

TransLink Tracker

2011–2012 Q1



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 since 2004
- managing and ensuring the standards of contracted service delivery partners
- delivering and managing infrastructure, including a 25 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

Web	translink.com.au
Phone	07 3338 4000
Fax	07 3338 4001
Mail	TransLink's Tracker TransLink Transit Authority GPO Box 50 Brisbane Qld 4001

Contents



4	Patronage	8	<i>go</i> card	13	Affordability
4	Network-wide patronage	8	<i>go</i> card use network wide	13	Accessibility
4	Bus patronage	8	<i>go</i> card use by mode	13	<i>go</i> card
4	Train patronage	9	<i>go</i> card fixed fares	14	Passenger safety and fare evasion
5	Ferry patronage	9	<i>go</i> card adjustments	14	Fines and warnings
5	Fare and subsidy per trip	9	<i>go</i> card customer complaints	14	Passenger injuries
5	Fare and subsidy - network-wide	10	Customer satisfaction	15	Service kilometres
6	Services on-time running and services delivered	10	Overall satisfaction	15	Service kms – bus
6	On-time running and services delivered – train	10	Safety and security	15	Service kms – train
6	On-time running – bus	10	Reliability and frequency	16	Train passenger load
7	Customer enquiries	11	Comfort of ride	16	Morning peak by line
7	Total customer enquiries	11	Ease of use	16	Afternoon peak by line
7	Journey planner customer enquiries	11	Proximity	17	Morning peak period
7	Customer complaints	12	Efficiency	17	Afternoon peak period
		12	Information	18	Bus Operator Profile – Clarks Logan City Bus Service
		12	Helpfulness of staff		



“In Q1, we were fortunate to be given the keys to two important infrastructure projects which will benefit the TransLink network for decades to come.”

Continuing to develop new infrastructure to meet growing service needs is vitally important for the TransLink network. In Q1, we were fortunate to be given the keys to two important infrastructure projects which will benefit the TransLink network for decades to come.

The \$10 million Noosa Junction Station opened for use on Monday August 29 following a Community Open Day, this is very much a community resource.

The project was made possible due to a collaborative agreement between the Queensland Government, through TransLink, Federal Government and the Sunshine Coast Regional Council, along with a great deal of support and patience from the local community and traders during the construction phase.

With nine TransLink bus routes running through the station, as well as tourist bus facilities, the new station provides an integrated central location for public transport and tourism in the region.

On the same day, Brisbane's newest section of busway – the \$465 million Eastern Busway Stage 2 also opened, six months ahead of schedule.

This section of the Eastern Busway links Buranda to Coorparoo via two tunnels and two new stations at Stones Corner and Langlands Park.

With more than 2,600 buses servicing the new busway weekly, adding more than 100,000 extra seats to the network, including five new routes, this was an extremely significant boost to public transport in the region.

Following several years of construction, the end result is quicker, more frequent and reliable public transport links that will take thousands of cars off the road.

Both the Noosa Junction bus station and the Eastern Busway extension are great news for our customers and both contribute significantly toward our goal of 'making travel easy'.

Both projects are welcome additions to the TransLink network, with our staff working closely with a number of agencies through the planning, community consultation, project management, and final integration of the facilities with our network.

The new reporting year also means some changes to TransLink's Tracker, based on the feedback we've received over the past 12 months.

Apart from a new look cover, this edition includes:

- New baseline patronage data for train services, reflecting the accuracy which go card is providing in terms of customers using the network.
- Separate adjustment data to mark the first full quarter since the changes to go card fixed fares as part of our efforts to continue to target fare evasion.

Matt Longland

**Acting Chief Executive Officer
TransLink Transit Authority**





Patronage

TransLink has reviewed the methodology used to measure historic train patronage.

This has been made possible by the transition to go card and single-trip tickets – moving from a system which included patronage multiplier assumptions to a system that uses actual travel only. With more than four out of five trips on Queensland Rail services made using go card, TransLink is able to correct historic patronage assumptions.

The result is a set of improved patronage figures which maintain historical trends and is consistent with other network data.

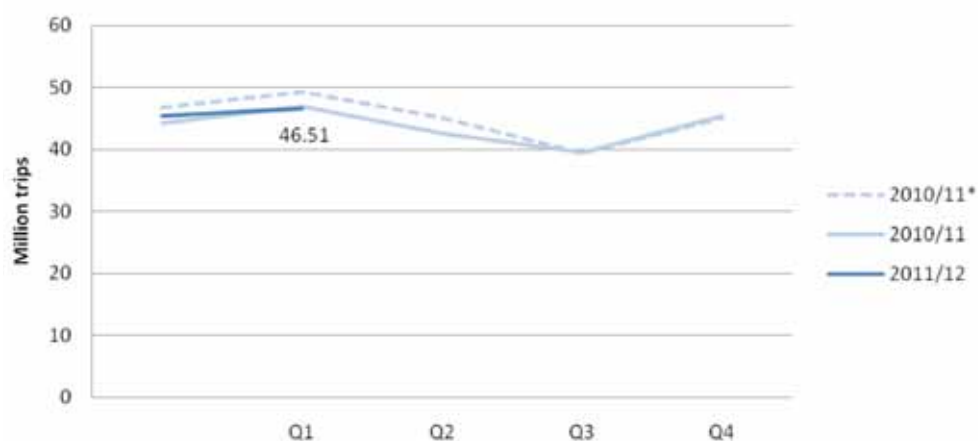
In this edition of Tracker the original train patronage data and the corrected data are included to show the variation.

A paper outlining details about the areas which required adjustment and the methodology applied to correct historic train patronage is available at translink.com.au/news-and-updates

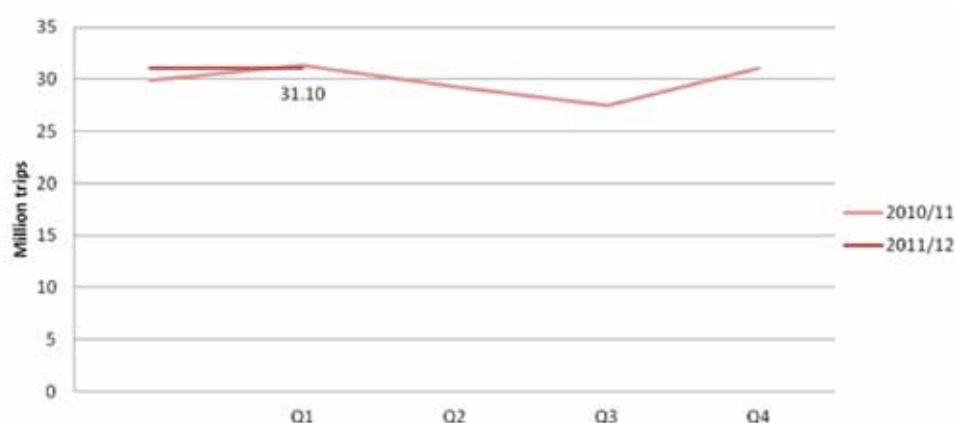
Train patronage this quarter was 14.1 million trips, compared with 14.0 million in Q1 last year.

Bus patronage for Q1 was 31.1 million trips, compared with 31.4 million in Q1 last year.

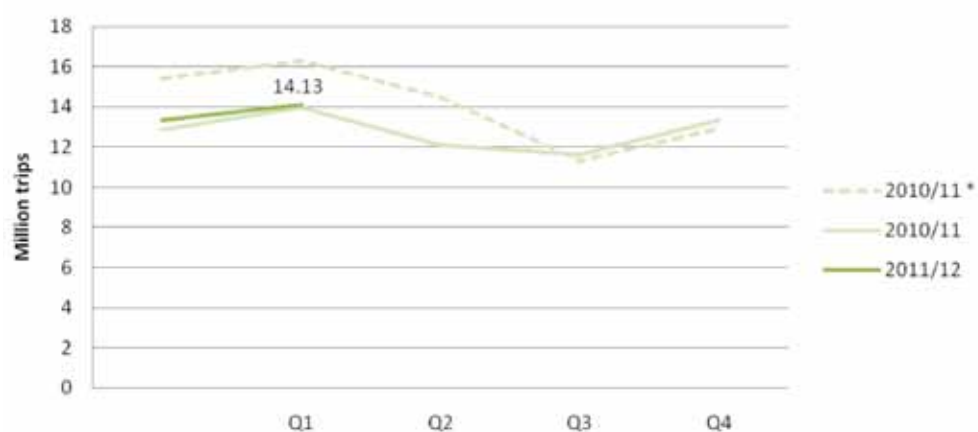
Network-wide patronage - quarterly



Bus patronage - quarterly

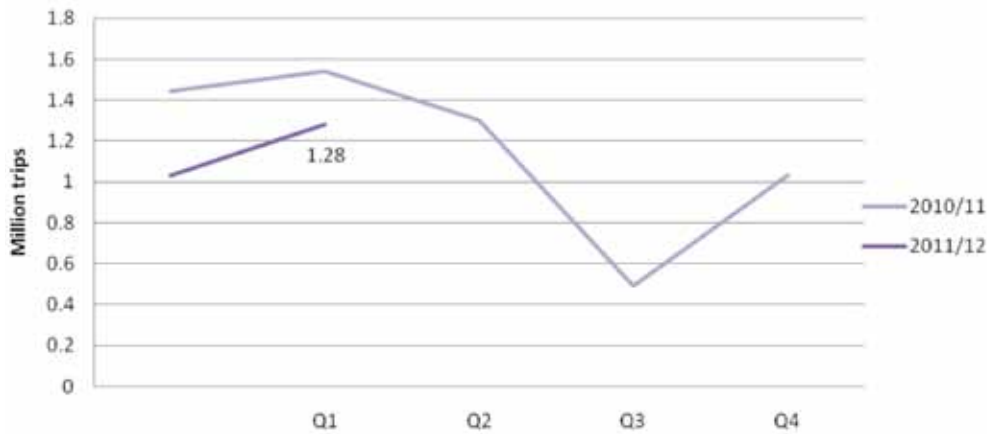


Train patronage - quarterly



* Previously reported unadjusted patronage.

Ferry patronage - quarterly



Ferry patronage for Q1 was 1.3 million trips, compared with 1.5 million in Q1 last year.

Overall patronage for Q1 was 46.5 million trips compared with 46.9 million trips for the same quarter in 2010/11.

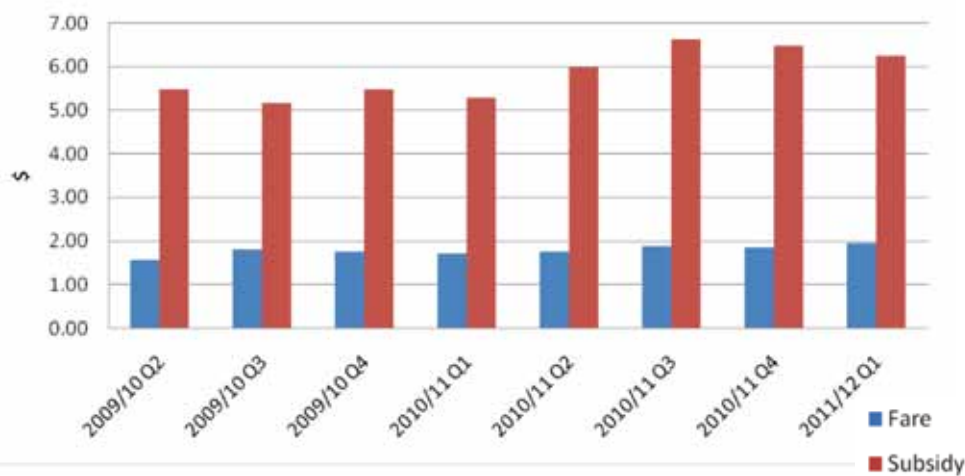
Peak trips taken across all modes grew by just over one per cent for the quarter, while the number of off-peak trips declined by just under two per cent. This reverses the trend in the April-to-June quarter where off-peak patronage grew by just under two per cent.

In Q1 the average fare per trip paid by customers was \$1.98 and the average Queensland Government subsidy per trip for the quarter was \$6.24.

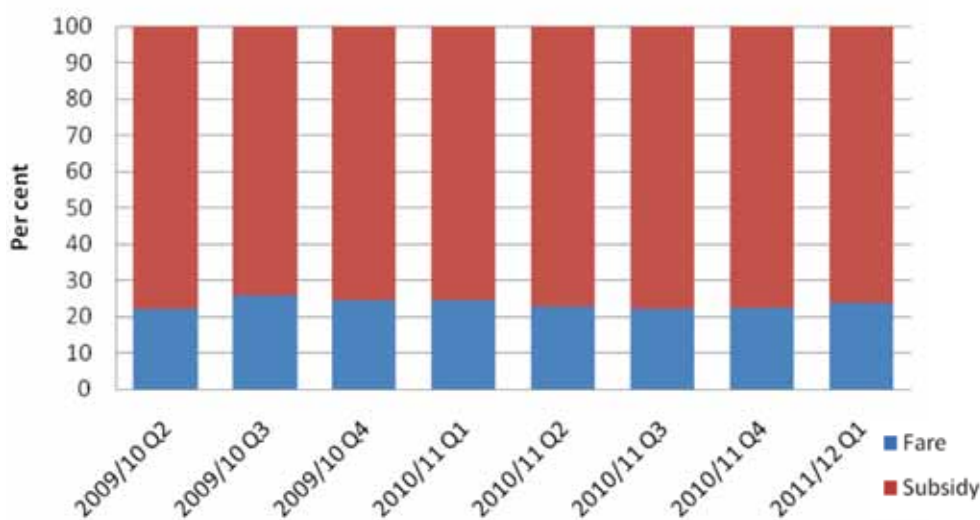
The Q1 subsidy is based on network funding from the Queensland Government of \$290.2 million and fare revenue of \$90.6 million for the quarter. Revenue collected through fares made up 23.8 per cent of total funding during Q1.

In 2011/12, the Brisbane City Council contributed 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.

Fare and subsidy per trip



Fare and subsidy - network-wide





Services on-time running and services delivered

Bus on-time running for Q1 was 95.2 per cent. The quarterly figure continues to perform above the 90 per cent benchmark set by TransLink.

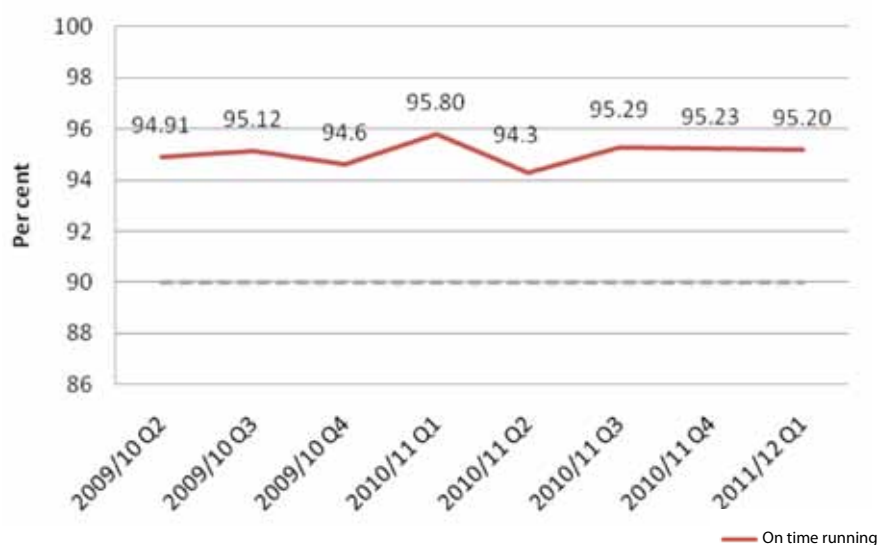
On-time running for this quarter for trains was 93.11 per cent.

The TransLink benchmark for Queensland Rail peak services on-time running has increased again, from 92.4 per cent in 2009/10, 93.01 per cent in 2010/11 to 93.77 per cent in the current year.

On-time running and services delivered – train*



On-time running – bus#

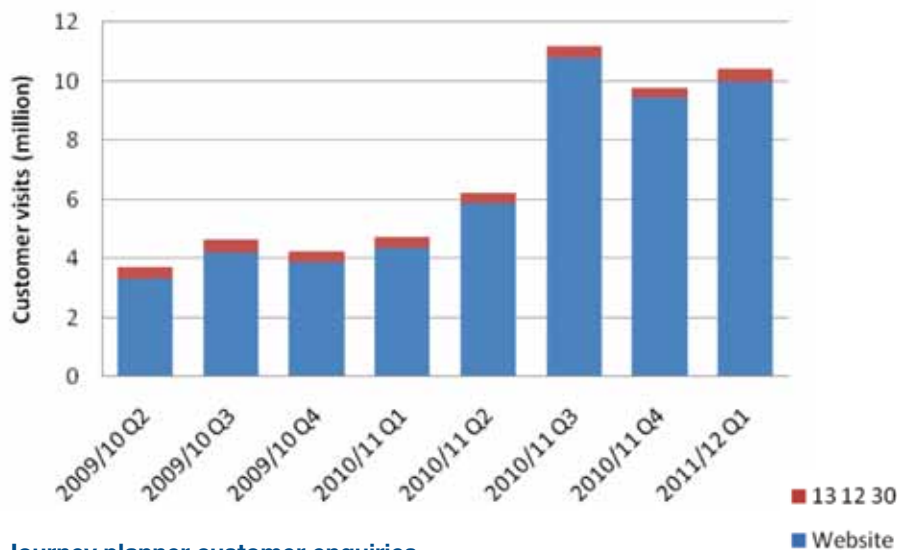


Footnote

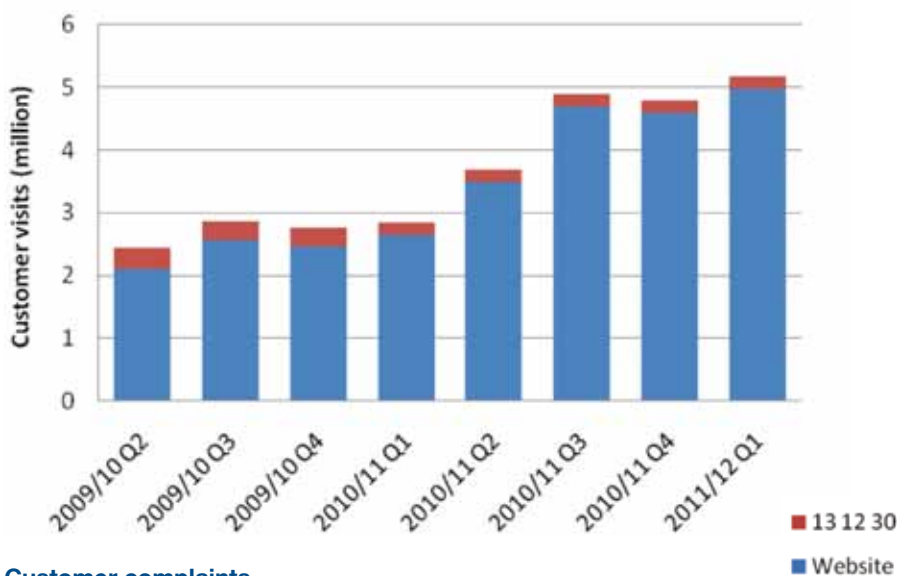
* Less than four minutes (before or after) the scheduled arrival times on all lines, except Gold Coast and Sunshine Coast where the benchmark is within six minutes.

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

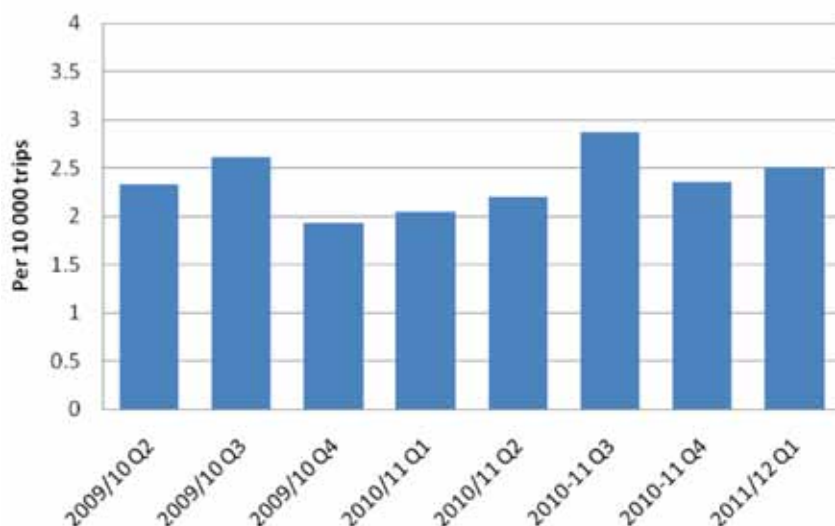
Total customer enquiries



Journey planner customer enquiries



Customer complaints



Customer enquiries

There were nearly 10 million customer enquiries through the TransLink website in Q1, compared with 4.3 million for the same quarter in the previous year.

Total customer enquiries to the call centre were more than 410,000 which is an increase of nearly 42,000 compared with Q1 last year.

Journey Planner enquiries represented close to half of all enquiries to the website and the call centre.

The combined customer enquiry measure through the web and call centre has been steadily increasing following a spike associated with service disruptions during the January 2011 floods.

Customer complaints were 2.5 per 10,000 trips, compared with 2.4 per 10,000 trips the previous quarter.

The benchmark for this measure has changed with adjustments and complaints now reported separately. The measure of adjustments and fixed fares are available on pg 9.

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

go card made up 79.5 per cent of trips across the network in Q1 2011/12. This compares with 62.5 per cent during the same quarter last year.

Total *go card* trips for Q1 were 36.7 million, which is a record for a single quarter. It is up from 35.1 million the previous quarter.

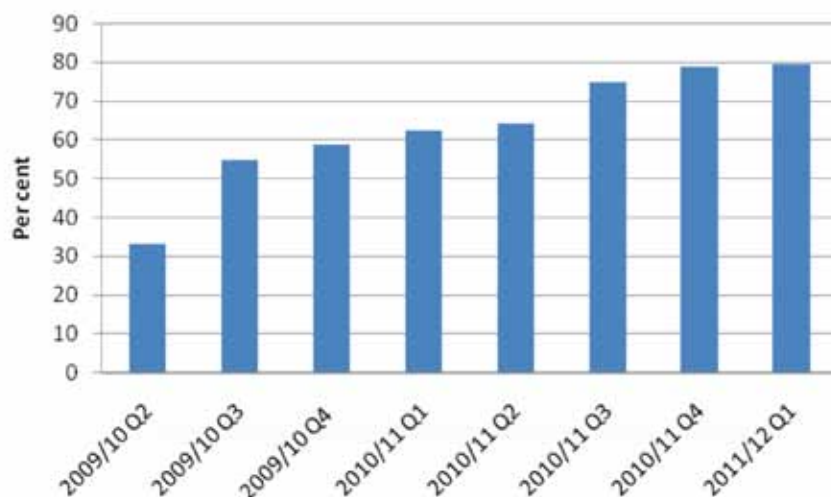
There were 24.3 million *go card* trips during the quarter on bus services, 11.5 million on trains and about 900,000 on ferries.

go card fixed fares and adjustment data is now reported as a separate measure from *go card* complaints.

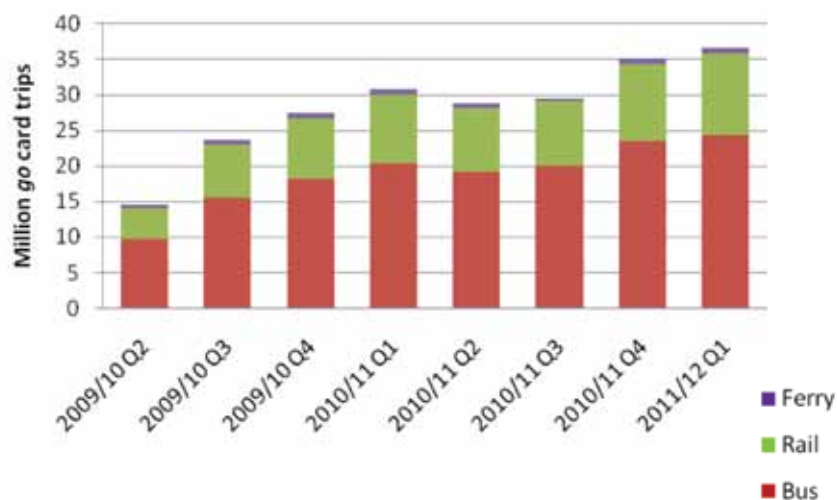
The fixed fare rate, charged when *go cards* are not touched off, increased to \$10 for trains (concession \$5) and \$5 for buses/ferries (concession \$2.50) in May 2011, just prior to Q1.

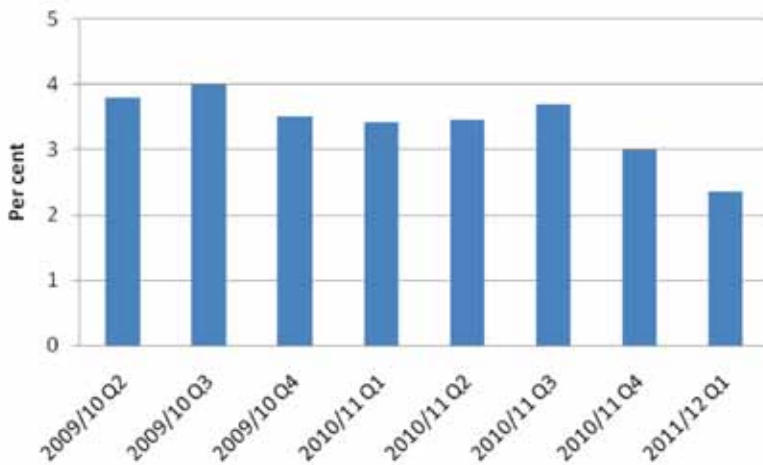
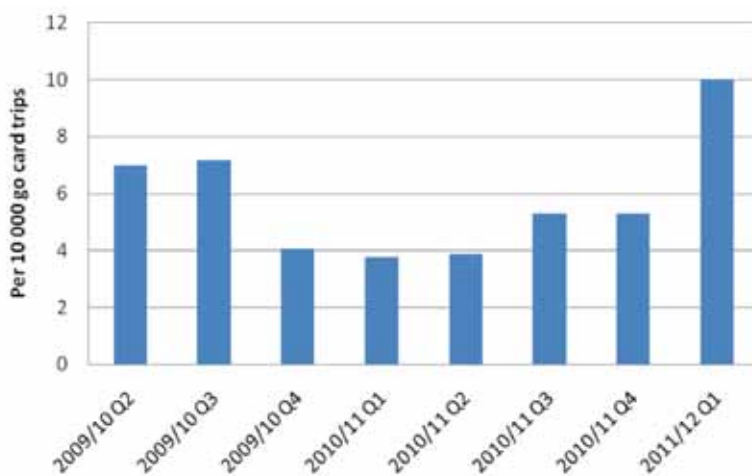
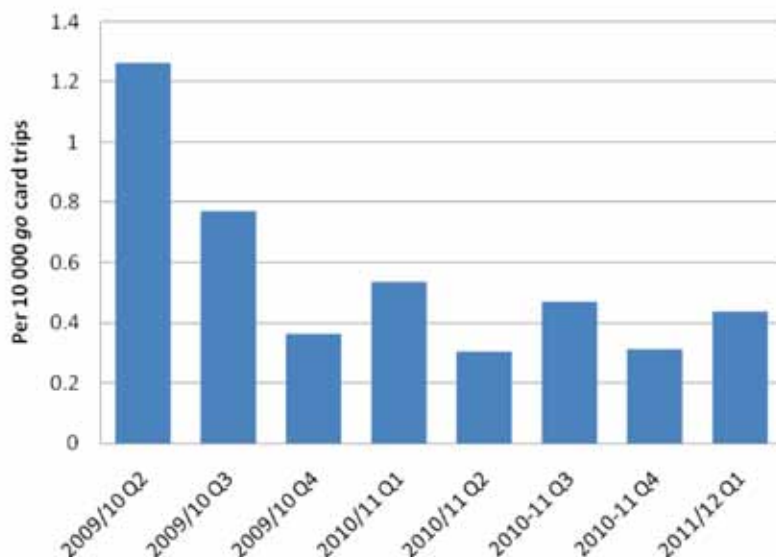
This change targeted the estimated 70,000 trips a month by fare evaders taking advantage of the previously lower rate by deliberately not touching off at the end of their journey.

go card use network-wide



go card use by mode



go card fixed fares**go card adjustments****go card customer complaints**

The change has seen a reduction in the number of customers incurring a fixed fare to 2.36 per cent for the quarter, compared with three per cent for the previous quarter.

The change to fixed fare levels was implemented to strike the right balance between tackling fare evasion and not disadvantaging commuters who make an honest mistake or were unable to touch off.

go card adjustment requests have increased to 10 per 10,000 trips, up from 5.3 per 10,000 trips the previous quarter.

In Q1, 98.74 per cent of all adjustment requests to the call centre were approved.

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.

go card complaints have remained at levels between 0.3 and 0.5 per 10,000 go card trips during the past four quarters, with the level at 0.4 per 10,000 go cards trips for Q1.



Customer satisfaction

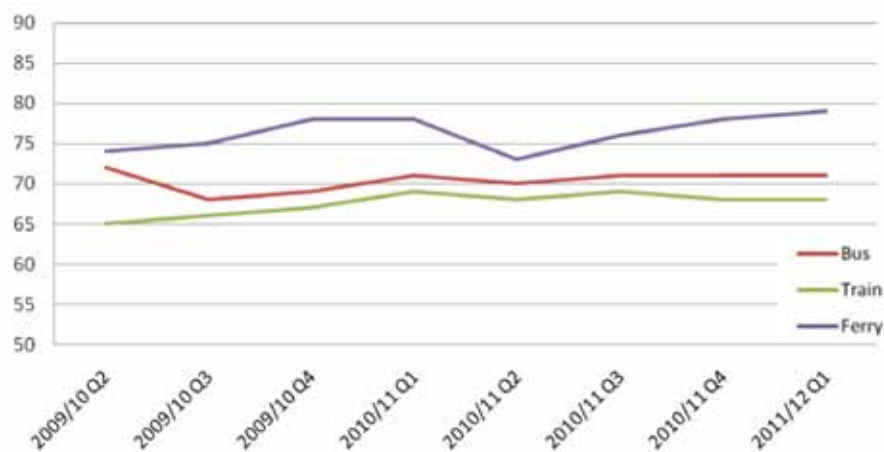
TransLink undertakes quarterly customer satisfaction surveys to measure and compare changes in the opinions of public transport users across South East Queensland.

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'.

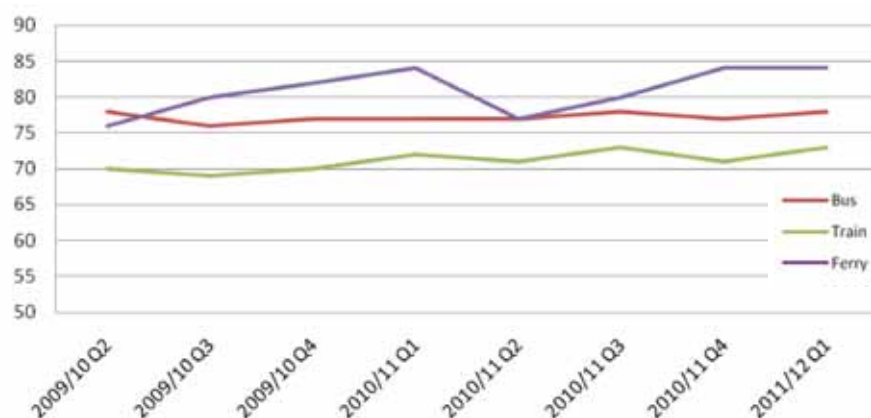
Customer satisfaction continues to be stable in Q1 with all overall satisfaction levels the same or a slight increase from the previous quarter.

Most categories within the overall results also remained relatively stable with 19 measures for bus, train and ferry categories showing increases, seven remaining the same and four decreasing.

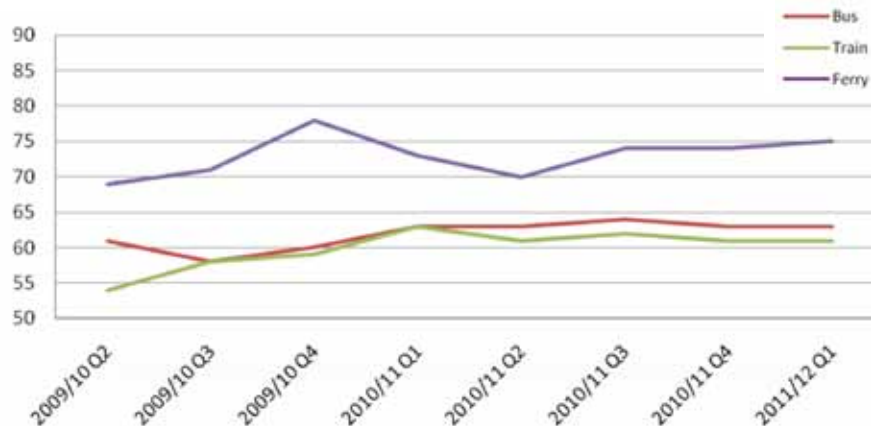
Overall satisfaction A combination of all reported categories.



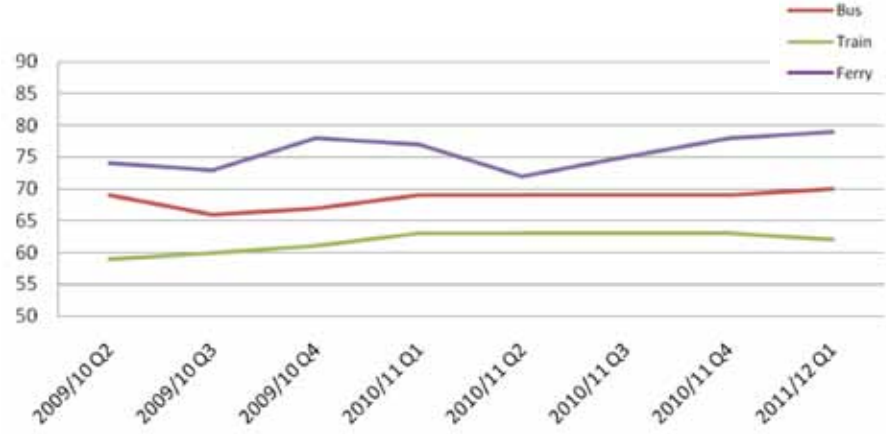
Safety and security Safety at stops, stations and on board vehicles.



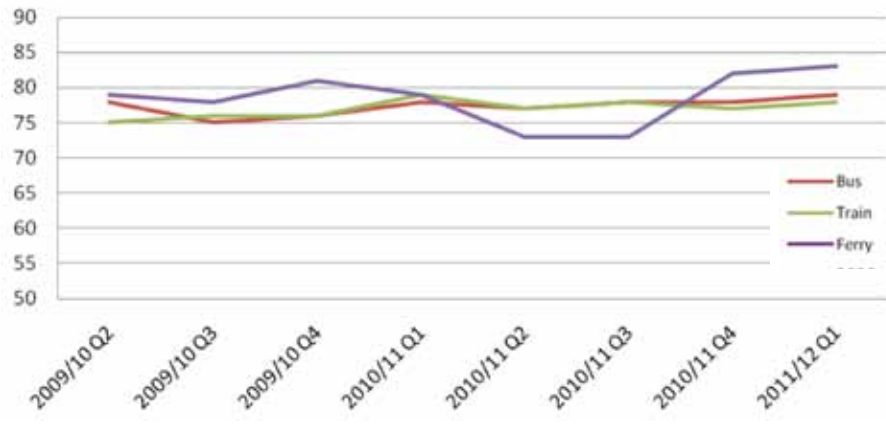
Reliability and frequency Ability to meet departure times, frequency of services and reliability of go card readers*.



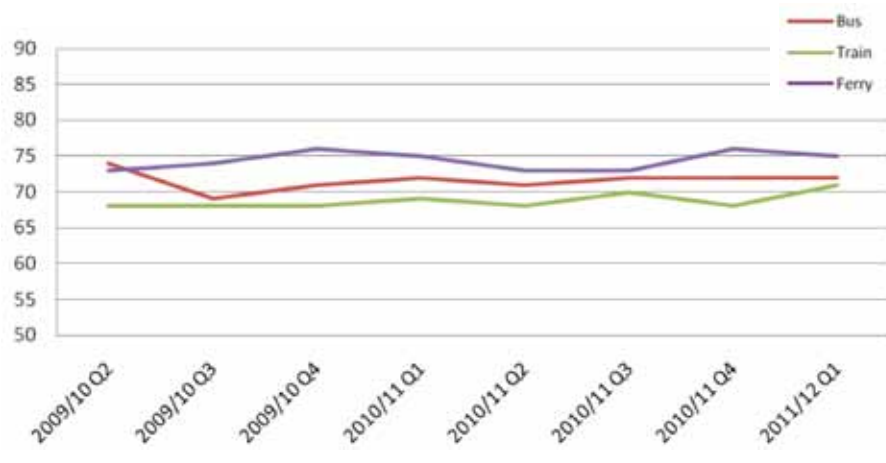
Comfort of ride Cleanliness, availability of seats, temperature on board and facilities at stops and stations.



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.



Of the increases, only two can be considered statistically significant, namely the train customer satisfaction figures for Safety and Security, and for Proximity.

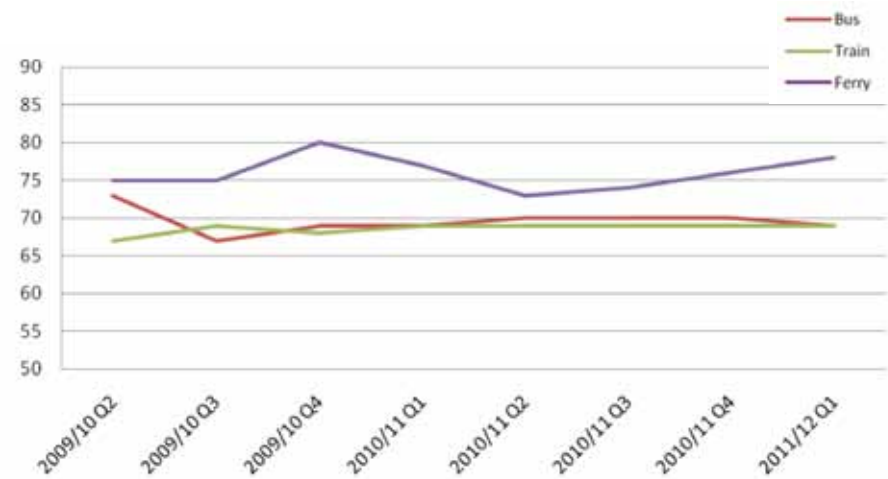
Safety and Security for trains is comprised of improved personal safety at stations and on board, while the Proximity measure relates to distance to end destination and convenience of ticket and go card purchase.

The two important categories of Reliability and Frequency, and Accessibility rose or remained the same for bus, train and ferry.

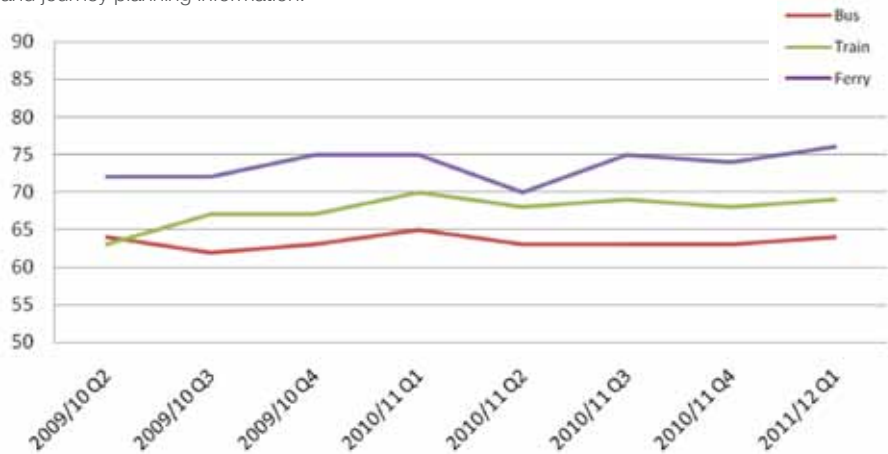
Overall satisfaction with go card remains among the highest of all categories.



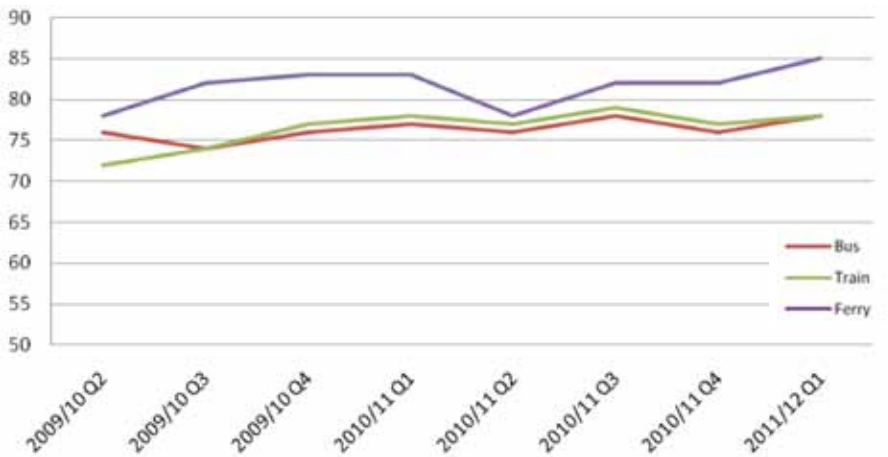
Efficiency Door-to-door travel time, connections with other services and avoidance of congestion.



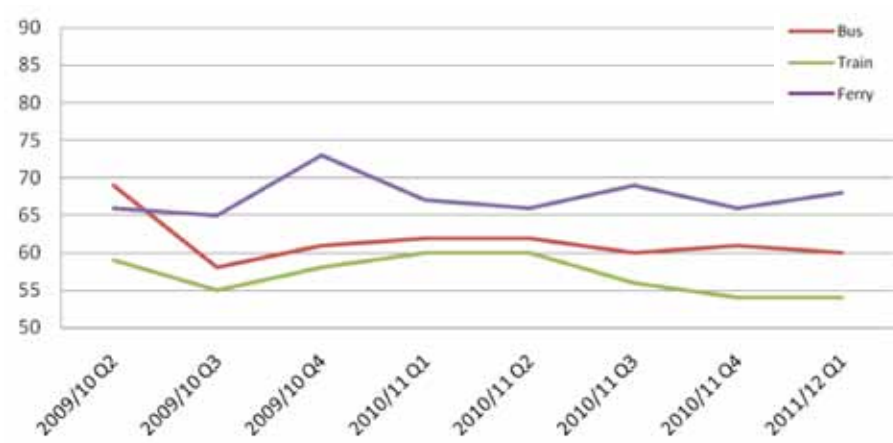
Information Ability to understand on board and at-station information, timetables, maps and journey planning information.



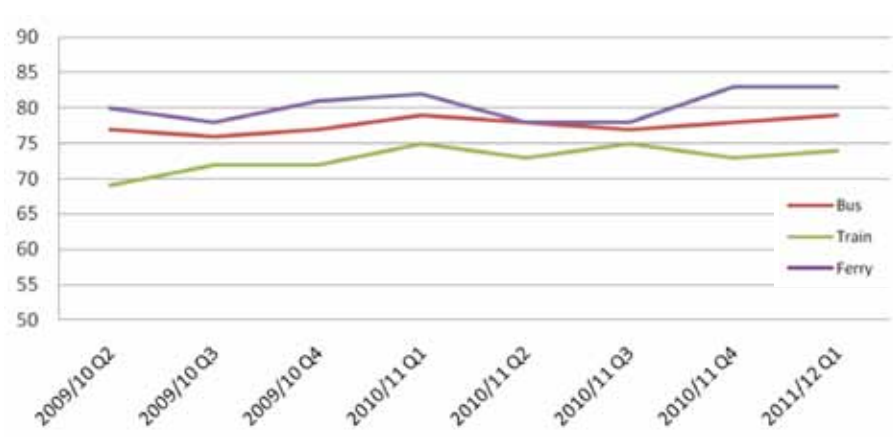
Helpfulness of staff Knowledge, conduct, presentation and helpfulness of staff.



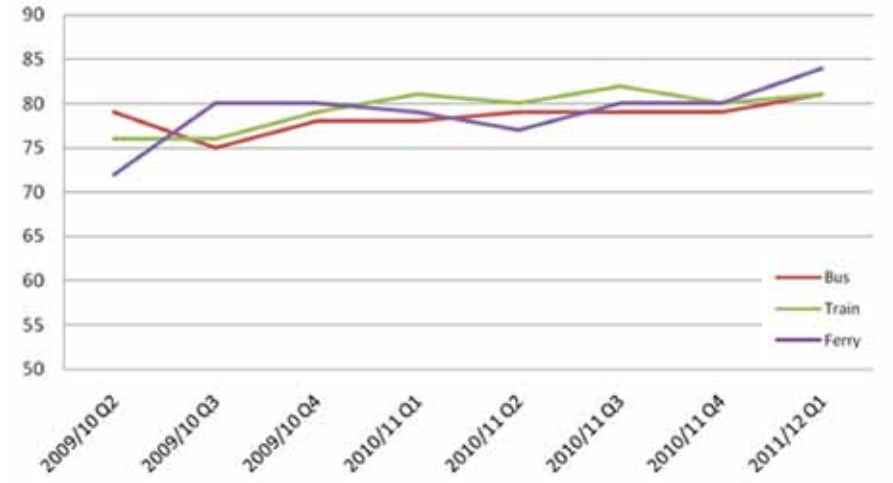
Affordability Cost of tickets and benefit of not having to pay for parking.



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

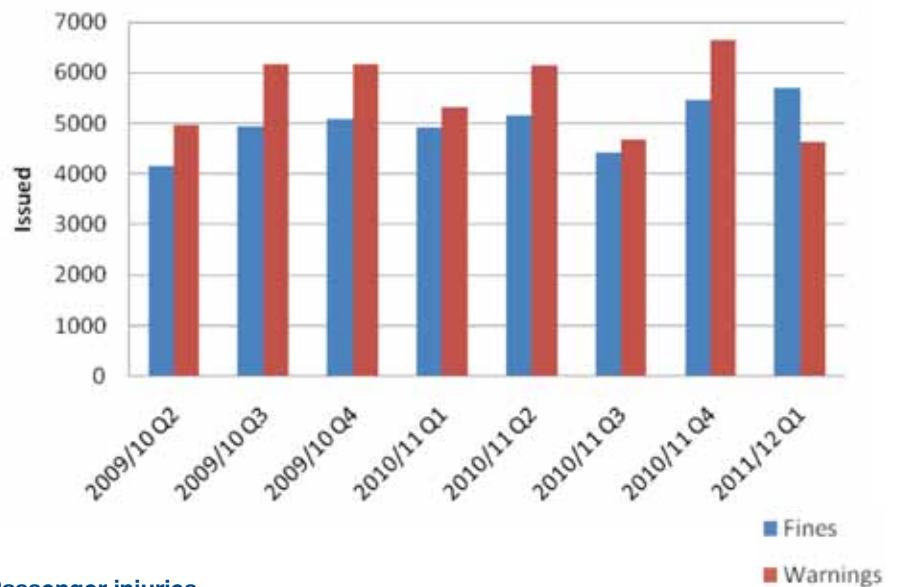
Fare evasion continues to be a major challenge across the network and prior to recent changes, was estimated to cost more than \$18 million a year in lost revenue.

Recent steps to reduce fare evasion include increased number of fare gates at train stations, further Senior Network Officers deployed, and the fixed fare increases.

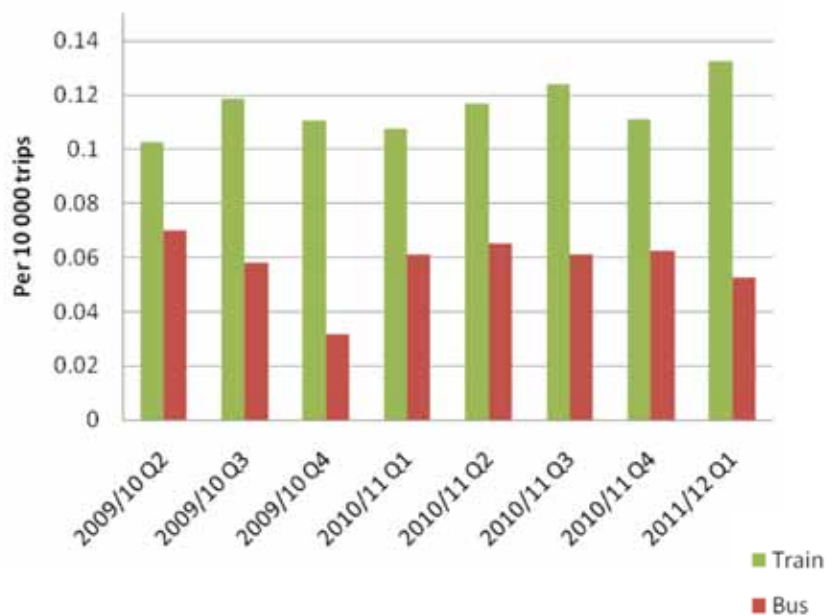
Recent fare gate changes across the network has reduced the impact of fare evasion, allowing TransLink to recover up to \$4 million additional revenue at the gated stations on the rail network. Additional fare gates were added during this quarter at Coomera and Nerang stations on the Gold Coast.

Transit staff issued 5690 fines and 4644 warnings during Q1.

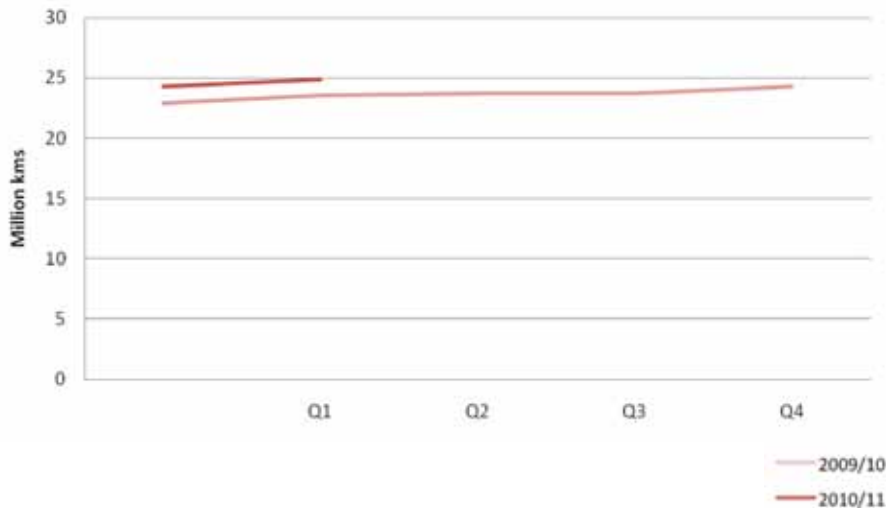
Fines and warnings



Passenger injuries



Service kms – bus



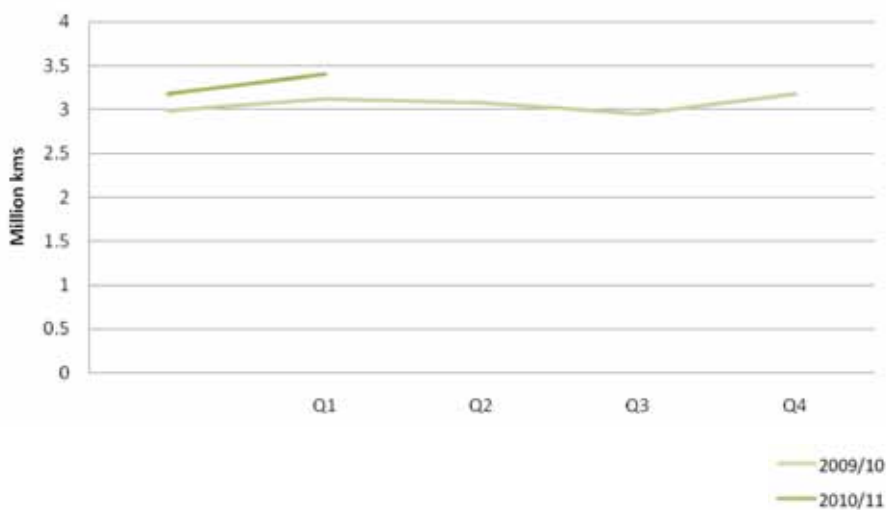
Service kilometres

There were 3.4 million service kilometres delivered by Queensland Rail during Q1 2010/11, up from 3.2 million the previous quarter.

Bus service kilometres increased from 24.3 million the previous quarter to 24.9 million kilometres this quarter. Please note an incorrect bus kilometres figure was reported in Q4 Tracker and this has been corrected in this quarter's graph.

The increase in service kilometres during Q1 reflect the additional services added as part of the June 6 timetable change. These additional services were only partially recorded in the previous quarter's figures, with the new services implemented for just one of the three months during that quarter.

Service kms – train





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.

This quarter's passenger load data is from a survey undertaken between August 23 2011 and September 22 2011. The surveys are completed during the mid-week peak period with the timing of the survey designed to capture passenger load data at the time of maximum demand.

The survey showed 63,500 customers boarding in the morning peak period, up 6.8 per cent on the previous year. There were 57,000 customers alight in the afternoon peak, up 4.1 per cent on the previous year. Significant growth occurred on the Caboolture and Ipswich/Richland lines following a timetable upgrade on June 6, 2011.

Passenger numbers were counted in August and September 2011 and the data showed a 6.8 per cent growth in morning peak train boardings and a 4.1 per cent growth in afternoon peak use when compared with the same period in 2010.

Morning peak by line

	Mar-09	Sep-09	Mar-10	Sep-10	Mar-11	Sep-11
Beenleigh [#]	5 of 14	4 of 15	3 of 15	2 of 15	5 of 15	3 of 16
Caboolture [#]	7 of 21	9 of 21	8 of 21	9 of 22	12 of 22	5 of 26
Cleveland [#]	5 of 15	4 of 15	5 of 15	1 of 15	7 of 15	2 of 15
Doomben [#]	1 of 5	0 of 5	0 of 5	0 of 5	1 of 5	0 of 5
Ferny Grove [#]	3 of 15	0 of 15	2 of 15	0 of 15	2 of 15	1 of 15
Ipswich/Richlands [#]	6 of 26	8 of 25	5 of 25	6 of 25	6 of 34**	3 of 30**
Shorncliffe [#]	4 of 8	3 of 8	3 of 8	3 of 8	4 of 8	3 of 8
Gold Coast [#]	6 of 7	5 of 7	5 of 8	4 of 8	6 of 8	5 of 8
Sunshine Coast [#]	3 of 5	3 of 5	4 of 5	3 of 5	4 of 5	1 of 6
Sunshine Coast only*	0 of 5	0 of 5	0 of 5	0 of 5	2 of 5	0 of 6
Gold Coast only*	5 of 7	3 of 7	5 of 8	3 of 8	5 of 8	5 of 8

Afternoon peak by line

	Mar-09	Sep-09	Mar-10	Sep-10	Mar-11	Sep-11
Beenleigh [#]	1 of 12	1 of 12	1 of 12	0 of 12	0 of 12	0 of 13
Caboolture [#]	5 of 16	5 of 16	8 of 16	5 of 17	8 of 17	3 of 21
Cleveland [#]	4 of 12	3 of 12	3 of 12	2 of 12	2 of 12	3 of 12
Doomben [#]	0 of 4	0 of 4	0 of 4	0 of 4	0 of 4	0 of 4
Ferny Grove [#]	0 of 16	0 of 16	0 of 16	0 of 16	0 of 16	0 of 16
Ipswich/Richlands [#]	5 of 19	2 of 19	4 of 20	3 of 20	2 of 32**	1 of 26**
Shorncliffe [#]	1 of 8	1 of 8	1 of 8	1 of 8	1 of 8	1 of 8
Gold Coast [#]	5 of 8	4 of 8	3 of 9	4 of 9	6 of 9	6 of 9
Sunshine Coast [#]	2 of 5	1 of 5	2 of 5	2 of 5	3 of 5	2 of 7
Sunshine Coast only*	0 of 5	0 of 5	0 of 5	0 of 5	0 of 5	0 of 7
Gold Coast only*	1 of 8	1 of 8	2 of 9	2 of 9	5 of 9	2 of 9

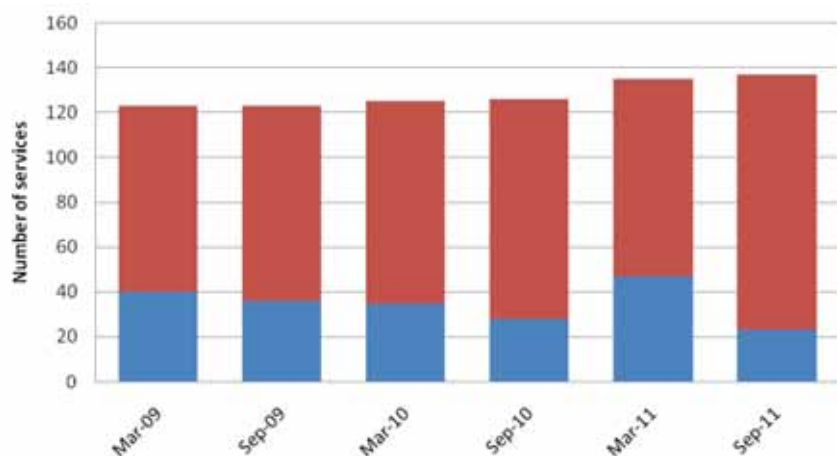
Footnote

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

** Combined Ipswich and Richlands line data

Considers passengers standing outside 20 minutes of the CBD

Morning peak period – overall**



The latest survey includes the additional peak period services on the Ipswich and Caboolture lines as a result of the June 6 service improvements.

Following a change to the passenger load survey cycle, Tracker now displays the data from the first and third quarter of every year.

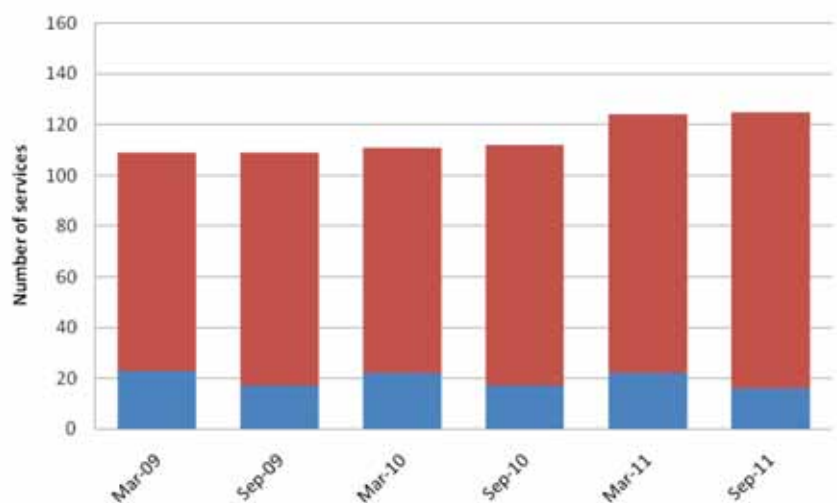
Survey data for the last two reporting periods includes Richlands line data for the first time following the opening of this line in January 2011. This data is combined with the Ipswich line data.

The combined Ipswich/Richlands number of services in the March quarter included extra Richlands services which were predominantly station shuttles between Richlands and Darra stations. These services have now been replaced by full through services between the CBD and Richlands station.

When compared with the same quarter last year, the number of morning services outside the 20 minute benchmark decreased from 35 to 17 per cent, while the afternoon peak services over the benchmark dropped from 18 to 13 per cent.

The Queensland Rail Passenger Load Survey is available at translink.com.au.

Afternoon peak period – overall**



Footnote

** Includes Airport services.

Bus operator profile

Clarks Logan City Bus Service



In 1976, husband and wife duo Reg and Yvonne Clark saw the need for a local school bus service and purchased a single bus to supply it.

Some 35 years later, Clarks Logan City Bus Service operates one of Australia's largest privately-owned fleets, employs more than 170 people, carrying more than 20,000 passengers everyday on a fleet of 126 buses.

In the first week of operation the service carried 25 students a day and brought in revenue of \$120, with the accounts being done on the kitchen table at Reg and Yvonne's home in Drews Rd, Logan.

Following the purchase of another local company in 1987, the company was able to provide city services during

Expo 88 and these have continued until today with the high-frequency route 555 (Loganholme bus station to Brisbane CBD) among the top 10 most popular bus routes in South East Queensland.

This expansion not only jump-started the enormous business growth still being experienced today but also more than doubled the fleet in a single stroke.

In 1997 the company decided to focus exclusively on urban transport and ceased providing charter services.

In 2006 Reg and Yvonne celebrated 30 years of operation, and opened a new \$1.8 million office and workshop facility in Loganlea. This new depot provides seven workshop bays and a yard capacity for 140 buses.

They proudly welcomed their 100th Volvo bus into the fleet in September this year.

The fleet is also undergoing preparations to pilot TransLink's real-time customer information system – Customer First. The first kits will be installed on buses in the coming months and available for customer use during the first half of 2012.

As a family company it has been important to maintain the values and principles that have led to the successes to date.

With origins based in Logan the focus has always been to deliver a high level of service to the customers in the area with professional staff and a modern fleet.



Reg and Yvonne Clark





One of the original buses



TRANSLink

Grovely
station

  Park 'n' ride

