



# **TRANSLink**

## TransLink's Tracker 2009–2010 Q3

 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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## For more information

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## This edition of TransLink's Tracker Making travel easy

Public transport is about moving people — easily.

The *go* card is now an important part of making travel easier and, as highlighted in this edition of Tracker, it is now used more everyday than any other transport smart card in Australia.

In the March quarter, *go* card was used on more than half, or 23 million, of all trips across the TransLink network. The average for March alone was 60 per cent.

This level of *go* card use saves more than 3300 hours a week in bus boarding time compared to the all-paper ticket system which operated in early 2008.

The increase in *go* card use during this quarter was largely due to the fare change in January when *go* card became the base ticket on the network.

Off-peak incentives were also added in January and more functionality, such as auto-top up, was added in December. The *go* card retail network was also expanded from 200 outlets in October last year to more than 500 outlets.

New technology can take some getting used to, so it is pleasing to note that the rate of *go* card adjustments and the rate of fixed fares remained stable when compared to recent quarters.

The complaint figure for *go* card was also at an all-time low.

Smart card ticketing systems across the world are prone to implementation issues as the technology is adapted to meet the unique needs of each transport network — a challenge currently facing Melbourne and Sydney.

Almost two years since the *go* card roll out, TransLink customers can be assured that the *go* card is now well established and we look forward to the day when there is one in the hand of every South-East Queenslander.

*Peter Strachan*

**Chief Executive Officer  
TransLink Transit Authority**



Boarding point

Platform

1

4:48 IPSM





## Patronage

Patronage for this quarter varied across the different modes of transport.

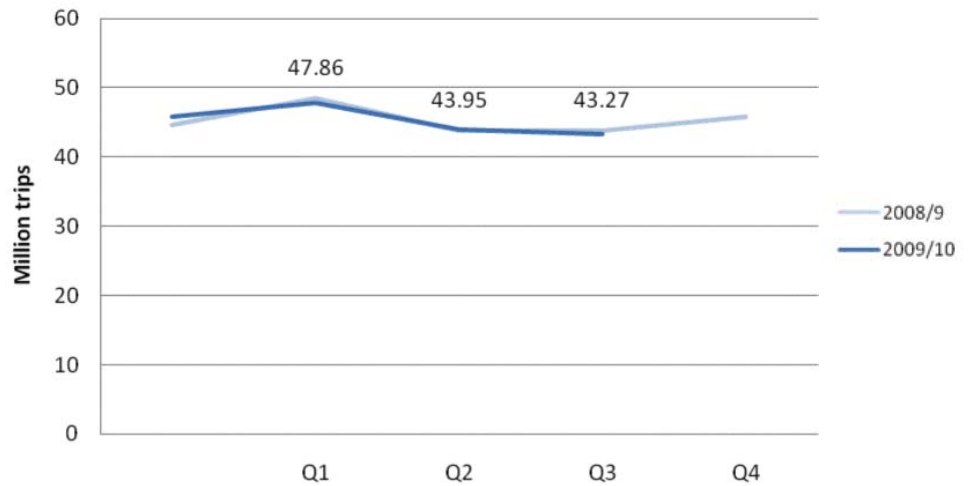
Overall, there were 43.27 million trips taken across the TransLink network during the third quarter of 2009/10 – a decrease of about one per cent on the same period in 2008.

The 28.98 million trips taken on bus services across the network represented a 1.05 million increase in bus trips compared with the corresponding period a year earlier. This includes an increase of over 750 000 trips taken on Brisbane Transport services with 37 000 additional weekly seats added during Q3.

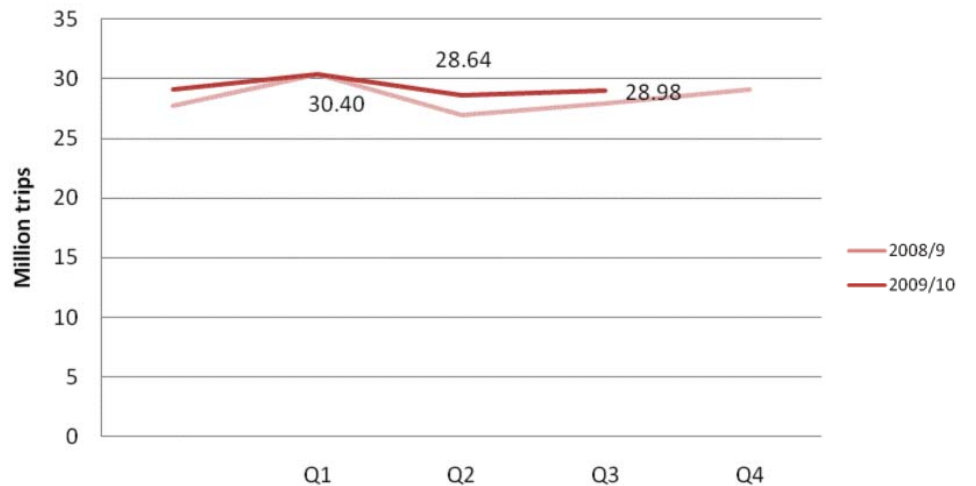
Using the same quarterly comparison, patronage on the CityCat and CityFerry services decreased by about 110 000 trips with March accounting for most of the decrease.

Train patronage decreased by 1.64 million to 12.78 million trips, although this is subject to an adjustment factor due to the accuracy of go card data – as outlined in the *Tracker Q1 2009/10*.

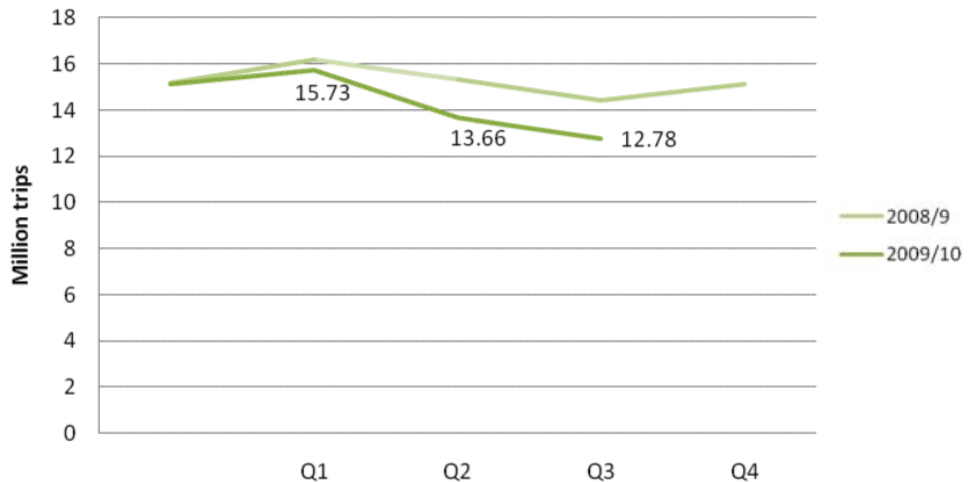
### Network wide patronage



### Bus patronage – quarterly



### Train patronage – quarterly





A recent addition to Tracker data is a breakdown of the average cost of a passenger fare in comparison to the average subsidy level per passenger.

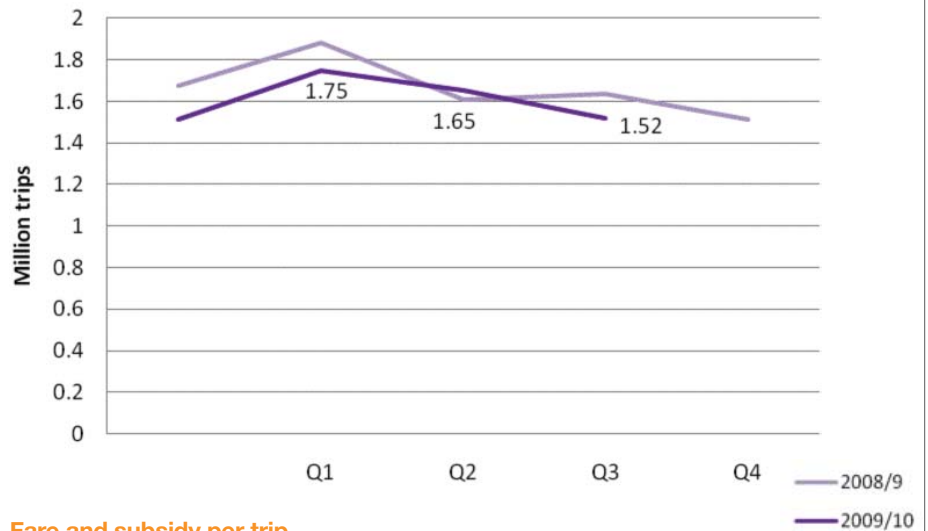
In this quarter, TransLink funded the network through \$76 million in fare revenue and \$218.7 million in State Government subsidy.

Following the fare changes on January 4, 2010 the average fare per trip paid by customers across the network was \$1.76 – an increase of 13.5 per cent compared to the same quarter the previous year. The average State Government subsidy was \$5.06 per trip or 74.2 per cent. This equates to about \$2.88 government subsidy per \$1 paid by the travelling public.

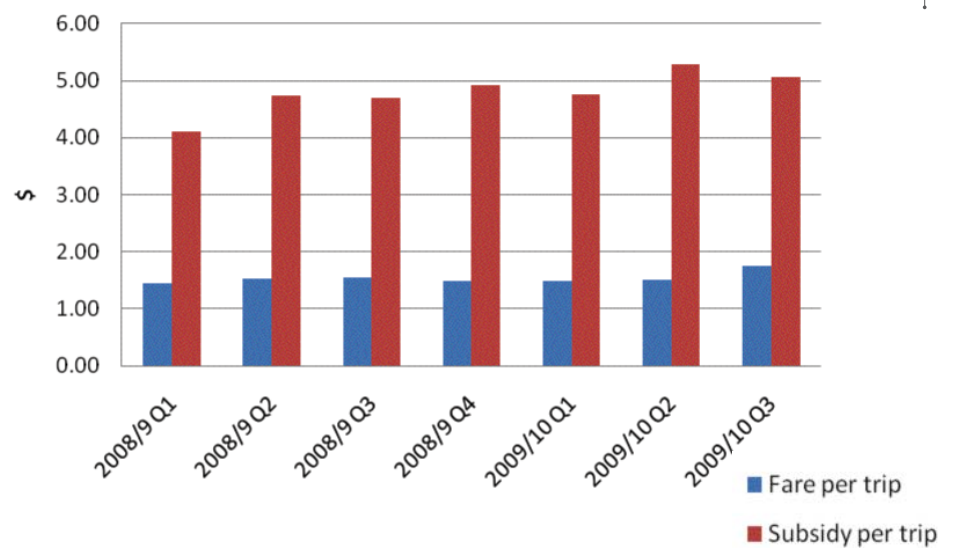
Total State Government funding for TransLink services for the current financial year - not including fare revenue – is expected to be \$895m.

Brisbane City Council contributes significant funding to TransLink bus and ferry services (\$65.6m), while the Gold Coast City Council (\$5.2m) and Sunshine Coast Regional Council (\$181 000), along with TransLink commercial activities also assist to fund public transport services.

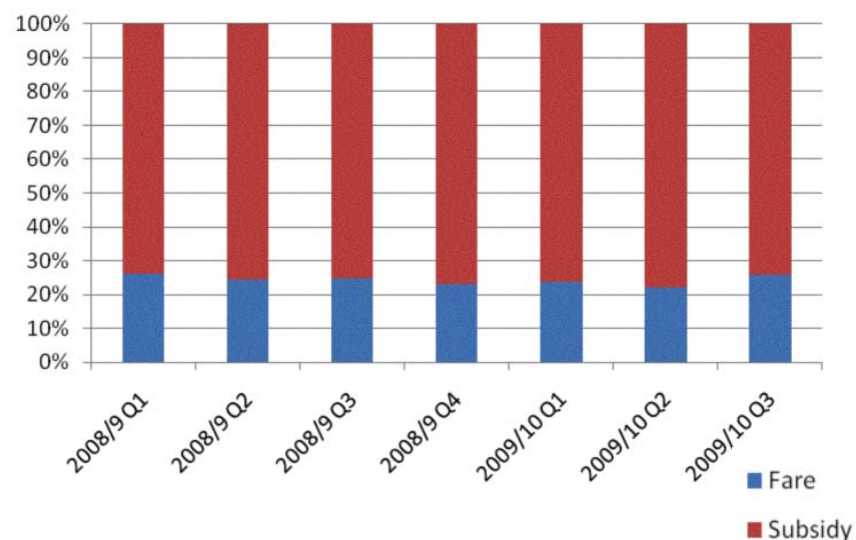
### Ferry patronage – quarterly



### Fare and subsidy per trip



### Fare and subsidy – networkwide





## Service on-time running and service delivered

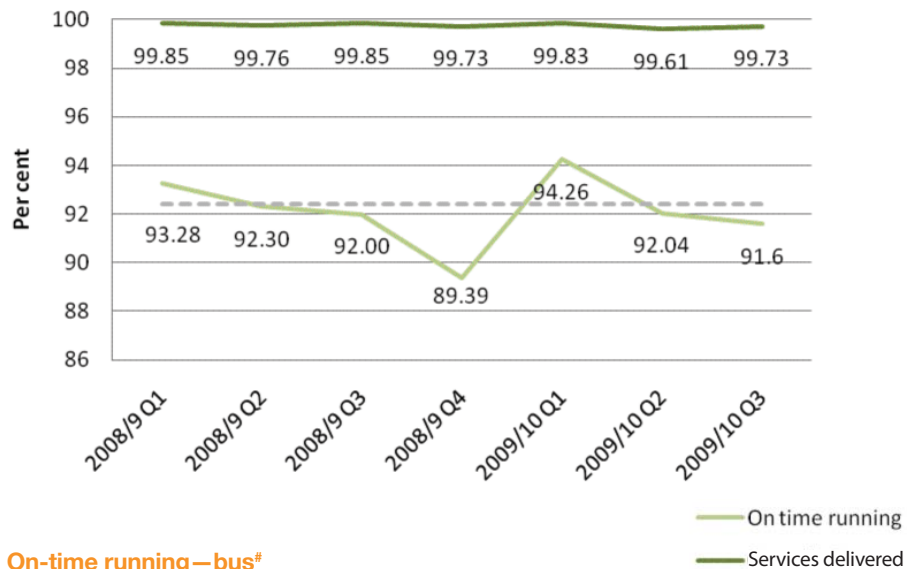
For the three months to March 2010, QR remained above the number of services without cancellation benchmark of 99.5 per cent set by TransLink, with 99.73 per cent.

The peak on-time running for train services for the quarter was below the 92.4 per cent benchmark set by TransLink, with 91.6 per cent of trains running within four minutes of the timetable.

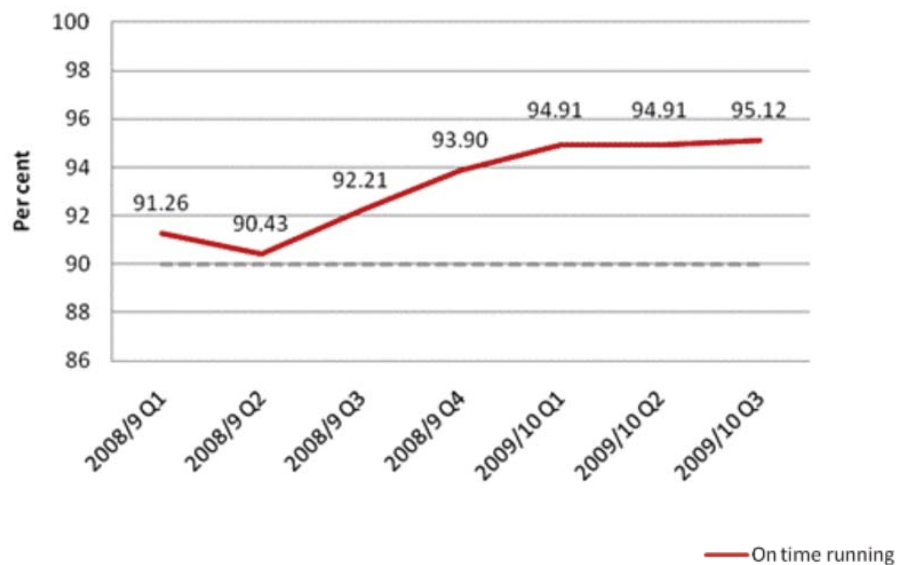
On-time running for bus operators also continued to perform above the 90 per cent benchmark set by TransLink.

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

On-time running and services delivered — train\*



On-time running — bus#



**Footnote**

\* Less than four minutes (before or after) the scheduled arrival times.

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





## Customer enquiries

The TransLink website continues to be the busiest Queensland Government website with over 4.1 million visits for the three months to March 2010. This compares to over 2.4 million visits for the same period in 2009 – an increase of 70 per cent.

The combined website visits and call centre enquiries topped 4.6 million for the three months.

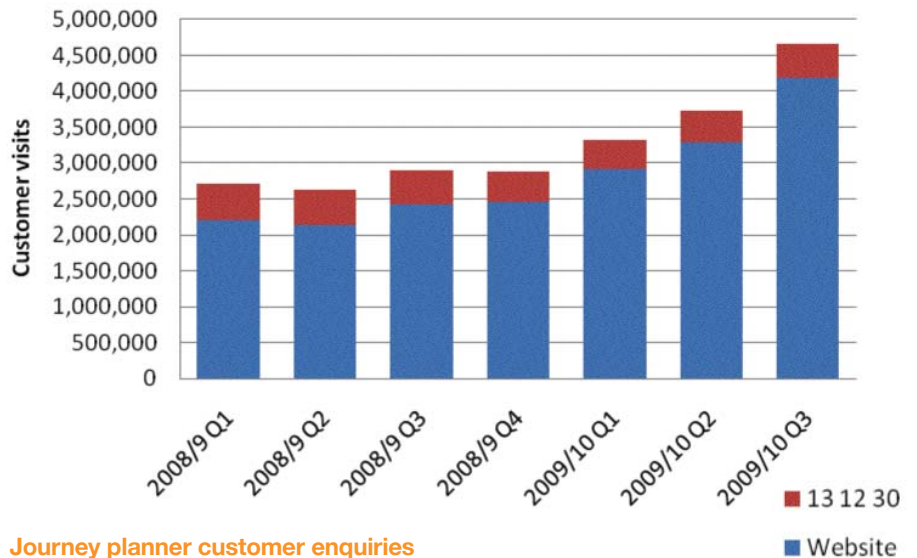
Over 2.8 million of these website visits and calls to 13 12 30 were customers making journey planner enquiries. By comparison, journey planner enquiries for the same period in 2009 was just over 2 million.

The call centre and website are also the single point of contact for customers wanting to provide feedback, access current and impending service delay information, source infrastructure project information, raise an issue or make a complaint.

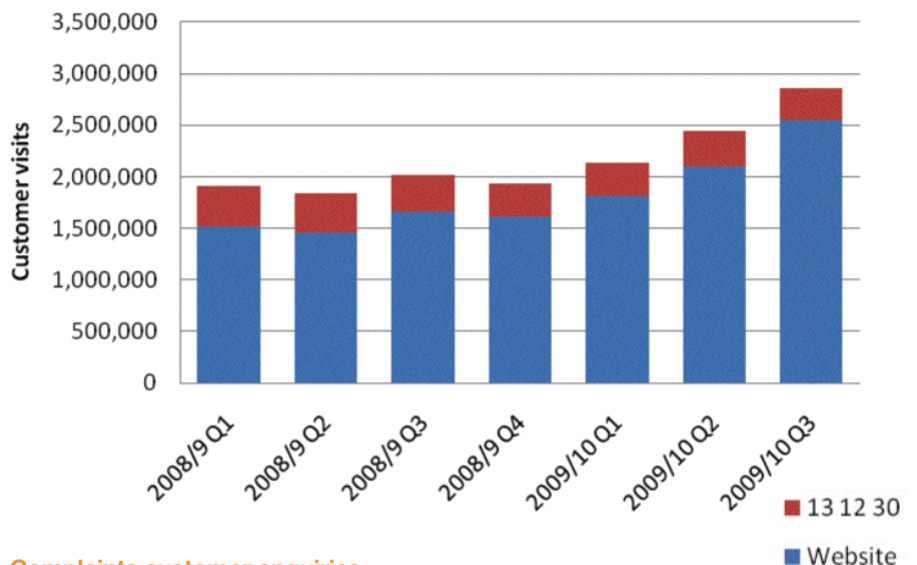
Customer complaint levels rose by just over one per 10 000 trips when compared to the same period last year. This figure is an average across several complaint categories, with some categories, such as go card complaints (see page 9) dropping to its lowest level since the system was introduced in 2008.

Customers can contact TransLink through the website at [www.translink.com.au](http://www.translink.com.au) or by calling the 24/7 call centre **13 12 30**.

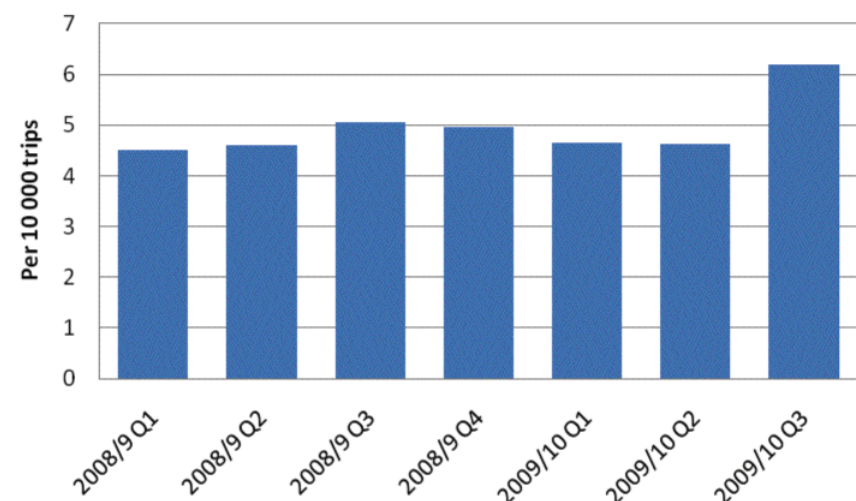
Total customer enquiries



Journey planner customer enquiries



Complaints customer enquiries





## go card

Following the fare changes on January 4, 2010 that made *go card* the base ticket option on the TransLink network, over 315 000 *go cards* were issued this quarter.

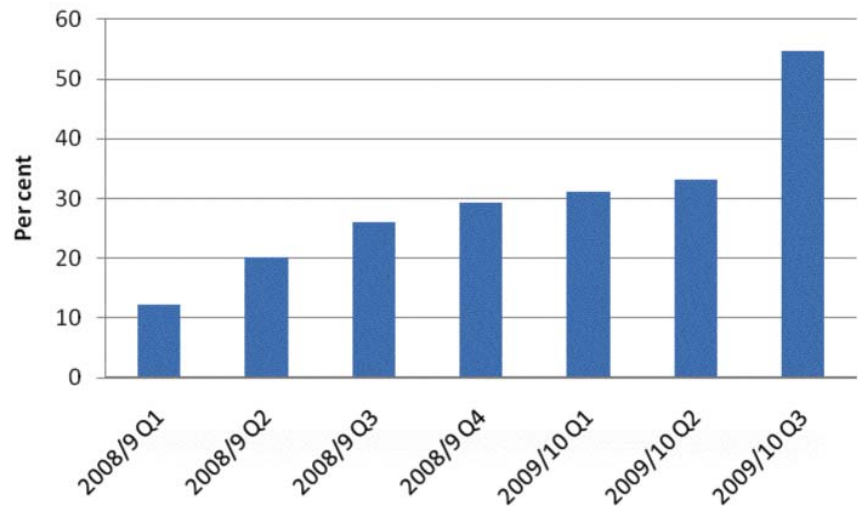
This single quarter increase represents over 37 per cent of all *go cards* issued since the cards began roll out in January 2008.

The increase in the number of *go cards* was reflected in the corresponding jump in the percentage of trips using *go cards* and the overall number of *go card* trips compared to previous years.

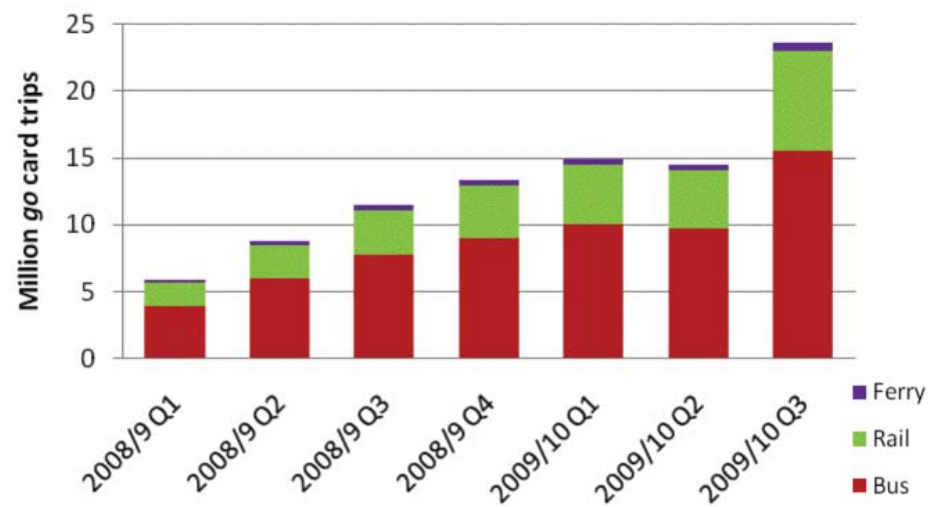
During this quarter *go card* users represent more than 50 per cent of all trips taken on the TransLink network.

The 23.6 million bus, ferry and train trips using *go card*, is double for the figure corresponding quarter in 2009. The number of *go card* trips on buses alone for this quarter eclipsed the combined total *go cards* trips on bus, rail and ferry for the entire preceding quarter.

go card use network wide



go card use by mode





The measure of go card customer complaints is comprised of adjustment requests and general complaints.

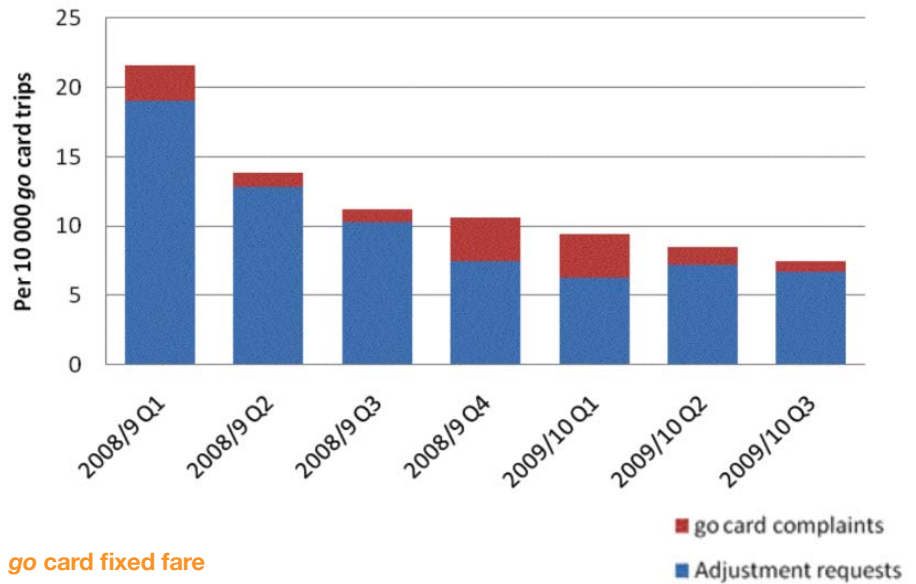
The overall combined card adjustment and complaint figures for go card fell to an all time low since the introduction of the card. Complaints fell from 1.3 to 0.8 per 10 000 trips.

The increase in new users saw a small increase in the number of adjustments from 6.9 to 7.1 per 10 000 trips,

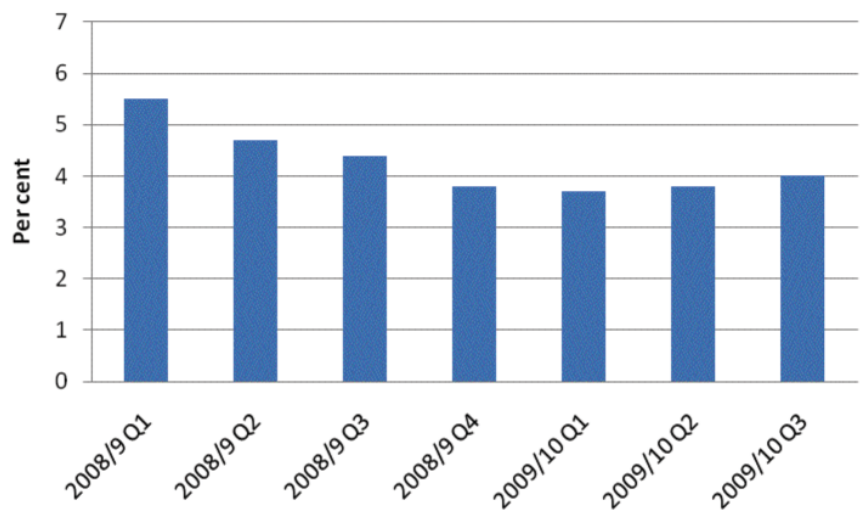
The number of fixed fares – customers either not touching off or touching on – was 4 per cent, below the 4.4 per cent fixed fares level during the same period a year earlier.

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**.

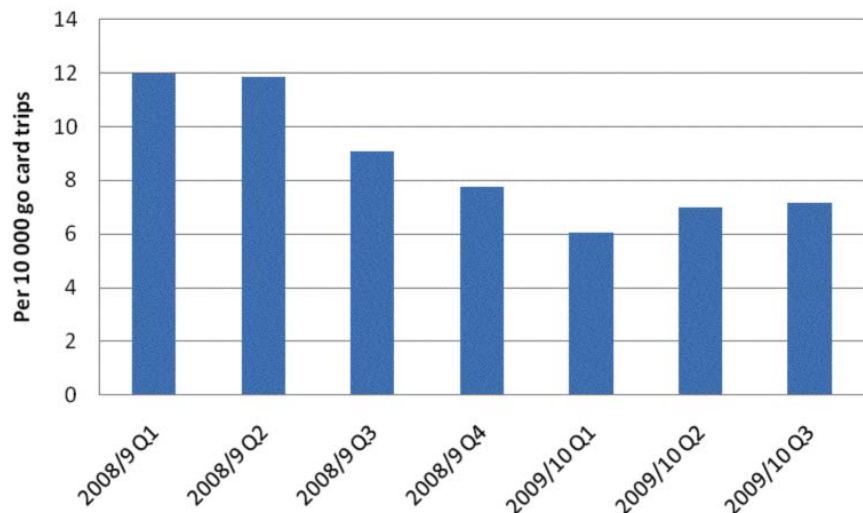
### go card customer complaints and adjustment requests



### go card fixed fare



### go card adjustments





## Customer satisfaction

The TransLink customer satisfaction survey is undertaken every quarter and measures the opinions of public transport users across South East Queensland.

Regular surveys allow TransLink to measure and monitor customer satisfaction across the network over time.

The customer satisfaction index is importance-weighted and covers numerous service aspects in one area to provide an overall satisfaction level.

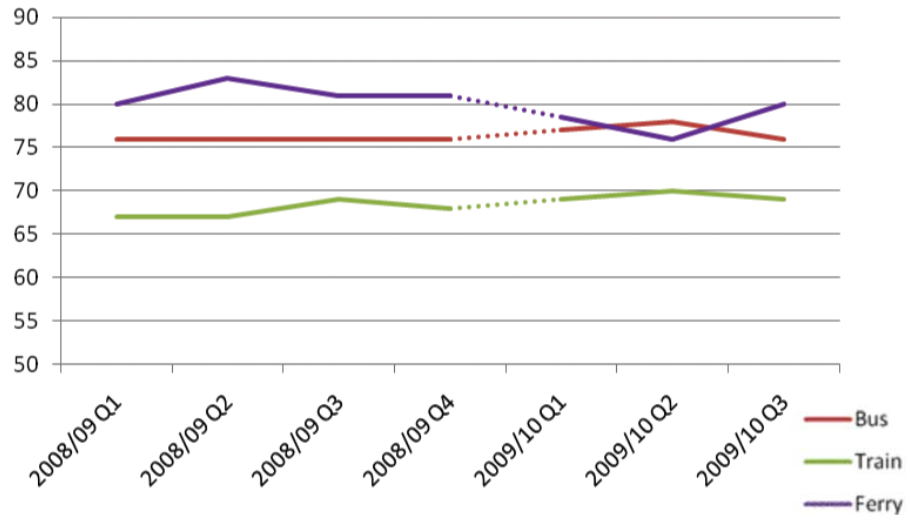
The survey scores are an index score. Levels of 75 and above are classed 'best practice' while 60 and above is considered satisfactory.

Overall customer satisfaction was 68, compared to 69 the previous quarter.

There have now been two surveys conducted since the program was reviewed and adjusted in the second half of 2009. The most recent surveys reflect additional aspects of customer satisfaction, including *go* card, public transport information, the 24-hour call centre and the website.

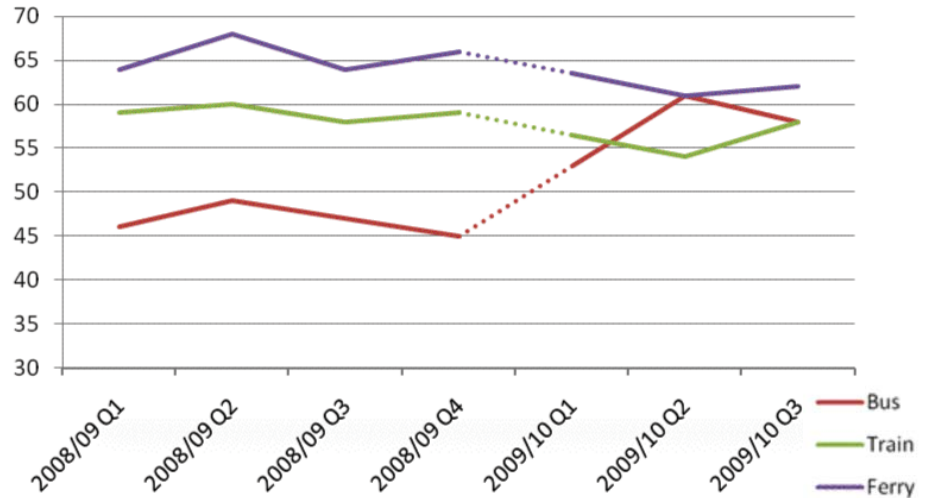
### Safety and security

Safety at stops, stations and onboard vehicles.



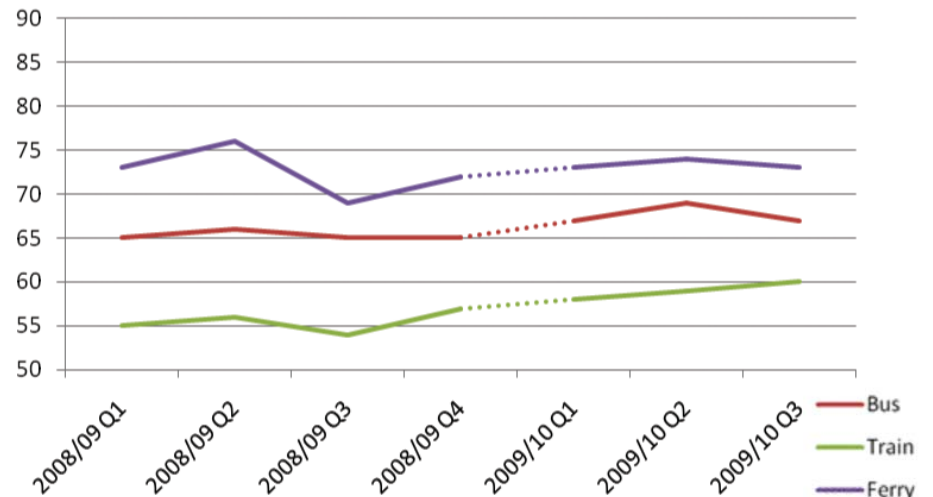
### Reliability and frequency

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



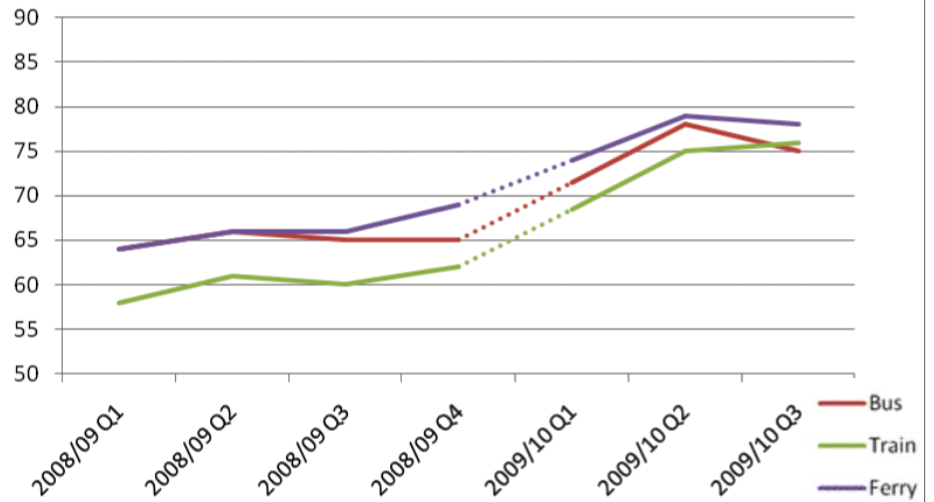
### Comfort of ride

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

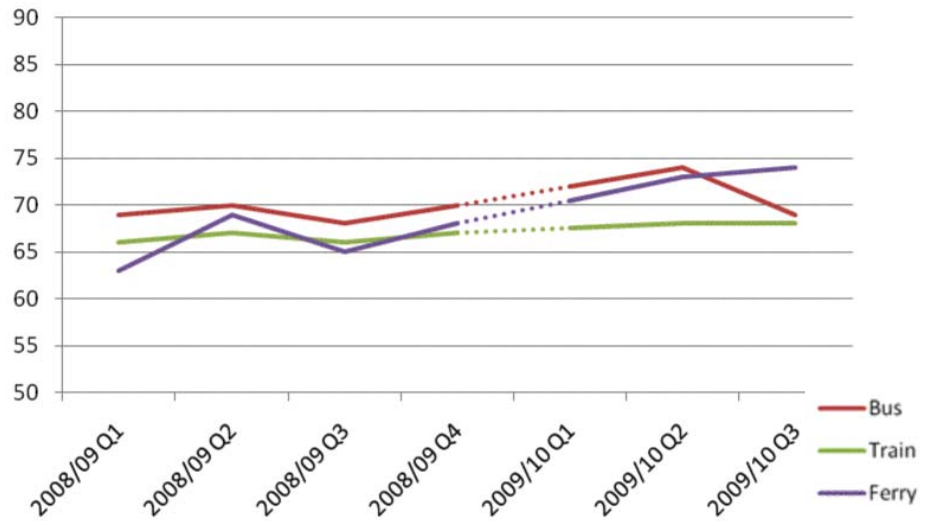




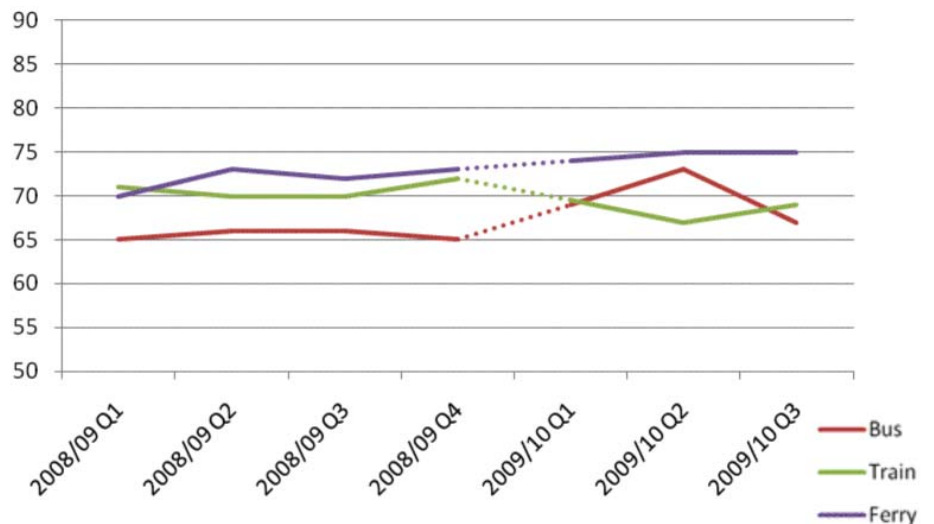
**Ease of use** Using and understanding ticketing including transferring between modes, purchasing, topping up and using go card, ease of finding stops.



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

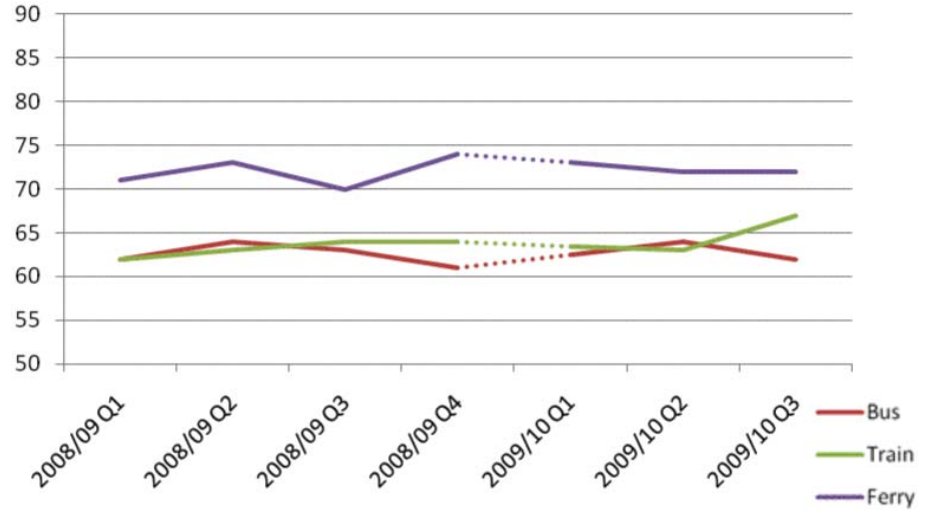


**Efficiency** Door-to-door travel time, connections with other services and avoidance of congestion.

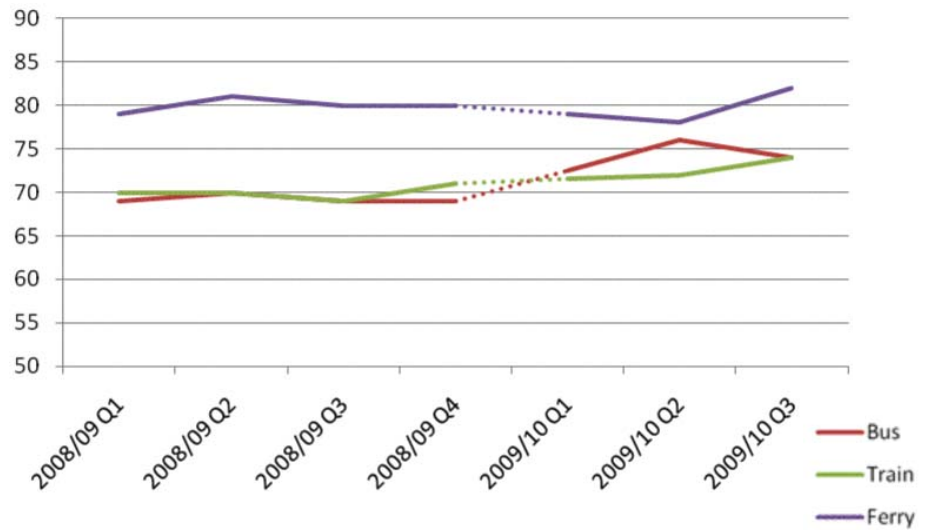




**Information** Ability to understand onboard and at-station information, timetables, maps and journey planning information.

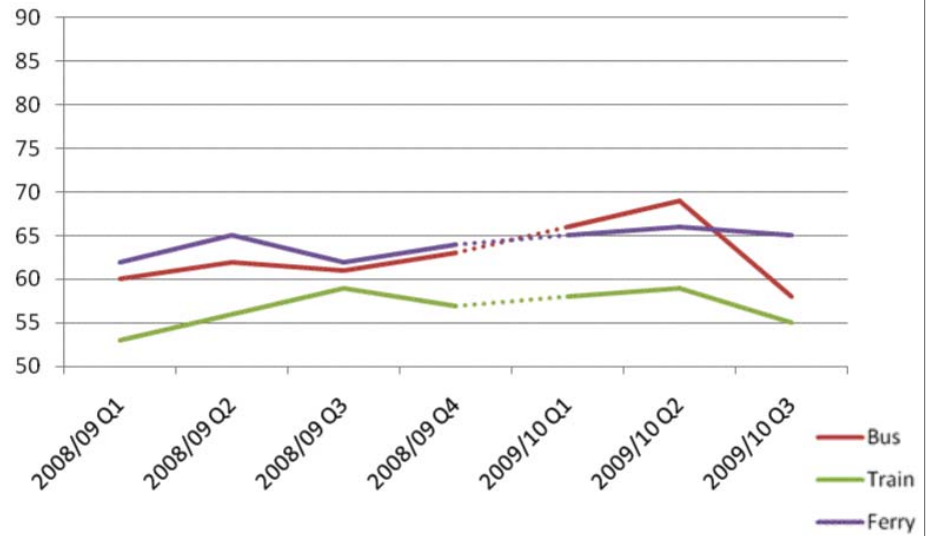


**Helpfulness of staff** Knowledge, conduct, presentation and helpfulness of staff.

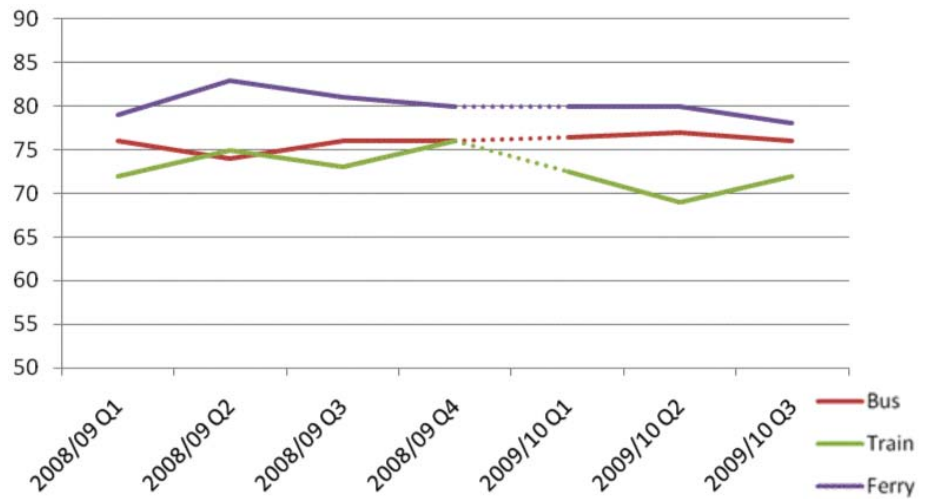




**Affordability** Cost of tickets and benefit of not having to pay for parking.



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





## Train passenger load

Passenger load is a measure of the number of trains with a passenger standing when the journey is still more than 20 minutes from Central station.

This is a count completed during Tuesday, Wednesday and Thursday peak designed to capture data at the time of maximum demand.

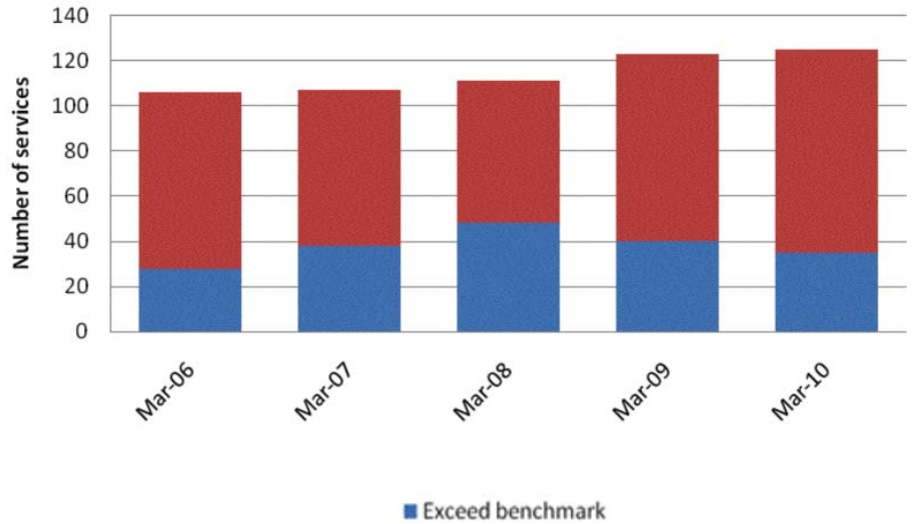
Annual surveys are conducted in March each year.

This year's figure for morning services exceeding the passenger load benchmark (28.0 per cent) is lower than March 2009 and March 2008 figures (35.5 and 43.2 per cent respectively).

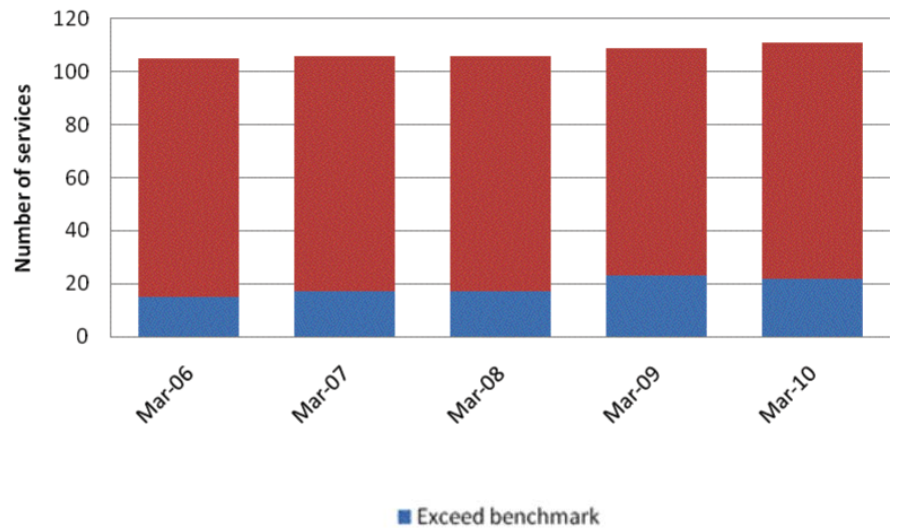
Afternoon peak service exceeding the benchmark is fluctuating from 19.8 per cent this year, compared to 21.1 and 16.0 per cent respectively in 2009 and 2008.

The survey showed a 4.4 per cent drop in peak morning boardings and a 1.4 per cent drop in peak afternoon alightings compared to the same period last year.

Morning peak period – overall\*\*



Afternoon peak period – overall\*\*



Footnote

\*\* Includes Airport services.





However, the Gold Coast line for stations south of Beenleigh showed an increase in both figures compared to the same period last year.

Following the opening of the new Varsity Lakes station and the introduction of new morning and afternoon peak services on the Gold Coast line, peak morning boarding increased 2.2 per cent and peak afternoon alightings increased 4.7 per cent.

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 outside these regions.

### Services which exceed benchmark

#### Morning peak by line

	Mar-06	Mar-07	Mar-08	Mar-09	Mar-10
Beenleigh <sup>#</sup>	2 of 15	3 of 15	5 of 15	5 of 14	3 of 15
Caboolture <sup>#</sup>	7 of 16	8 of 16	10 of 18	7 of 21	8 of 21
Cleveland <sup>#</sup>	5 of 14	6 of 14	6 of 15	5 of 15	5 of 15
Doomben <sup>#</sup>	0 of 5	0 of 5	0 of 5	1 of 5	0 of 5
Ferny Grove <sup>#</sup>	2 of 12	4 of 13	5 of 13	3 of 15	2 of 15
Ipswich <sup>#</sup>	5 of 19	9 of 19	11 of 19	6 of 26	5 of 25
Shorncliffe <sup>#</sup>	1 of 8	2 of 8	3 of 8	4 of 8	3 of 8
Gold Coast <sup>#</sup>	3 of 5	3 of 5	5 of 6	6 of 7	5 of 8
Sunshine Coast <sup>#</sup>	3 of 5	3 of 5	2 of 5	3 of 5	4 of 5
Gold Coast only <sup>*</sup>	3 of 5	3 of 5	4 of 6	5 of 7	5 of 8
Sunshine Coast only <sup>*</sup>	1 of 5	0 of 5	0 of 5	0 of 5	0 of 5

#### Afternoon peak by line

	Mar-06	Mar-07	Mar-08	Mar-09	Mar-10
Beenleigh <sup>#</sup>	0 of 14	1 of 14	0 of 13	1 of 12	1 of 12
Caboolture <sup>#</sup>	3 of 16	7 of 16	7 of 16	5 of 16	8 of 16
Cleveland <sup>#</sup>	2 of 11	2 of 11	2 of 11	4 of 12	3 of 12
Doomben <sup>#</sup>	0 of 3	0 of 3	0 of 3	0 of 4	0 of 4
Ferny Grove <sup>#</sup>	1 of 14	0 of 15	0 of 15	0 of 16	0 of 16
Ipswich <sup>#</sup>	4 of 19	1 of 19	2 of 19	5 of 19	4 of 20
Shorncliffe <sup>#</sup>	0 of 8	0 of 8	1 of 8	1 of 8	1 of 8
Gold Coast <sup>#</sup>	4 of 5	4 of 5	5 of 6	5 of 8	3 of 9
Sunshine Coast <sup>#</sup>	1 of 5	2 of 5	0 of 5	2 of 5	2 of 5
Gold Coast only <sup>*</sup>	2 of 5	4 of 5	2 of 6	1 of 8	2 of 9
Sunshine Coast only <sup>*</sup>	0 of 5	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.



## Service kilometres and fare evasion

While service kilometres are affected by seasonal factors, such as public holidays, they are a key measure of both new services and the number of services which have been cancelled.

There were 22.55 million service kilometres travelled by buses across the TransLink network during this quarter – an increase of 600 000 kilometres on the same quarter in 2008.

Train service kilometres for this quarter were 2.93 million. This is about 160 000 more than the same period in 2008.

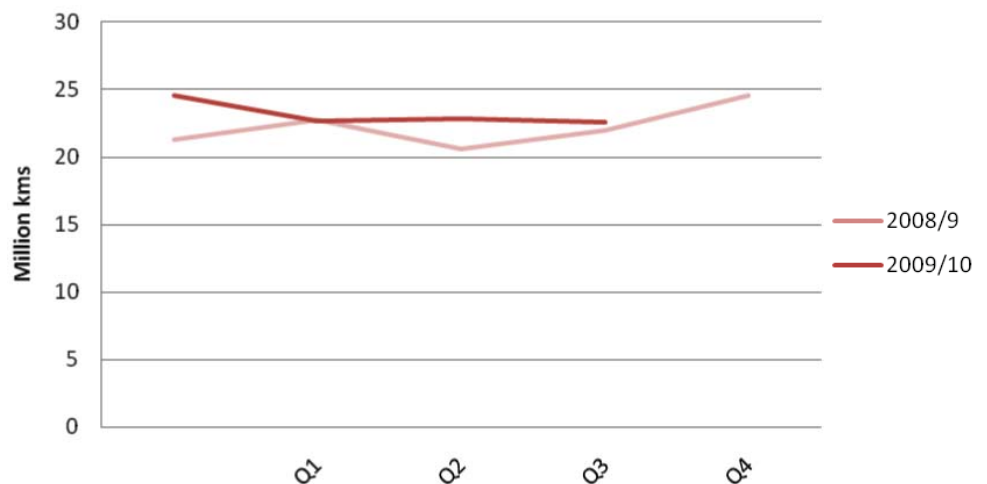
Fare evasion continues to be a major challenge across the network, estimated to cost up to \$18 million a year.

TransLink Transit Officers issued 4953 fines and 6170 warnings during the third quarter of 2009/10.

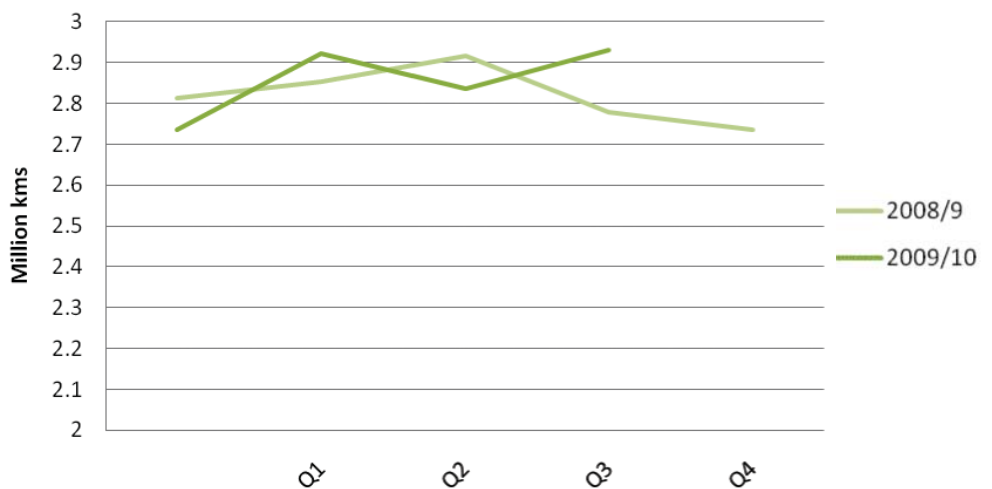
Passengers travelling on the TransLink network should:

- clearly display a valid ticket or go card – with a valid date, time and zones travelled – to a transit officer
- if requested by an authorised transit officer, supply their proof of concession as well as their name, age and date of birth for further identification verification.

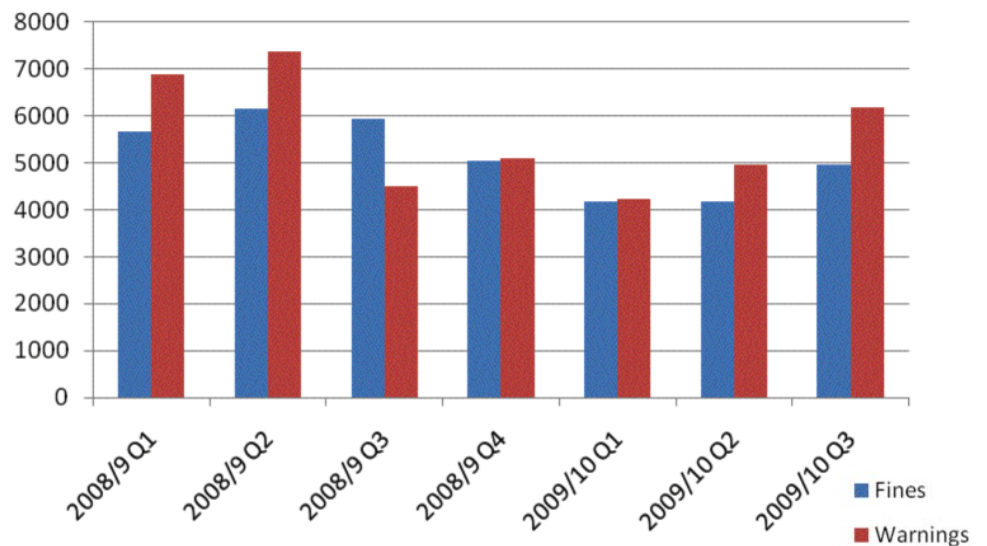
Service kms – bus



Service kms – train



Fines and warnings issued





Grovely station

 **P** Park 'n' ride



