacted by flood affected infrastructure such as go card readers that went under water – particularly on the Ipswich line. While mobile readers were deployed to some areas, many customers still required adjustments.

This Q3 figure of 3.48 per 10,000 go card trips compares to 3.0 per 10,000 the previous quarter and 7.4 per 10,000 for Q3 last year.

The number of fixed fares – customers either not touching off or touching on – typically increases as new go card customers use the network. The number of customers receiving an adjustment was 5.3 per 10,000 go card trips.

If the go card fails to read correctly or the customer believes the charge amount is incorrect, they can request an adjustment by ringing TransLink's 24-hour call centre on 13 12 30.



## Customer satisfaction

The quarterly customer satisfaction surveys are undertaken by TransLink to measure and compare changes in the opinions of public transport users across South East Queensland.

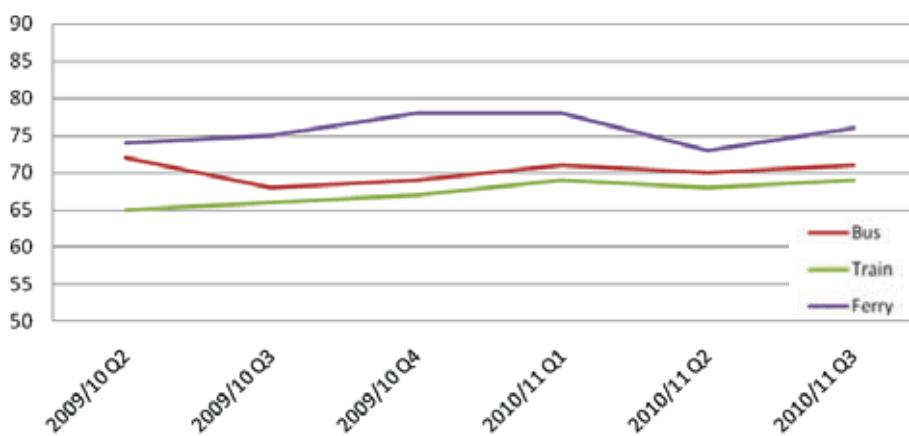
The reported final figure in each of these categories is made up of multiple sub-categories. Scores are out of a possible 100 – levels of 75 and above are classed ‘best practice’ while 60 and above is considered ‘satisfactory’.

In Q3, most customer satisfaction data remained relatively stable, or within any change considered statistically significant.

While the Affordability measure for bus and train dropped following the fare change, all other categories remained stable or showed small increases.

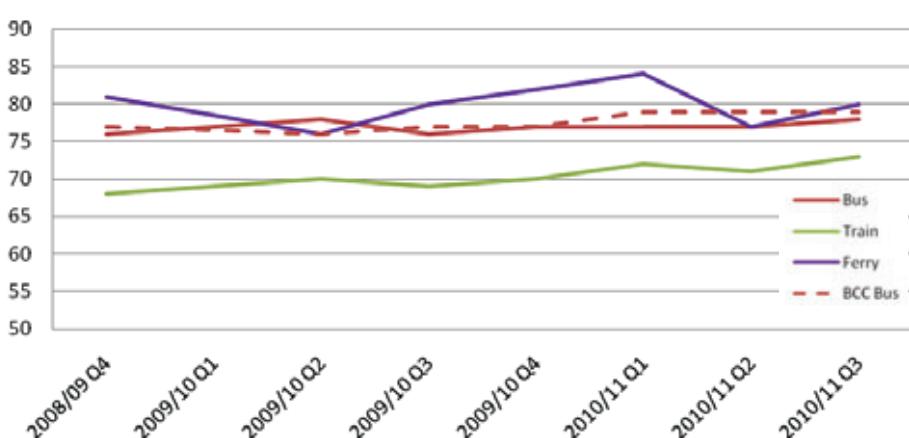
### Overall satisfaction

A combination of all reported categories



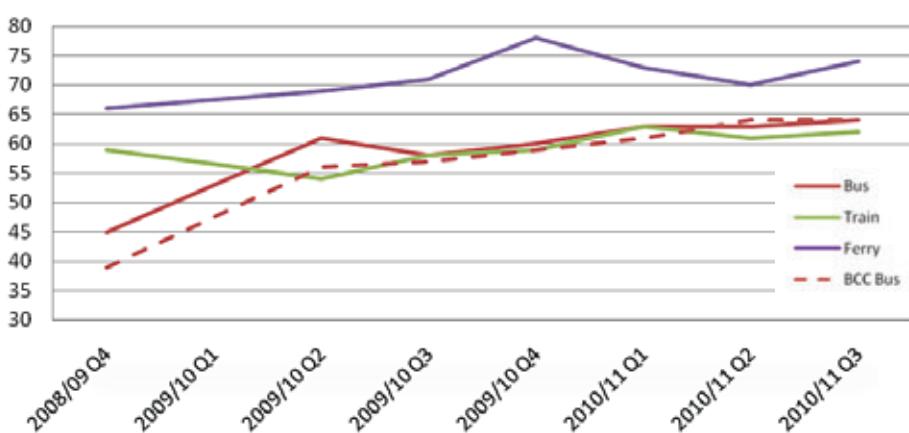
### Safety and security

Safety at stops, stations and onboard vehicles.

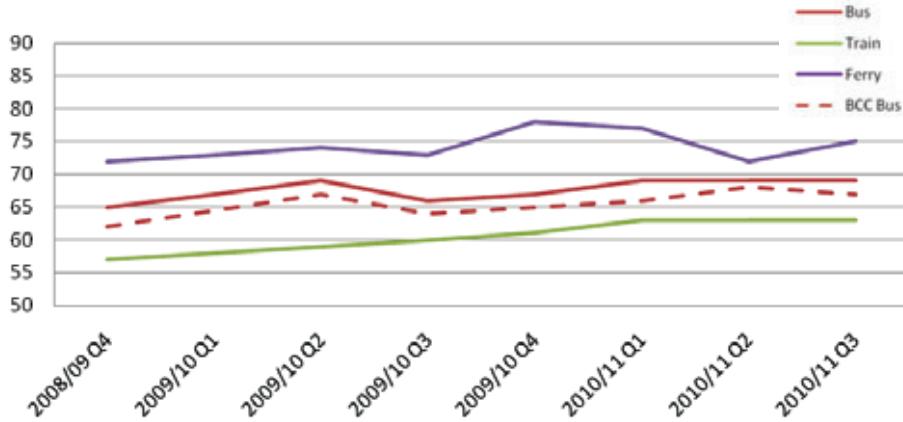


### Reliability and frequency

Ability to meet departure times, frequency of services and reliability of go card readers\*.



**Comfort of ride** Cleanliness, availability of seats, temperature on board and facilities at stops and stations.

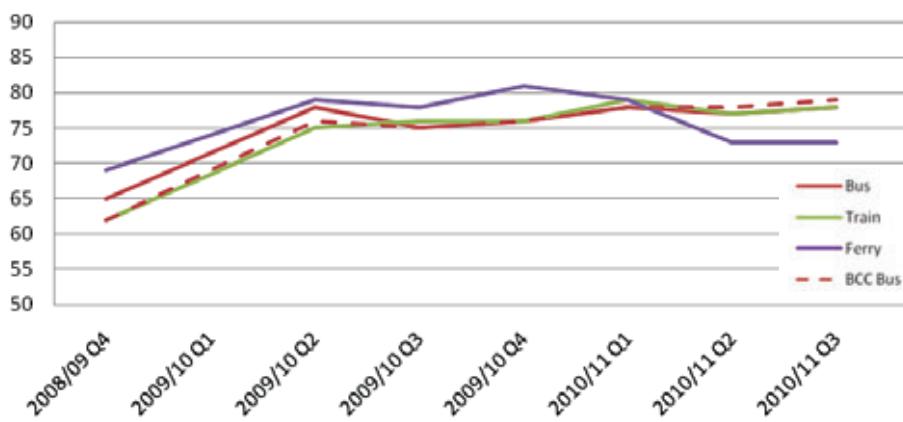


Reliability and Frequency maintained its relatively stronger position this year compared with last year.

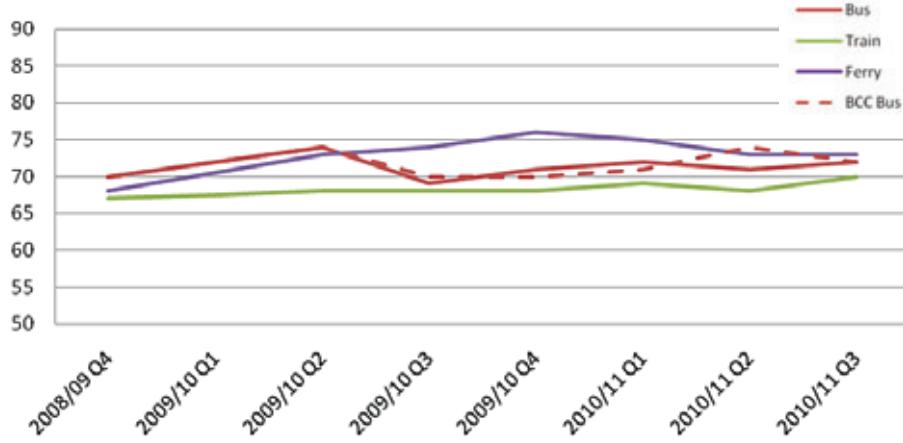
With a score of 80 overall, go card ease of use remains within the best practise category.

The BCC bus survey data is obtained from Brisbane Transport bus customers, however these figures reflect the overall public transport experience of these passengers. Like all operators, factors such as website and call centre satisfaction, and ticketing and go card satisfaction, which contribute to this indicator, are out of Brisbane Transport's control.

**Ease of use** Using and understanding ticketing including transferring between modes, purchasing, topping up and using go card, ease of finding stops.



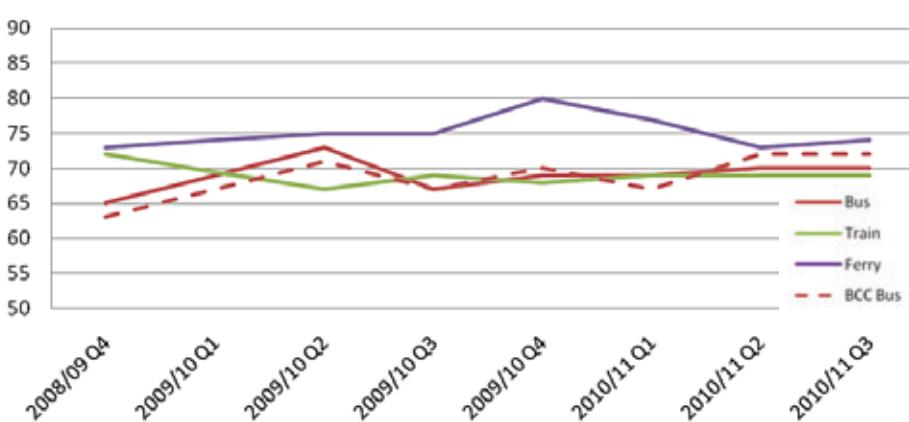
**Proximity** Convenience of available routes, distances from stops and stations and proximity of go card outlets.





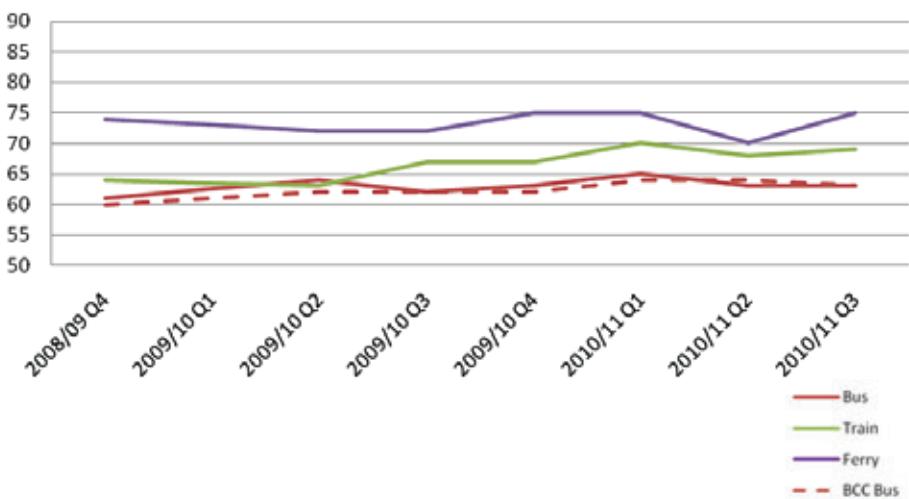
### Efficiency

Door-to-door travel time, connections with other services and avoidance of congestion.



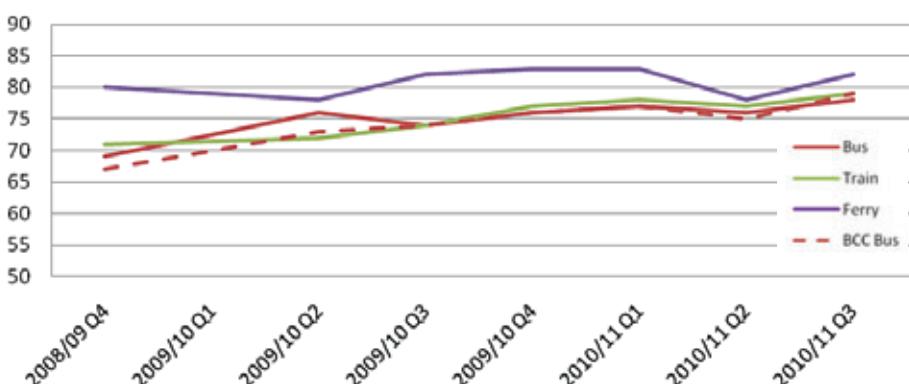
### Information

Ability to understand onboard and at-station information, timetables, maps and journey planning information.



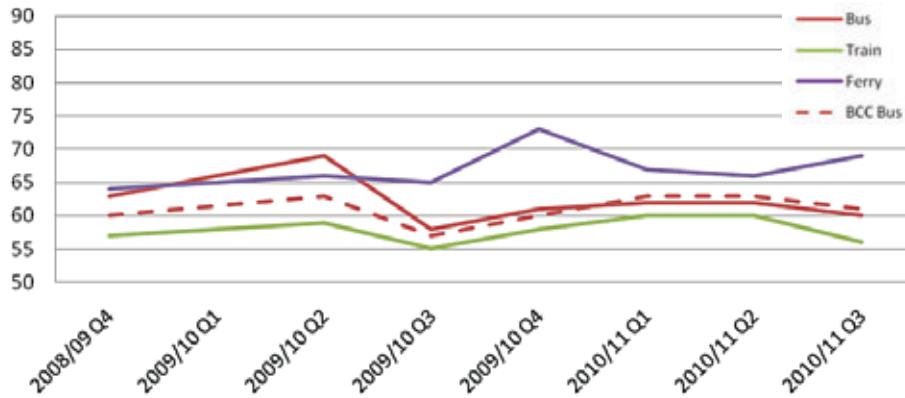
### Helpfulness of staff

Knowledge, conduct, presentation and helpfulness of staff.



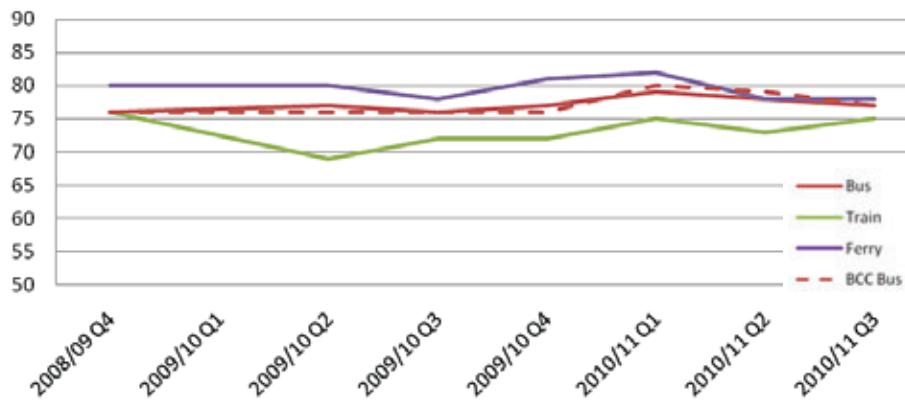
### Affordability

Cost of tickets and benefit of not having to pay for parking.



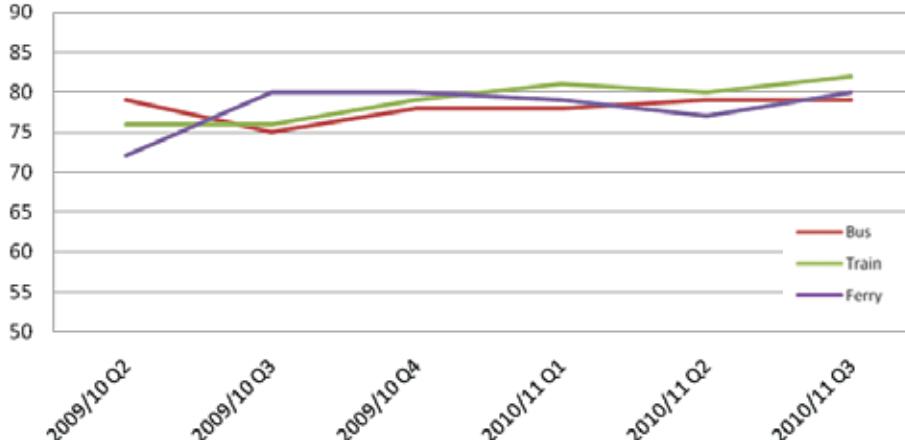
### Accessibility

Ease of getting on and off the platform, and on and off the vehicles; reliability of escalators and elevators.



### go card

Ease of purchasing and topping up a go card, managing a go card account and understanding information about the go card\*.



### Footnote

\* This is a sub-category of the 'Ease of Use' category.



## Passenger safety and fare evasion

Fare evasion continues to be a major challenge across the network and is estimated to cost up to \$18 million a year.

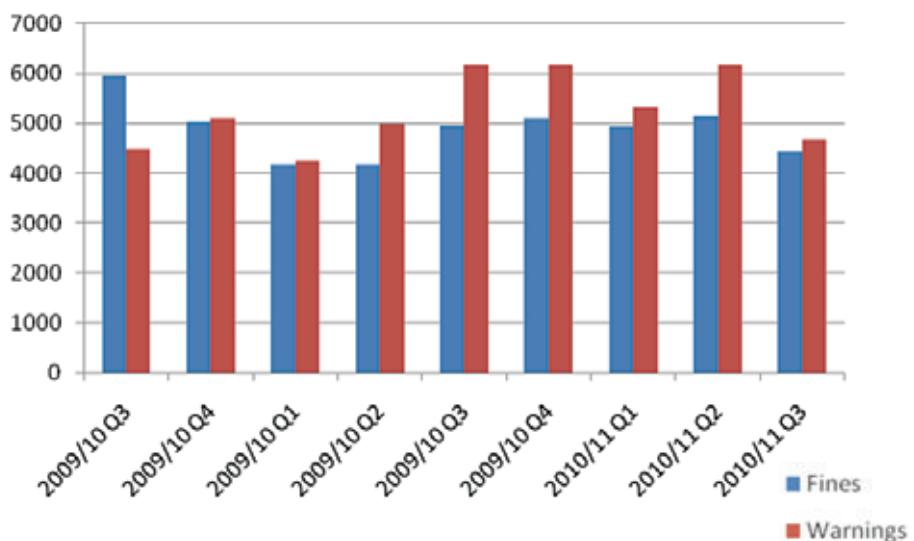
Recent fare gate changes across the network has reduced the impact of fare evasion allowing TransLink to recover up to \$80,000 a week at the nine gated stations on the rail network.

A further fare evasion strategy introduced this quarter was new software stopping boarding passengers immediately touching off at the back of the bus. Previously, the system allowed these passengers to immediately touch off at the back door which, if deliberately used, allowed the passenger to avoid paying a fare.

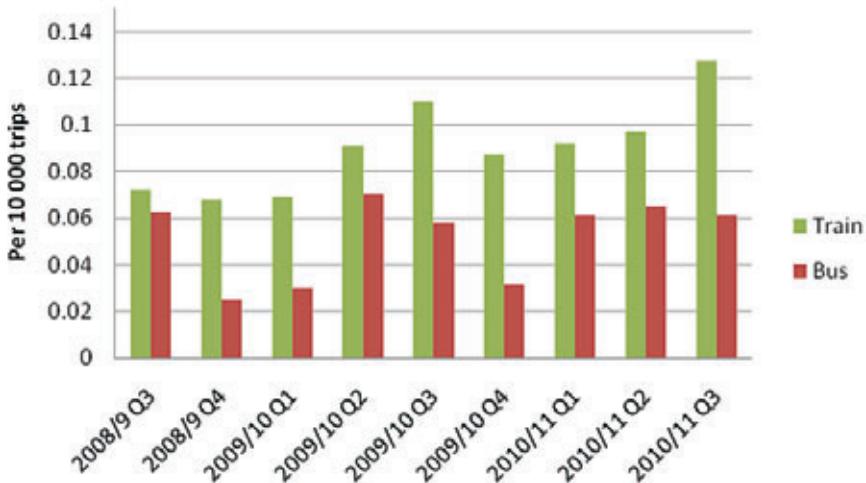
Passenger injuries remained steady with 168 on the bus network and 144 on the rail network this quarter, compared with 168 and 140 respectively during the same quarter last year. Despite this, the injury numbers per 10,000 trips show an anomalous increase due to the significant under-reported patronage data.

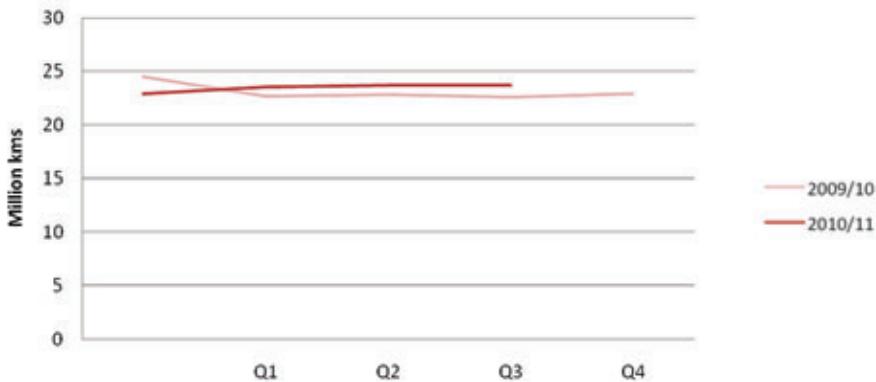
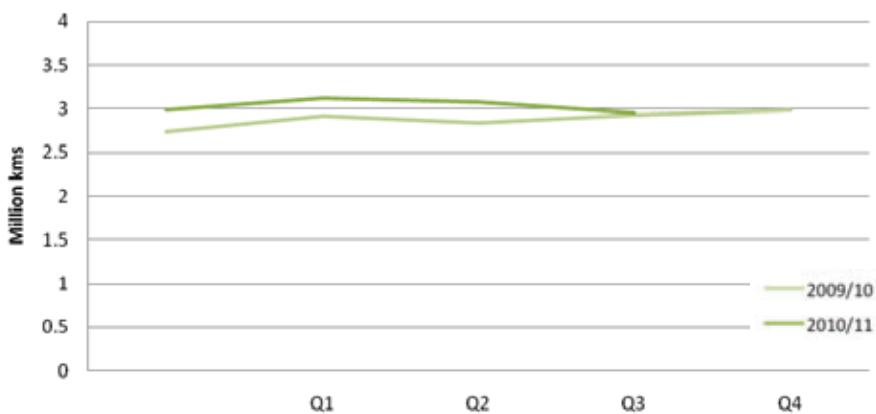
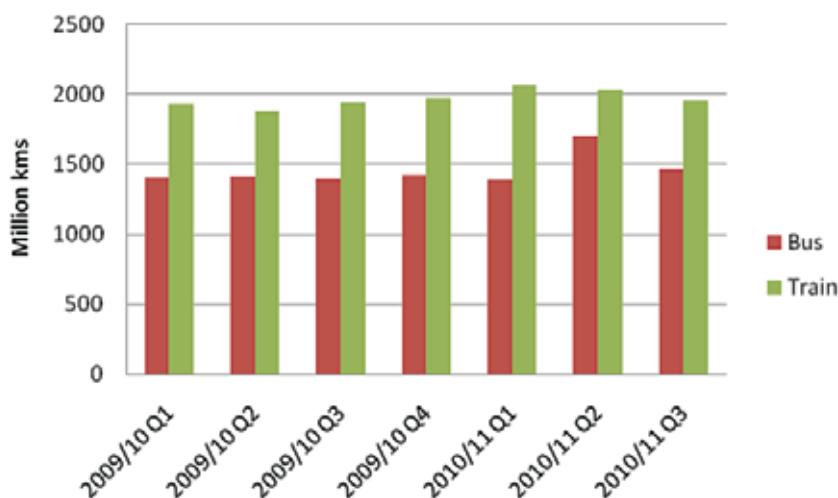
Transit staff issued 4429 fines and 4670 warnings during Q3. This number was down on previous quarters as additional security staff were deployed during January to assist customers on sections of the network impacted by flooding.

**Fines and warnings**



**Passenger injuries**



**Service kms – bus****Service kms – train****Place kms****Service kilometres**

Service kilometres and the corresponding place kilometres figures for Q3 are all impacted by the floods when limited services were scheduled.

Train service kilometres for Q3 were over 20,000 kms higher than Q3 the previous year at 2.95 million kilometres.

There were 23.7 million service kilometres travelled by buses across the TransLink network during this quarter, an increase of 1.2 million from Q3 last year.

The new place kilometres measurement, which allows a comparison of capacity growth from year to year on the network, also continues its positive trend in comparison with Q3 last year.

The recent announcement of train timetable changes to Caboolture, Sunshine Coast and Ipswich lines and the accompanying bus service changes are to be implemented from June 6, 2011.



## Train passenger load

Passenger load is a measure of the number of trains with a passenger standing when the train is more than 20 minutes from Central station, or north or south of Caboolture and Beenleigh stations respectively for measures on the Sunshine Coast and Gold Coast lines.

The results shown here are from March 2011, collated from customer count surveys completed on mid-week peak period services. This mid-week timing is designed to capture passenger load data at the time of maximum demand.

The latest survey includes the new services introduced as part of the Richlands interim timetable in January and additional morning and afternoon peak period services added to the Ipswich line in October 2010.

When compared with the same quarter last year, the number of afternoon peak services outside the 20 minute benchmark dropped from 20 to 18 per cent, while the morning services over the benchmark rose from 28 per cent to 35 per cent.

### Morning peak by line

	Sep-09	Dec-09	Mar-10	Jun-10	Sep-10	Mar-11
Beenleigh#	4 of 15	1 of 15	3 of 15	3 of 15	2 of 15	5 of 15
Caboolture#	9 of 21	6 of 21	8 of 21	10 of 21	9 of 22	12 of 22
Cleveland#	4 of 15	4 of 15	5 of 15	4 of 15	1 of 15	7 of 15
Doomben#	0 of 5	0 of 5	0 of 5	1 of 5	0 of 5	1 of 5
Ferny Grove#	0 of 15	0 of 15	2 of 15	0 of 15	0 of 15	2 of 15
Ipswich/Richlands#	8 of 25	4 of 26	5 of 25	4 of 25	6 of 25	6 of 34
Shorncliffe#	3 of 8	2 of 8	3 of 8	3 of 8	3 of 8	4 of 8
Gold Coast#	5 of 7	4 of 7	5 of 8	3 of 8	4 of 8	6 of 8
Sunshine Coast#	3 of 5	1 of 5	4 of 5	2 of 5	3 of 5	4 of 5
Sunshine Coast only*	0 of 5	0 of 5	0 of 5	1 of 5	0 of 5	2 of 5
Gold Coast only*	3 of 7	1 of 7	5 of 8	2 of 8	3 of 8	5 of 8

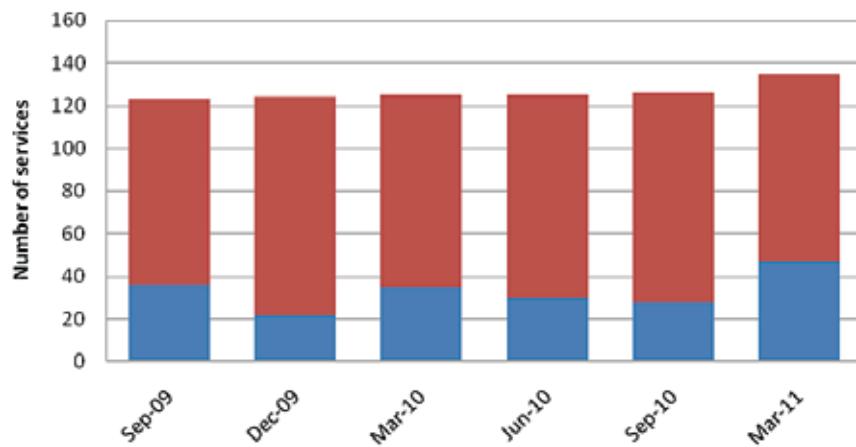
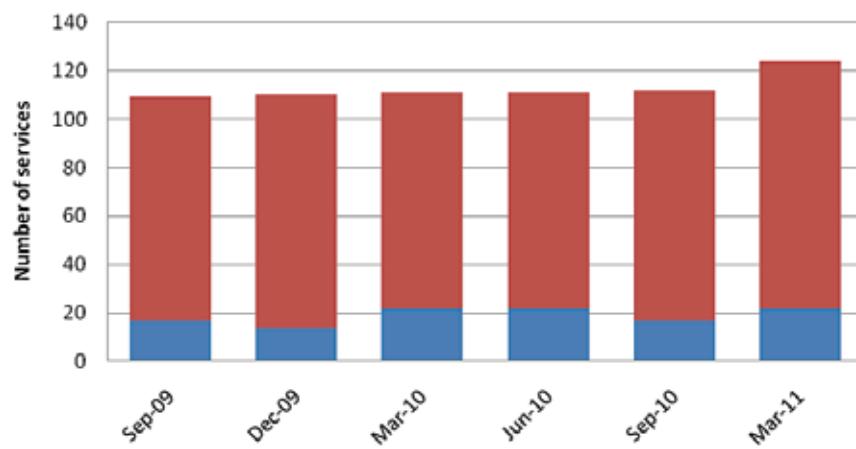
### Afternoon peak by line

	Sep-09	Dec-09	Mar-10	Jun-10	Sep-10	Mar-11
Beenleigh#	1 of 12	0 of 12	1 of 12	0 of 12	0 of 12	0 of 12
Caboolture#	5 of 16	4 of 16	8 of 16	9 of 16	5 of 17	8 of 17
Cleveland#	3 of 12	3 of 12	3 of 12	3 of 12	2 of 12	2 of 12
Doomben#	0 of 4					
Ferny Grove#	0 of 16					
Ipswich/Richlands#	2 of 19	2 of 20	4 of 20	2 of 20	3 of 20	2 of 32
Shorncliffe#	1 of 8					
Gold Coast#	4 of 8	4 of 8	3 of 9	5 of 9	4 of 9	6 of 9
Sunshine Coast#	1 of 5	0 of 5	2 of 5	2 of 5	2 of 5	3 of 5
Sunshine Coast only*	0 of 5					
Gold Coast only*	1 of 8	0 of 8	2 of 9	2 of 9	2 of 9	5 of 9

#### Footnote

\* Considers passengers standing north of Caboolture (Sunshine Coast only) and south of Beenleigh (Gold Coast only).

# Considers passengers standing outside 20 minutes of the CBD.

**Morning peak period – overall\*\*****Afternoon peak period – overall\*\*****Footnote**

\*\* Includes Airport services.

## Bus operator profile

# Transit Australia Group (TAG) – Sunbus and Surfside



**Although it sounds like a familiar story – family transport business blossoms down the generations – in TAG's case those humble beginnings have seen the company grow to one of Queensland's largest privately owned transport providers.**

Today's business is a far cry from the one Giovanni Calabro and his brothers Frank and Bap started in 1951.

Starting with just four second-hand buses, TAG's fleet size today has grown to around 600 vehicles.

Giovanni and Francesca's sons Joe and Tony Calabro took over the reins of the company in 1989. That year they purchased Surfside Buslines and the expansion continued in 2008 with the purchase of Sunbus (Transit Australia Pty Ltd) and the creation of Transit Australia Group.

Today, TAG is directed by industry veterans Luke Gray and Wayne Patch, who continue to combine good old fashioned industry knowledge with new age business practices.

TAG General Manager, Strategic Planning and Delivery, Megan Harkin reflects on the enormity of the changes that she has witnessed in recent years.

"What was once a fairly simple business of getting people from A to B, preferably in a straight line, a few times a day, has become a sophisticated operation," she said.

"Although we've embraced technological advances, we can't be a slave to using technology for the sake of it; it must work operationally and needs to deliver value to our service."

As part of the TransLink network, Sunbus and Surfside are proud of the work they do and the services they provide to their respective local communities.

Megan Harkin said they must operate at both a grass roots level and a strategic/policy level to ensure they provide quality public transport solutions to the community.

"Regular contact with local councils, business and special needs communities has been very helpful for us at both addressing issues before they become big problems and to identify opportunities where we can be an active and constructive corporate citizen.

"A nice example is the support we get from sponsors that enables us to pass on discounted access to Dreamworld to all 20,000 school children who use Surfside Buslines to get to school and back every day.

"We are also particularly proud of our sponsorship of a range of local sporting teams, which can be a natural spin off from the delivery of special event services, or an opportunity to engage with our clients at the grass roots level," said Megan.

Backing up the community interaction is the serious business of ensuring customers public transport needs are met.

"We invest in driver training, monitor daily on-time running and passenger demand, refine networks to achieve maximum efficiencies and when there is a problem, tell as many people as possible, as soon as possible, to limit disruption.

"With our history, we've got a nice mix of old world and new world solutions as we move forward to exciting times ahead," said Megan.

## Company Facts and Figures

- **Established in 2008**
- **Parent company to Surfside Buslines, Sunbus (Transit Australia Pty Ltd), Gold Coast Tourist Shuttle and Bustech**
- **Employs 1300 staff**
- **Fleet size – 600 vehicles**
- **Passenger average – 30 million per annum**
- **Kilometre average – 36 million per annum**
- **Translink contract areas – Gold and Sunshine Coasts**



Kirra 1995



Kirra 1939 – pre Surfside