



TRANSLink

TransLink's Tracker 2009–2010 Q2

 Information

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 QR, 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.

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This edition of TransLink's Tracker

TransLink customers expect flexible and seamless integration of all public transport modes so they can easily get to their destinations — whether it be by bus, train or ferry.

A crucial component of these expectations is customer information.

The use of TransLink's two key information services, www.translink.com.au and call centre 13 12 30, continue to increase rapidly.

These are important support options, in addition to the information and assistance provided at stops, terminals and stations or by our frontline staff — such as bus drivers, station staff and ferry crews.

In the three months to December 2009 there were about 3.7 million website and call centre visits, compared with 2.6 million in the three months to December 2008 — a 41 per cent increase.

Overall, in 2009 we received more than 12.8 million visits to the TransLink website and call centre.

While about two-thirds of the website customer visits are for journey planning purposes, customers also visit to:

- manage their *go* card accounts
- set up *go* card auto top-up
- provide customer feedback
- read service updates and disruption notices
- find out more about event information; and
- obtain busways, bus, rail and light rail project information.

TransLink recently asked customers how they saw the website in the future. Among our customers' priorities was information

about disruptions to services, along with more easy-to-find and easy-to-understand service information.

The outcomes of this research will be the basis of a website makeover that will occur later this year. This is another reason why your feedback is important to continue to inform us of your needs.

On page 7 we will give you a snapshot of some of key data on customer enquiries, and by visiting www.translink.com.au or phoning 13 12 30 you can also tell us what you think.

Already in the first six months of the current financial year, the delivery of infrastructure — such as busways, the Varsity Lakes train station and additional park 'n' ride facilities — new trains, new buses and the time-saving efficiency of *go* card are continuing to allow our service delivery partners to meet the standard expected by TransLink.

In particular the Eastern busway is already receiving significant patronage due to the connection of the South Eastern busway to key transport hubs such as the PA Hospital, Park Rd station and the University of Queensland at St Lucia. The extension of train services from Robina to Varsity Lakes, along with two additional peak services on the Gold Coast line and an additional peak train service on the Ipswich line will enable TransLink and QR to continue to meet the future needs of customers in these regions.

I would expect that level of service to continue to be enhanced during the second half of 2009/10, as TransLink continues to work towards its goal of providing 301 000 additional weekly seats for the year.

Peter Strachan

**Chief Executive Officer
TransLink Transit Authority**





Patronage

Patronage measures the number of trips taken across the TransLink network.

There were 43.95 million trips taken across the TransLink network during the second quarter of 2009/10 – an increase of about 90 000 trips on the same period in 2008.

The 28.64 million trips taken on bus services across the network represented a 1.7 million increase in bus trips taken during the same period a year earlier.

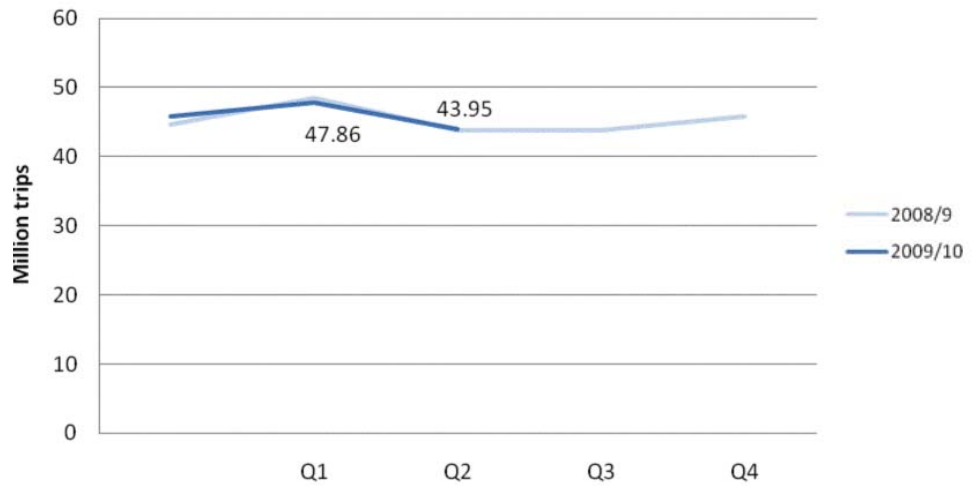
Patronage on the CityCat and CityFerry services was also up, by about 40 000 trips to 1.65 million when compared to the same period last year.

Overall train patronage was down by 1.67 million to 13.66 million trips. As outlined in the Tracker Q1 2008/9, the accuracy of the data provided by *go* card has led to a correction in previous methods for counting the number of trips on trains.

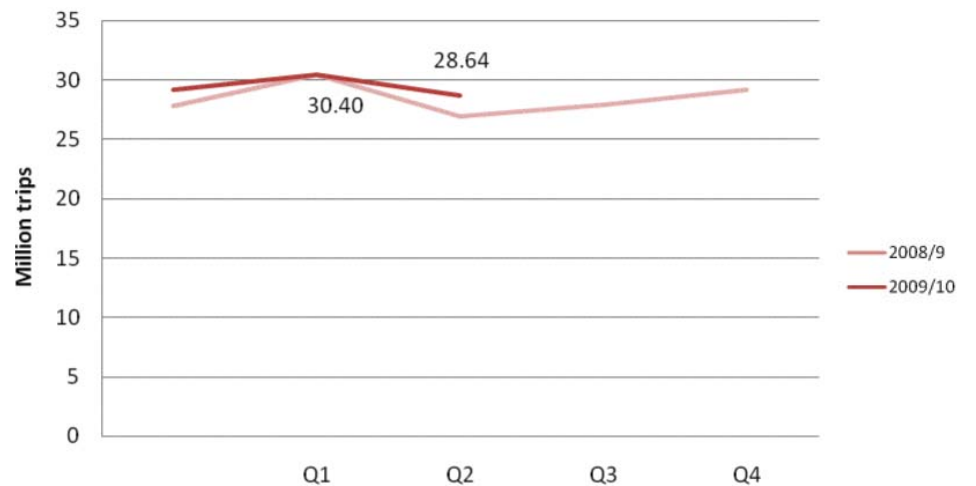
For example a weekly ticket purchased through a QR outlet was previously counted as 11 trips – whereas the *go* card is showing that many customers using these tickets are likely to integrate their trips between train, bus and ferry.

Based on the previous patronage formulas, we estimate that the number of passengers using train services in this period is similar to actual levels for the same period in 2008.

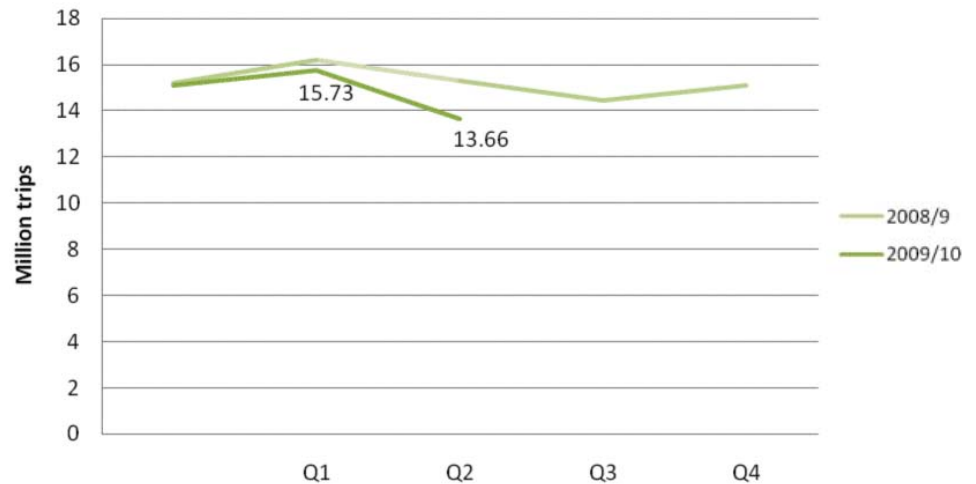
Network wide patronage



Bus patronage – quarterly



Train patronage – quarterly





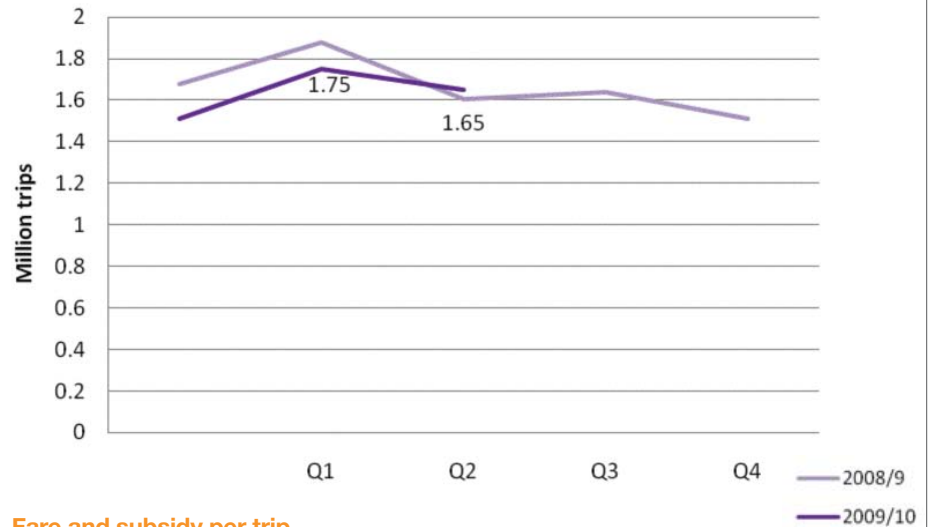
A new measure in this edition of TransLink's Tracker is the cost of fares and subsidy per passenger. In this quarter, TransLink funding for the network consisted of \$66 million in fare revenue and \$231.8 million in Queensland Government subsidy.

The average fare per trip paid by customers across the network was \$1.50, compared to \$1.48 for the same period in 2008. The average Queensland Government subsidy was \$5.28 per trip, compared to \$4.78 for the same period in 2008.

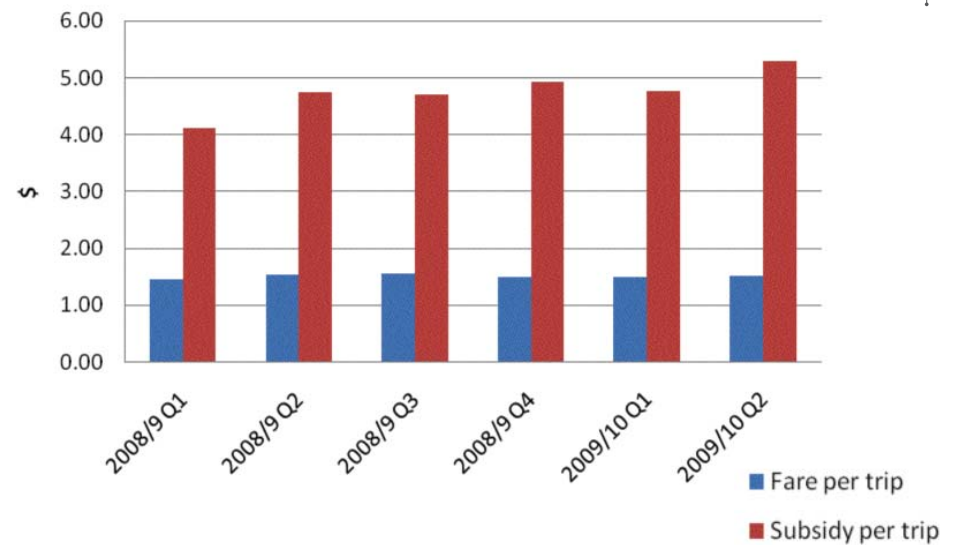
The fare and subsidy – networkwide graph shows the balance between public transport fares and funding received from the Queensland Government. The Queensland Government contributed 77.8 per cent of this funding during Quarter 2 as part of their \$825 million budget for the 2009/10 financial year.

The Brisbane City Council also contributes significant funding to buses and ferries while the Gold Coast City Council and the Sunshine Coast Regional Council, along with TransLink commercial activities, also assist to fund public transport services.

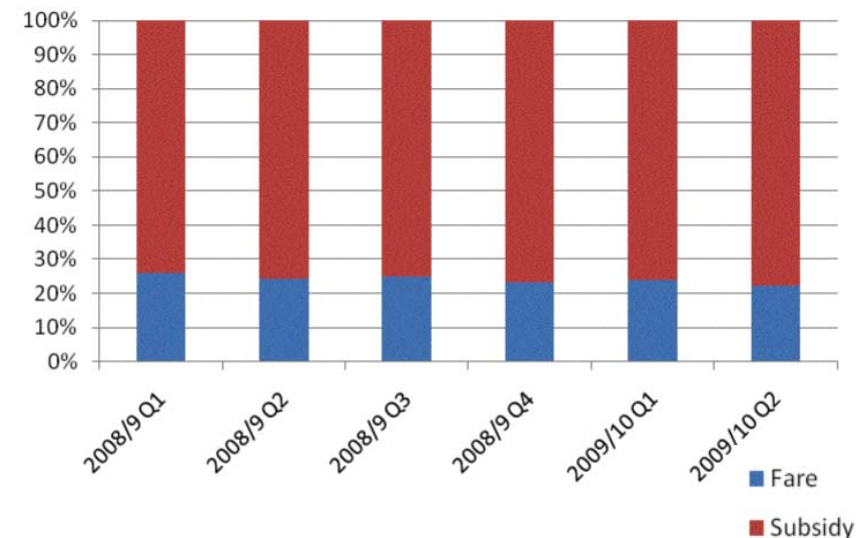
Ferry patronage – quarterly



Fare and subsidy per trip



Fare and subsidy – networkwide





Service on-time running and cancellations

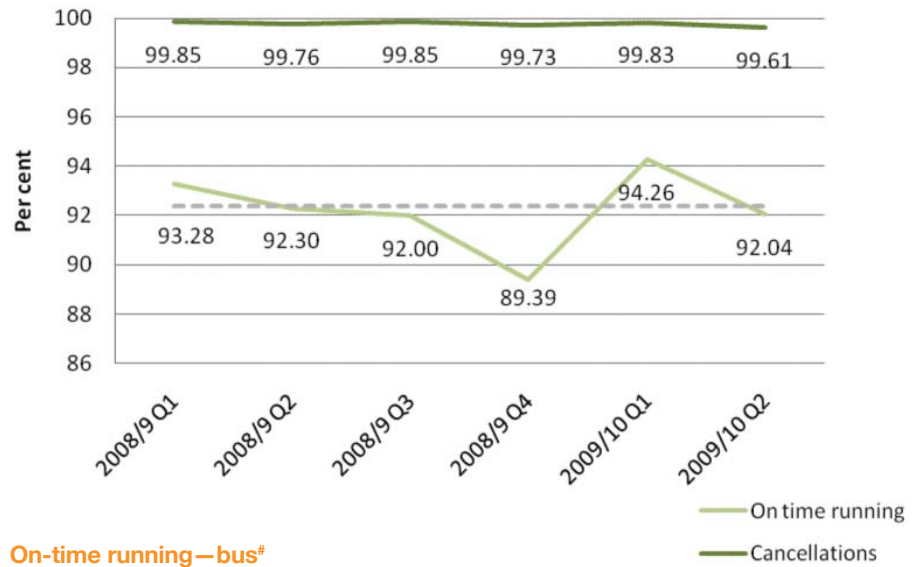
The peak on-time running for train services for the quarter was slightly below the 92.4 per cent benchmark set by TransLink, with 92.04 per cent of trains running within four minutes of the timetable.

For the three months to December 2009, QR remained above the number of services without cancellation benchmark of 99.5 per cent set by TransLink, with 99.61 per cent.

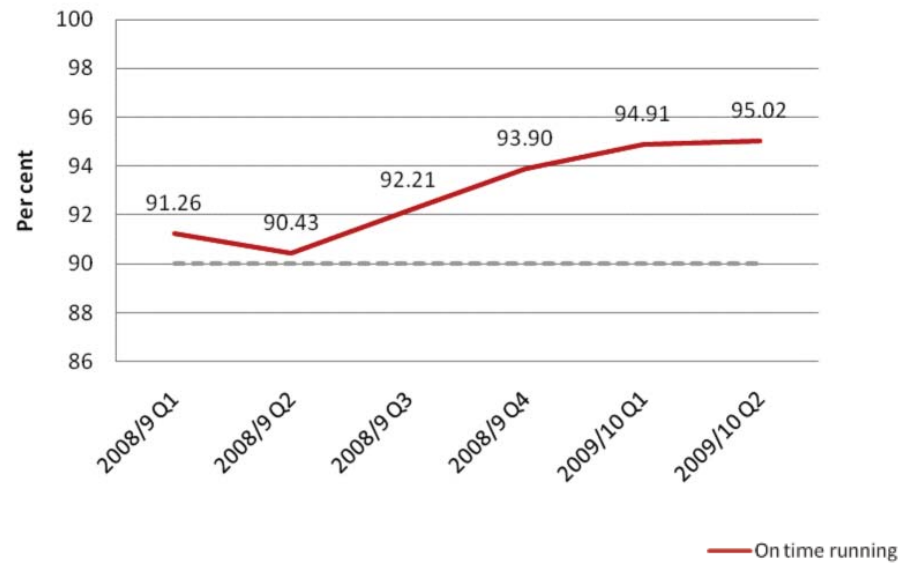
On-time running for bus operators also continued to perform above the 90 per cent benchmark set by TransLink.

Under the existing performance framework, train and bus operators are contracted to meet benchmarks for on-time running and cancelled services.

On-time running and cancellations—train*



On-time running—bus#



Footnote

* Within four minutes (early or late) of the scheduled arrival times.

Within six minutes (late) or two minutes (early) of the scheduled arrival time.



Customer enquiries

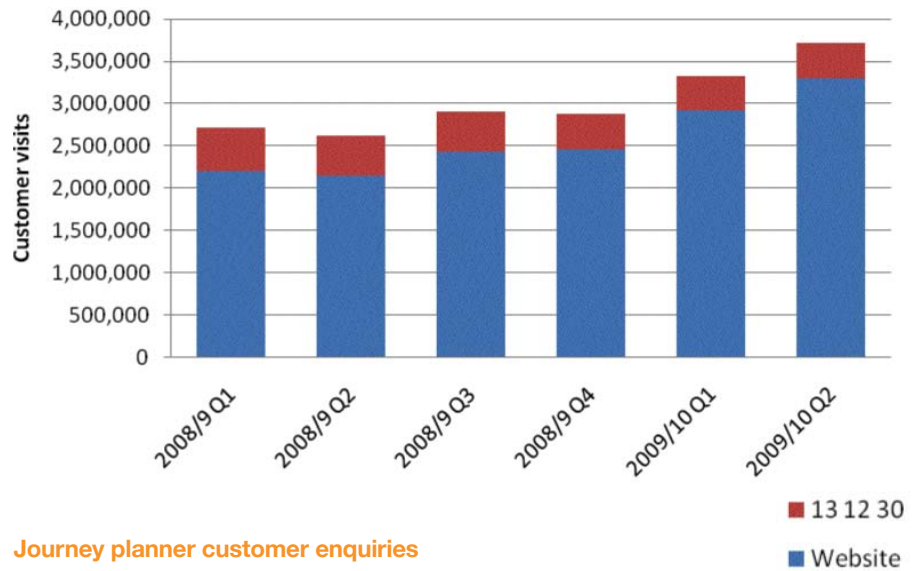
Use of the TransLink website and call centre continues to expand with 3.72 million visits across the three months to December 2009. During the same period in 2008 there were 2.62 million visits.

Most of the increase in the use of www.translink.com.au and 13 12 30 was customers making journey planner enquiries – 2.45 million (Oct–Dec 2009) up from 1.84 million (Oct–Dec 2008).

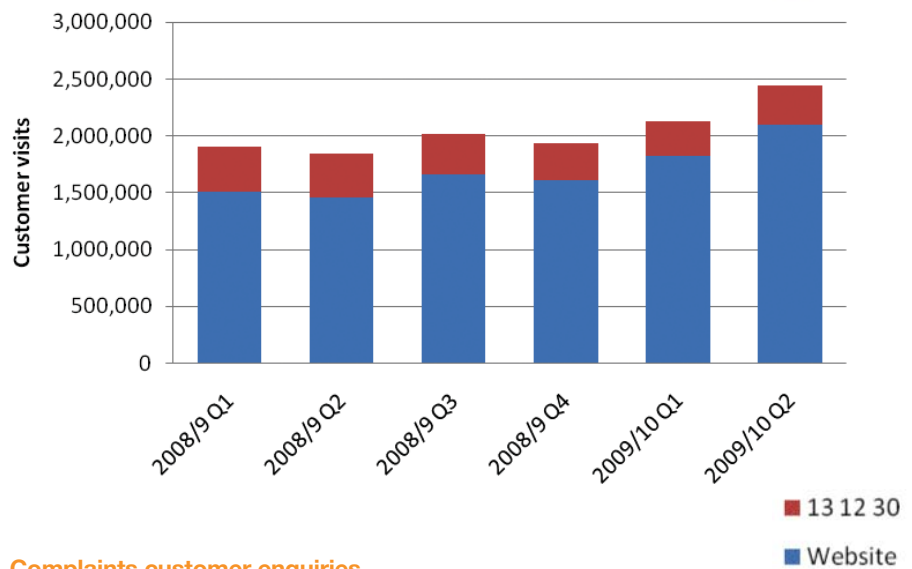
The call centre and website are also the single point of contact for customers wanting to provide feedback, raise an issue or make a complaint. Across the quarter the overall level of customer complaints remained at the same level as the same quarter last year – 4.6 complaints per 10 000 trips.

Customers can contact TransLink through the website at www.translink.com.au or by calling 13 12 30.

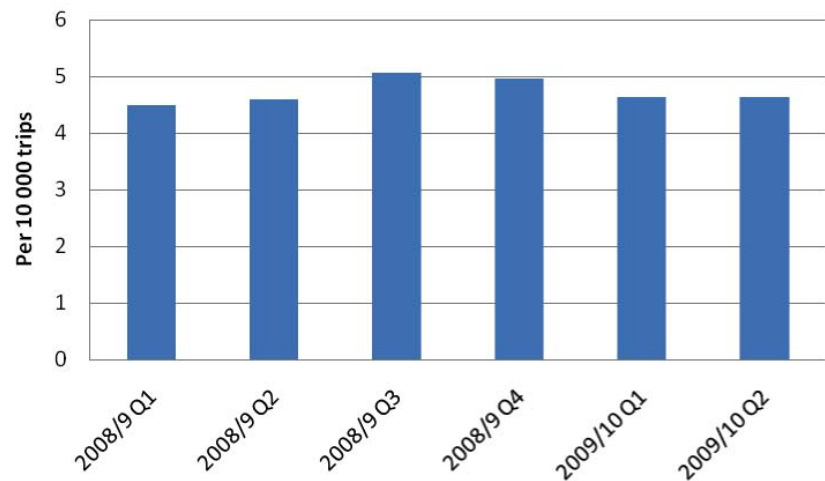
Total customer enquiries



Journey planner customer enquiries



Complaints customer enquiries





go card

There were 65 000 go cards issued in December 2009. This was a significant increase on the previous year – more than four times the number of go cards were issued than in December 2008. By December 31, 2009 the number of go cards issued since the card's introduction in January 2008 exceeded 520 000.

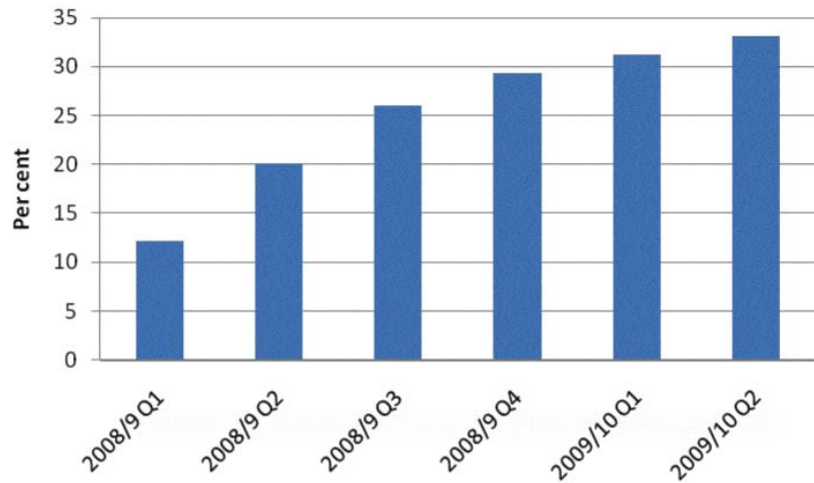
A total of 14.5 million go card trips were taken across the network during the second quarter, with the overall percentage of go card use increasing to 33.1 per cent of all trips across the network, compared to 31.2 per cent in the previous quarter.

Two new additions to this edition of Tracker are the number of fixed fares and the number of customer complaints related to go card.

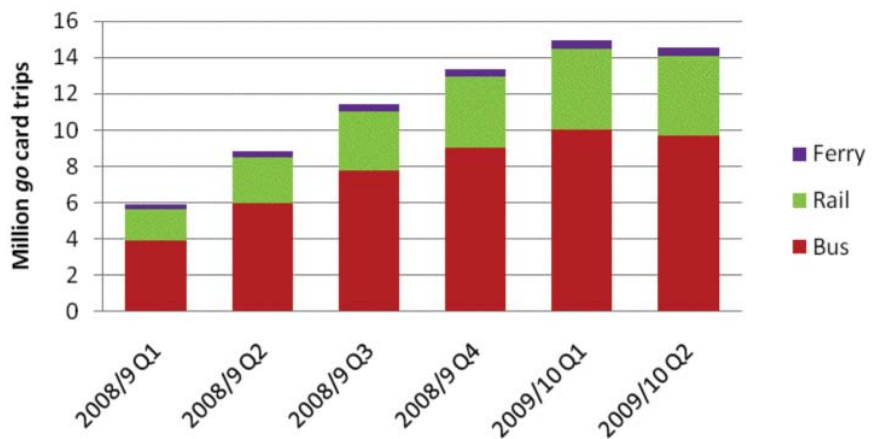
Fixed fares measure the number of customers not touching either off or on with their go card. When the go card cannot measure a journey, it records a fixed fare of \$5 for train (\$2.50 for concession) or \$3 for bus/ferry (\$1.50 for concession).

Uptake in Quarter 3 2009/10 will increase sharply with go cards used on more than half of all trips during January and February.

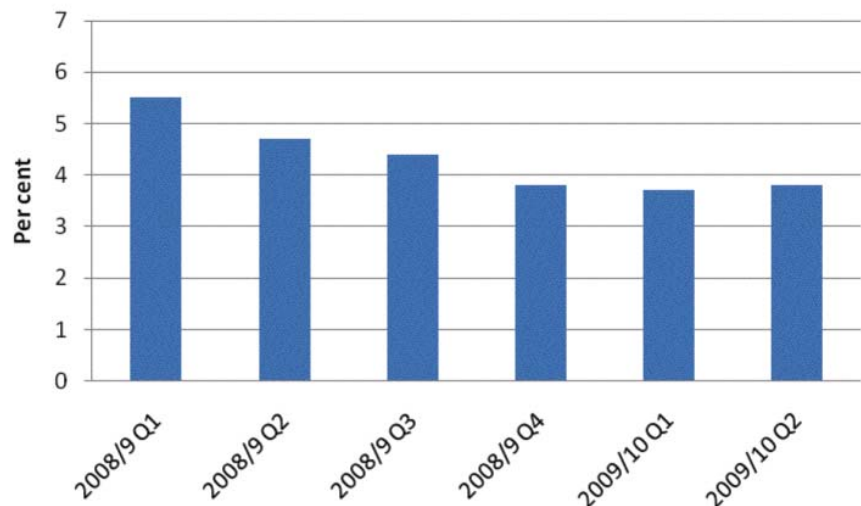
go card use network wide



go card use by mode



go card fixed fare





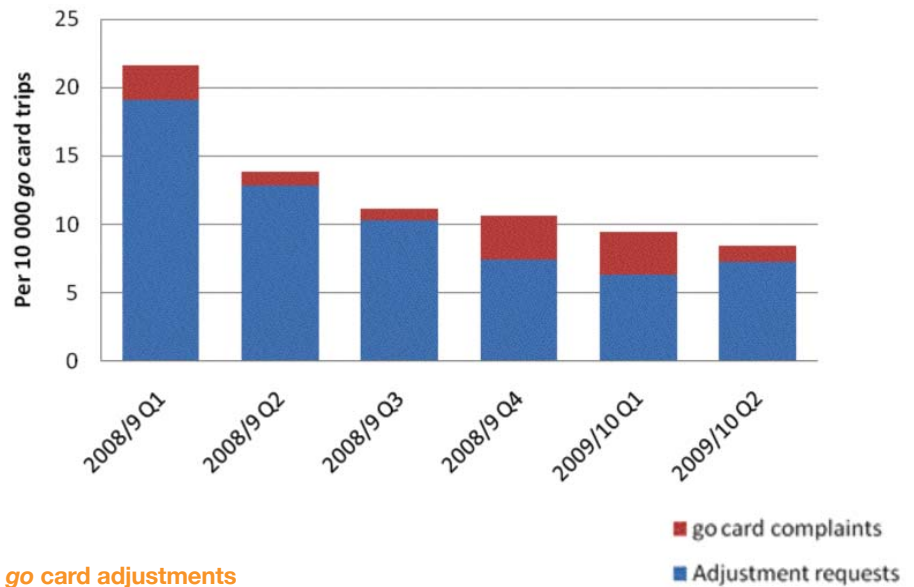
While the number of go card trips per day has doubled, the rate of not touching off or on has continued to fall as people become familiar with the technology. The fixed fare has fallen from 5.5 per cent in the three months to September 2008 to 3.7 per cent in the three months to December 2009.

TransLink estimates that about half of the fixed fares recorded in this period were those who were deliberately not touching off in order to record a cheaper fare. This is considered fare evasion and transit officers continue to be on the lookout for those people who do not pay the correct fare (see page 16 for Fines and warnings).

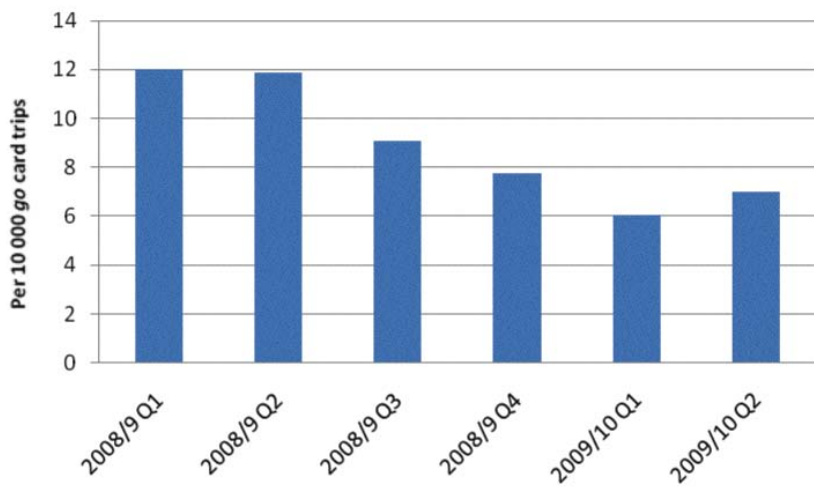
The measure of go card customer complaints comprises two categories – requests for adjustments and general complaints. While the number of adjustment requests rose from 6.2 to 7.2 per 10 000 go card trips (0.062 to 0.072 per cent), the number of go card complaints fell from 3.2 to 1.3 per 10 000 trips (0.032 to 0.013 per cent).

If a go card fails to read correctly or a 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 customer complaints and adjustment requests



go card adjustments





Customer satisfaction

The TransLink customer satisfaction survey draws on the opinions of public transport users across South East Queensland.

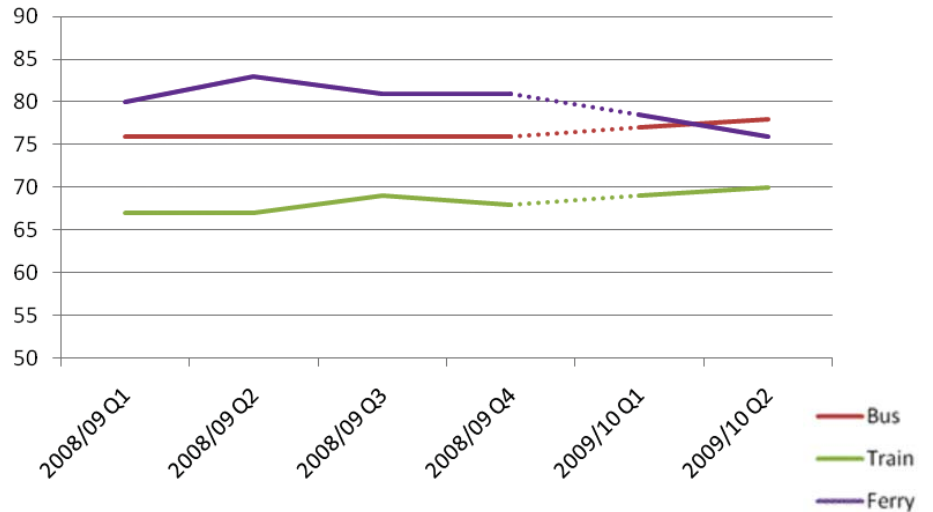
Quarterly reports allow TransLink to measure and monitor customer satisfaction across the network over time.

Consistent with measures used by leading companies, TransLink utilises a customer satisfaction score reflecting performance and customer priorities. Levels of 75 and above are classed as 'best practice'.

The survey was reviewed and adjusted in the second half of 2009 to reflect additional aspects of the customer experience, including *go card*, public transport information, the 24-hour call centre and the website. Therefore the survey was not conducted during Q1 2009/10, and recommenced in November and December 2009.

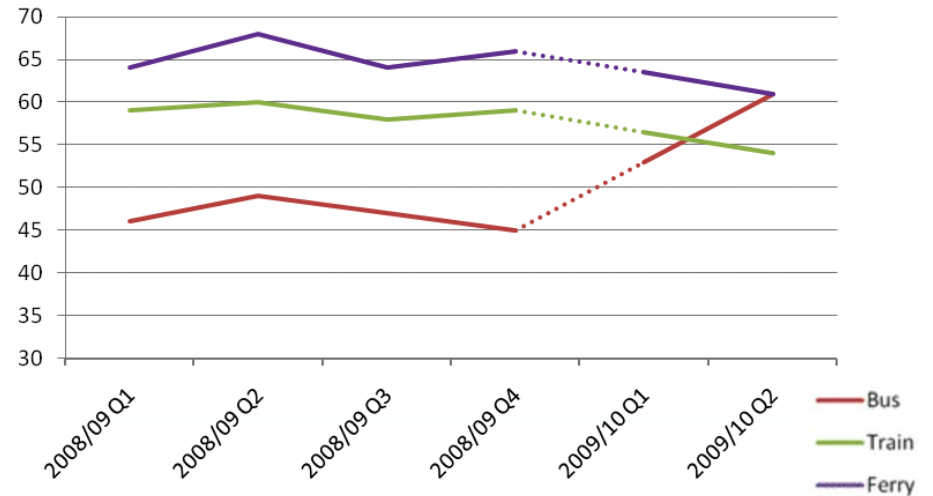
Safety and security

Safety at stops, stations and onboard vehicles.



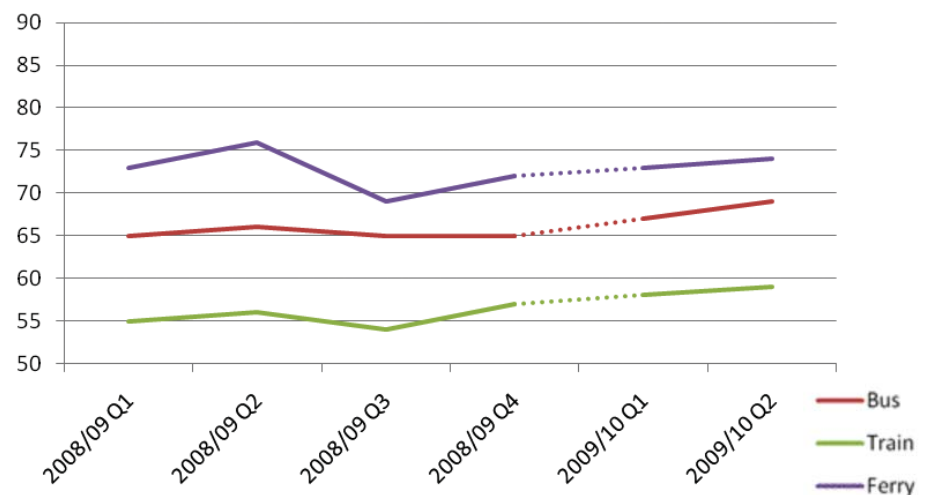
Reliability and frequency

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



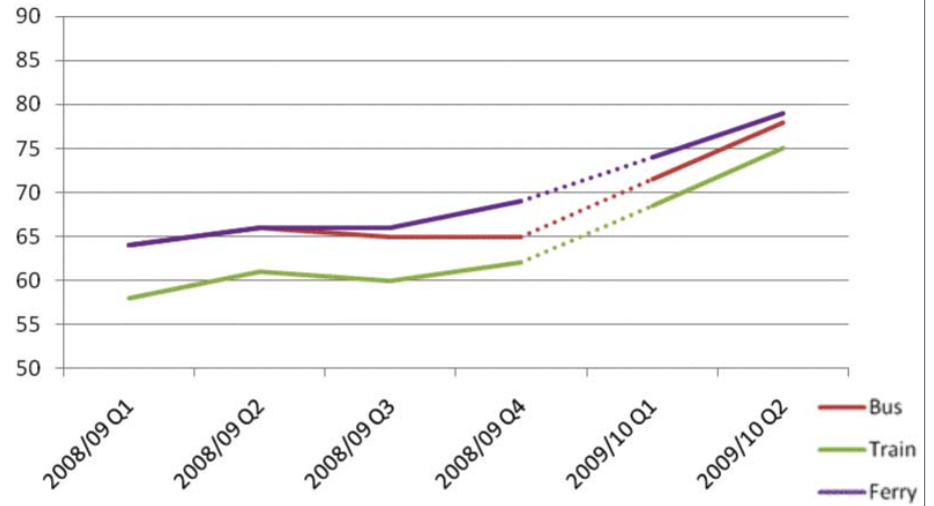
Comfort of ride

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

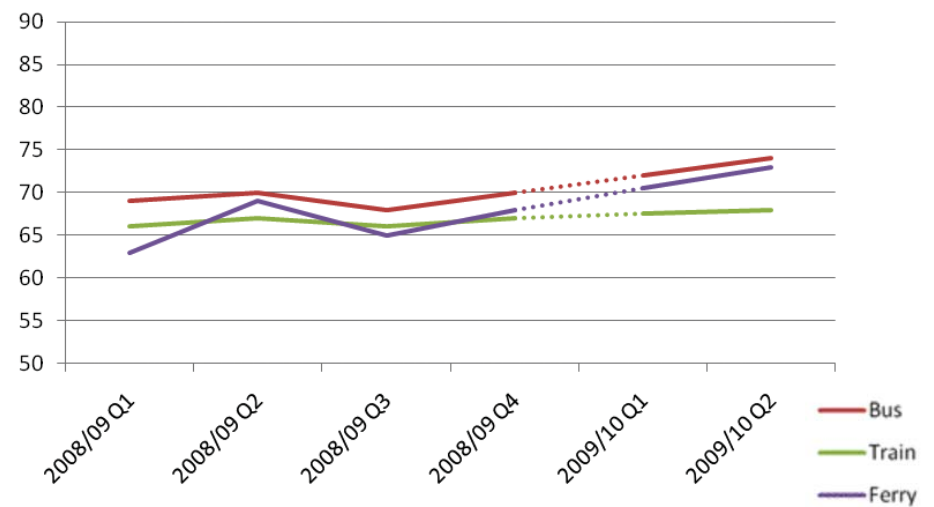




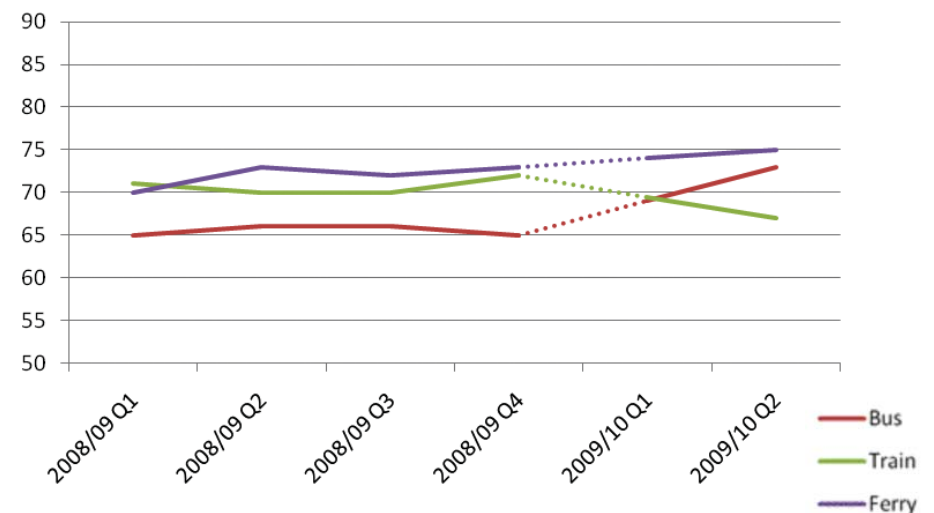
Ease of use Using and understanding ticketing including transferring between modes, purchasing, topping up and using go card, ease of finding stops.

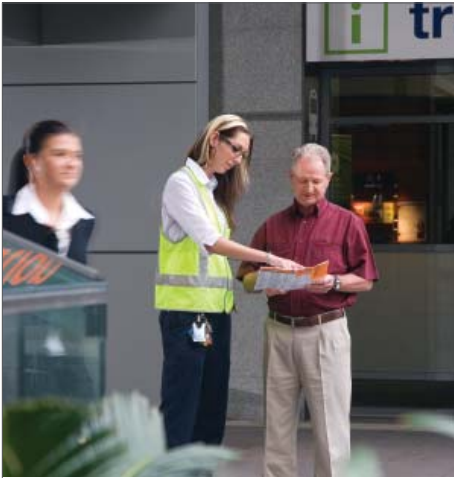


Proximity Convenience of available routes, distances from stops and stations and proximity of go card outlets.

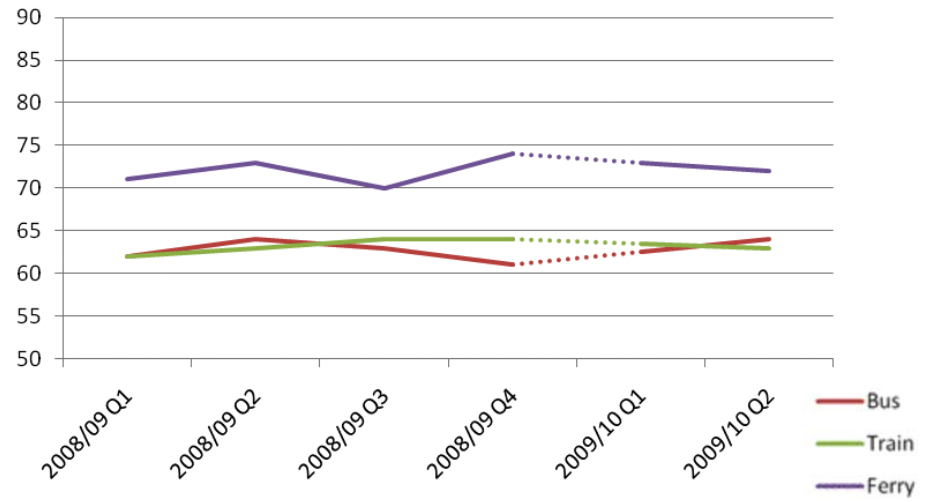


Efficiency Door-to-door travel time, connections with other services and avoidance of congestion.

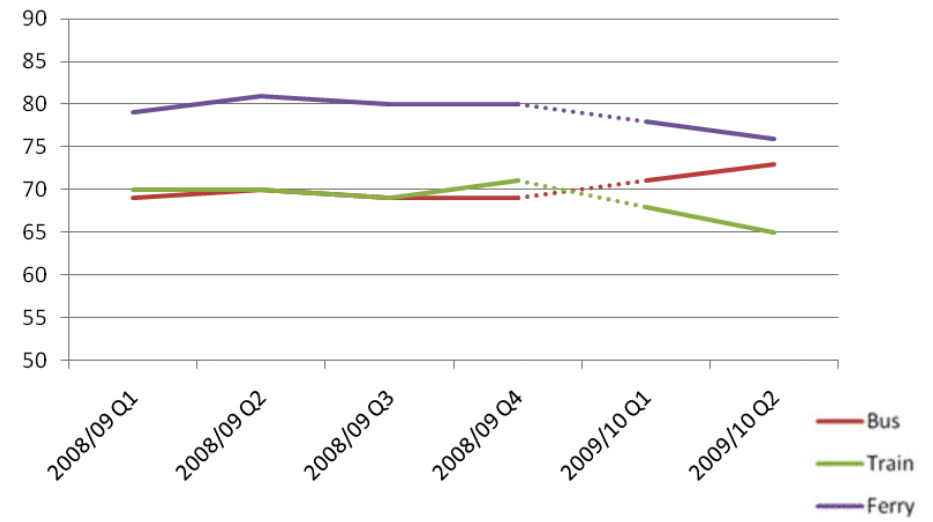




Information Ability to understand onboard and at-station information, timetables, maps and journey planning information.

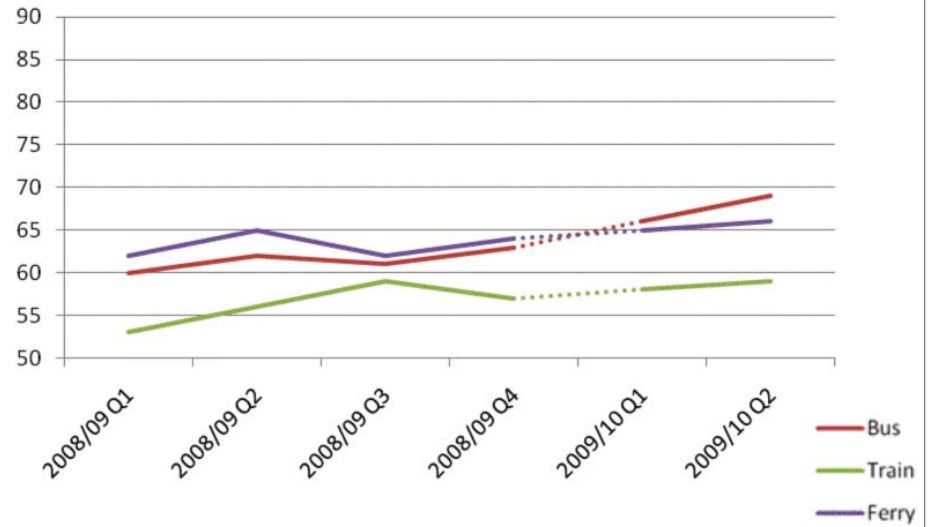


Helpfulness of staff Knowledge, conduct, presentation and helpfulness of staff.

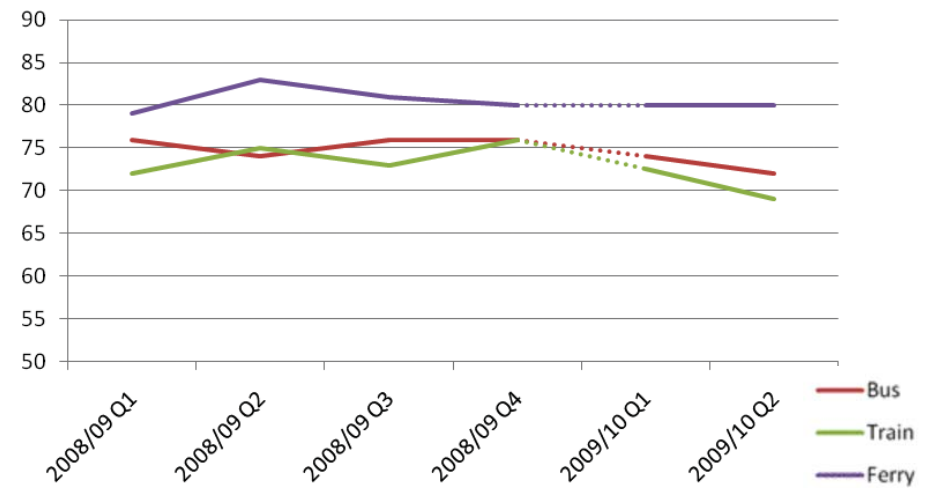




Affordability Cost of tickets and benefit of not having to pay for parking.



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





Train passenger load

In 2009, QR conducted three interim Passenger Load Surveys, in addition to the annual surveys conducted in March each year.

This is the first time that passenger load surveys have been conducted in June, September and December, therefore there is no comparable data.

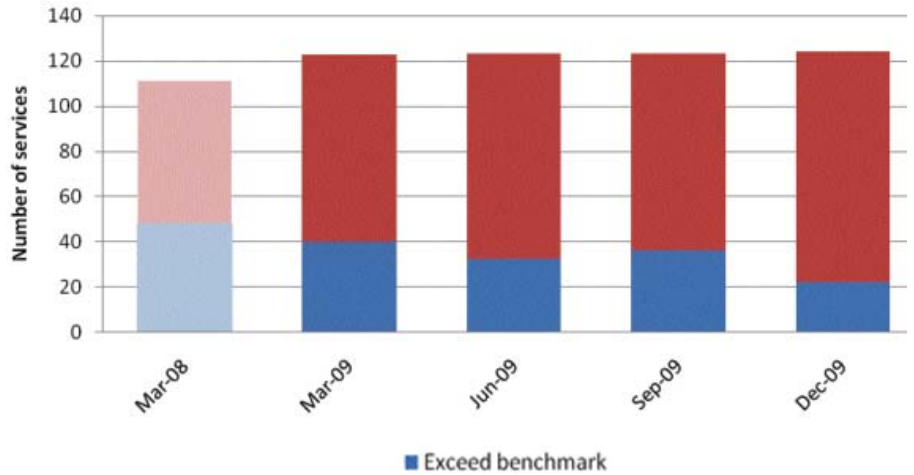
The design capacity, for this survey, is a factor of the trains' distance from Central station – it records the number of trains outside 20 minutes from Central station where a passenger is standing.

The number of peak period trains in the morning which exceeded this benchmark during December 2009 was 18 per cent**, down from 33 per cent in March.

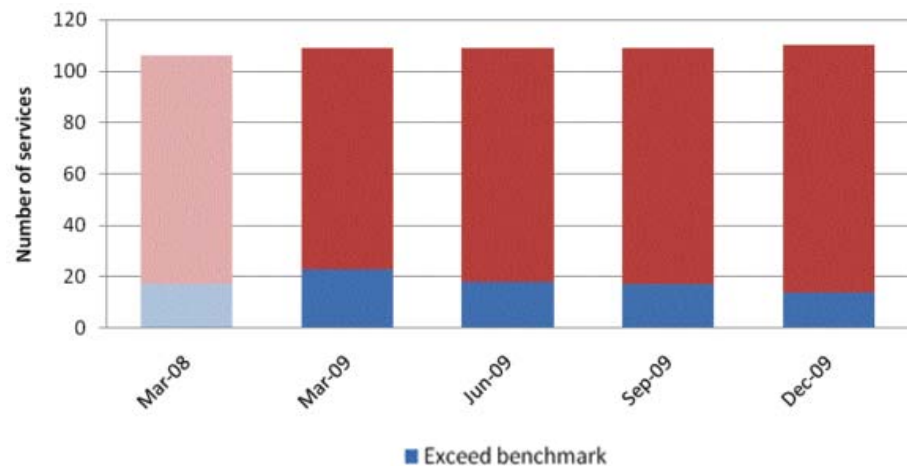
The number of peak period trains in the afternoon which exceeded this benchmark during December was 13 per cent**, down from 21 per cent in March.

An additional measure has been included for the inter-regional express trains servicing the Gold Coast and Sunshine Coast/Gympie – recognising the large number of passenger who board and alight from stations in other regions.

Morning peak period – overall



Afternoon peak period – overall





The measure for Gold Coast only and Sunshine Coast only services is the number of trains where customers are standing at stations south of Beenleigh (for Gold Coast services) and stations north of Caboolture (for Nambour services).

The December 2009 survey was conducted prior to the addition of two extra Gold Coast train services which began running on December 14, 2009. However it does include two additional peak period services on the Ipswich line, used to ease congestion during a major construction phase of the Go Between Bridge in Brisbane.

Services which exceed benchmark

Morning peak period by line

	Mar 09	Jun 09	Sep 09	Dec 09
Beenleigh [#]	5 of 14	5 of 15	4 of 15	1 of 15
Caboolture [#]	7 of 21	6 of 21	9 of 21	6 of 21
Cleveland [#]	5 of 15	4 of 15	4 of 15	4 of 15
Doomben [#]	1 of 5	0 of 5	0 of 5	0 of 5
Ferny Grove [#]	3 of 15	0 of 15	0 of 15	0 of 15
Ipswich [#]	6 of 26	7 of 25	8 of 25	4 of 26
Shorncliffe [#]	4 of 8	3 of 8	3 of 8	2 of 8
Gold Coast [#]	6 of 7	5 of 7	5 of 7	4 of 7
Sunshine Coast [#]	3 of 5	2 of 5	3 of 5	1 of 5
Gold Coast only [*]	5 of 7	2 of 7	3 of 7	1 of 7
Sunshine Coast only [*]	0 of 5	0 of 5	0 of 5	0 of 5

Afternoon peak period by line

	Mar 09	Jun 09	Sep 09	Dec 09
Beenleigh [#]	1 of 12	0 of 12	1 of 12	0 of 12
Caboolture [#]	5 of 16	4 of 16	5 of 16	4 of 16
Cleveland [#]	4 of 12	3 of 12	3 of 12	3 of 12
Doomben [#]	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
Ipswich [#]	5 of 19	4 of 19	2 of 19	2 of 20
Shorncliffe [#]	1 of 8	1 of 8	1 of 8	1 of 8
Gold Coast [#]	5 of 8	4 of 8	4 of 8	4 of 8
Sunshine Coast [#]	2 of 5	2 of 5	1 of 5	0 of 5
Gold Coast only [*]	1 of 8	2 of 8	1 of 8	0 of 8
Sunshine Coast only [*]	0 of 5	0 of 5	0 of 5	0 of 5

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

** Includes Airport services



Service kilometres and fare evasion

This edition of TransLink's Tracker includes the number of service kilometres travelled by TransLink's bus and train operators.

There were 22.8 million service kilometres travelled by buses across the TransLink network during this quarter – an increase of 1.2 million kilometres on the same quarter in 2008. This increase is largely due to additional services provided in Brisbane, the Sunshine Coast and Bribie Island during this quarter.

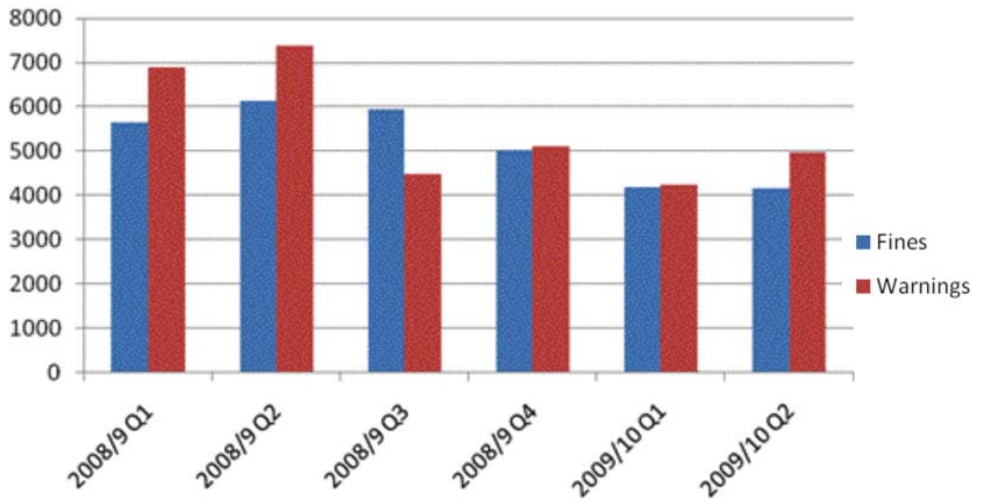
There were 2.8 million service kilometres travelled by trains across the TransLink network in this quarter, about 80 000 kilometres less than the same period in 2008.

The major impact on train service kilometres during this quarter was train services replaced by buses between Ipswich and Rosewood during October and November to allow for the repair work on Sadliers Crossing Bridge.

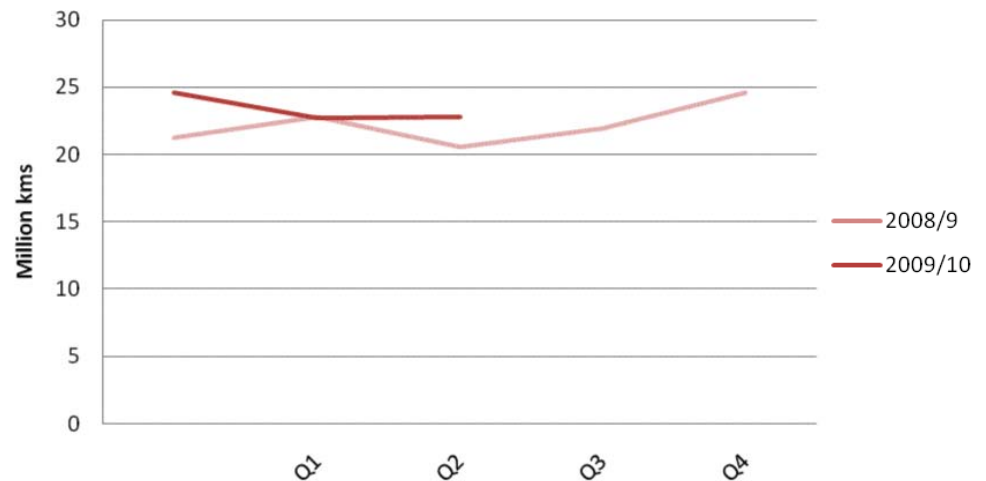
TransLink Transit Officers issued 4044 fines and 4372 warnings during the second quarter of 2009/10.

Security and safety across the network is enhanced by up to 150 transit officers and rail squad police, along with front line rail staff and a CCTV network of more than 8000 cameras.

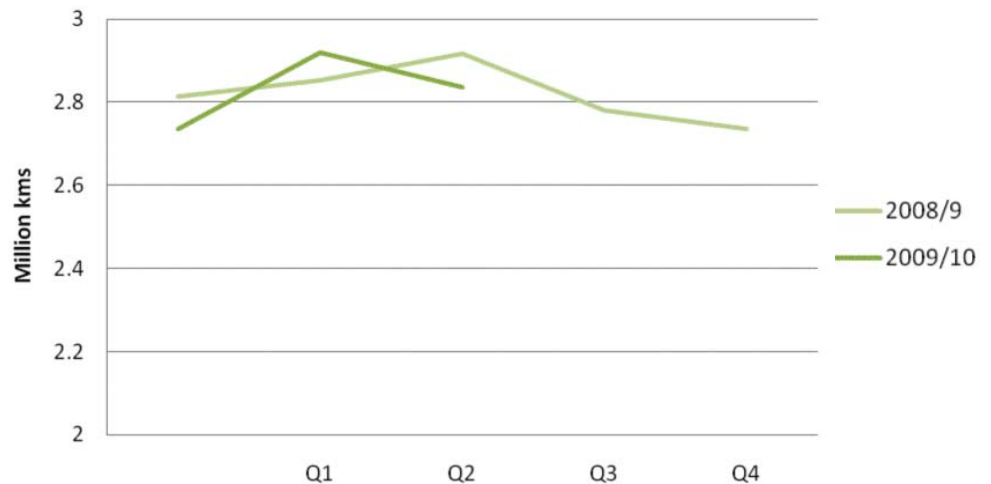
Fines and warnings issued



Service kms – bus



Service kms – train





TRANSLink

318

TURN LEFT AT ANY TIME WITH CARE

