



# TransLink Tracker



2010–2011 Q4



## 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.

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## For more information

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This will be my last Tracker column as I'm due to shortly take up a new role at the UK Department for Transport.

While I am looking forward to the new challenge, I will be sad to leave TransLink and Queensland. I can truly say that playing a part in continuing to build a public transport network across 10 000 sq kms has been one of the most enjoyable experiences of my career.

The achievements of the TransLink network are admired by my colleagues – both interstate and internationally – and I'm pleased that the ongoing growth and development of public transport in this region will continue to be in good hands with service delivery partners and a TransLink team who are extremely passionate about public transport.

Every time I go out and about on our network I come away with the belief there is a genuine willingness to work together and deliver public transport services for our customers and communities.

Among the key items on our strategic agenda during my term as CEO has been to improve customer service and make public transport financially sustainable and attractive for those local, state and federal authorities on which we rely for a large part of our funding.

It has been pleasing to see customer satisfaction levels increase from the mid-60s to over 70 in our quarterly customer satisfaction survey. The amazing *go* card story – with more than 80 per cent of weekday trips now made on the smart card system – has been central to meeting customers' needs, particularly as we continue to roll out more services across all modes.

Finally, thank you to all who have contributed significantly to the ongoing endeavour to achieve excellence across public transport in South East Queensland.

I look forward to returning in the future, *go* card in hand, to enjoy the wonderful sights and attractions of South East Queensland on bus, train and ferry – and light rail.

*Peter Strachan*

**Chief Executive Officer  
TransLink Transit Authority**



 **TRANSLink**

Visitor  
Information 

Escape  
the city  
without  
leaving  
Brisbane  
Redcliffe  
Sandgate  
Shorncliffe  
Yarraman





## Patronage

Patronage data for the 2010/11 year was 178.6 million, compared to 181.8 million in 2009/10. As outlined in Q3 Tracker, the impact of the January floods, the eight-day free travel period (during which no passenger numbers were counted) and on-going disruption to river services was estimated to be about 6 million trips.

Overall patronage for Q4 was 45 million trips compared with 46.7 million trips for the same quarter in 2009/10.

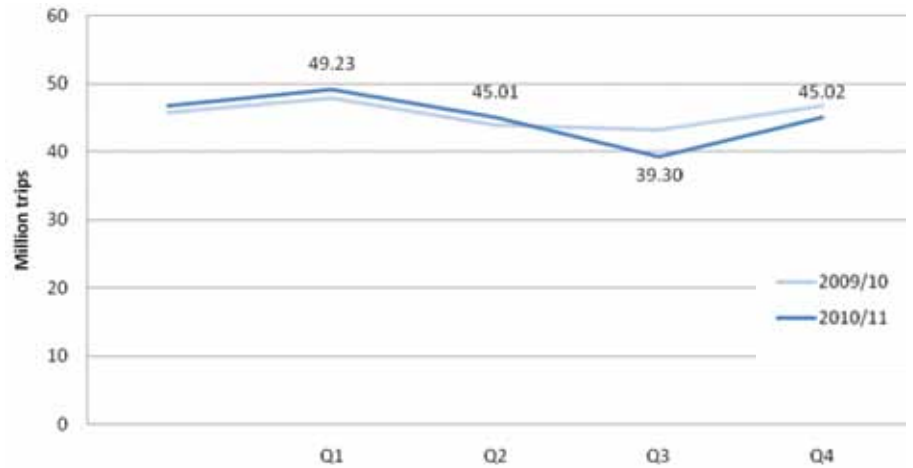
Bus patronage for Q4 was 31.1 million trips, up four per cent on Q4 last year.

Train patronage this quarter was 12.9 million trips, down 16 per cent compared with Q4 last year. With go card use up by 30 per cent from Q4 last year, 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.

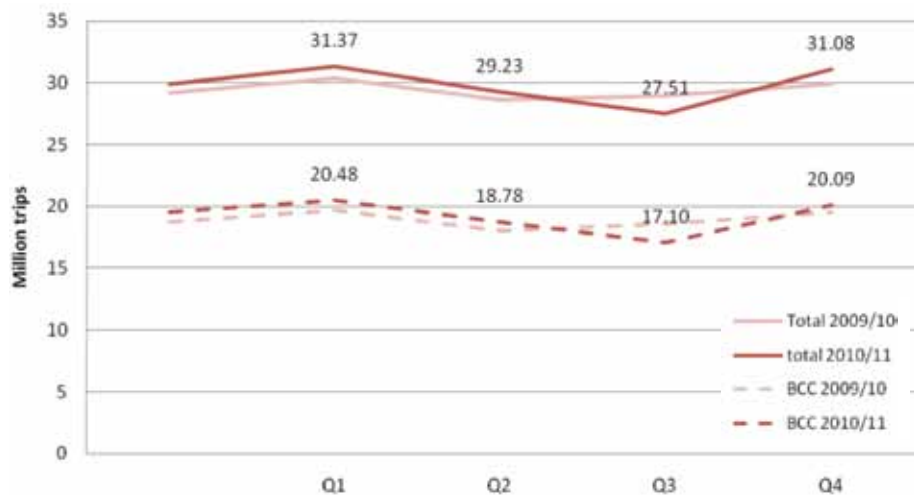
For example, a weekly paper ticket purchased through a Queensland Rail outlet was previously considered as 11 trips – whereas the go card is showing that many customers formerly counting toward train trips are likely to integrate their trips between train, bus and ferry, resulting in an adjustment of rail passenger numbers.

This trend is expected to continue during Q1 and Q2 of 2011-12, however Q3 2011-12 will be the first quarter which allows a comparison with a previous year's quarter that did not have periodic paper ticket option.

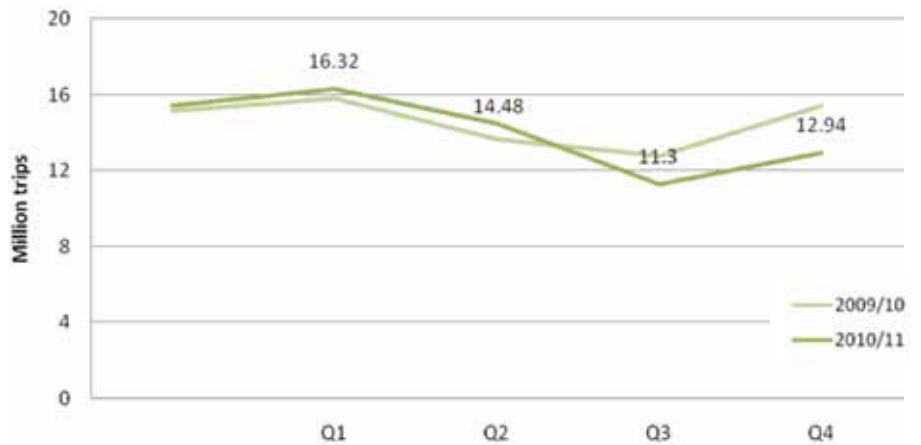
Networkwide patronage - quarterly



Bus patronage - quarterly

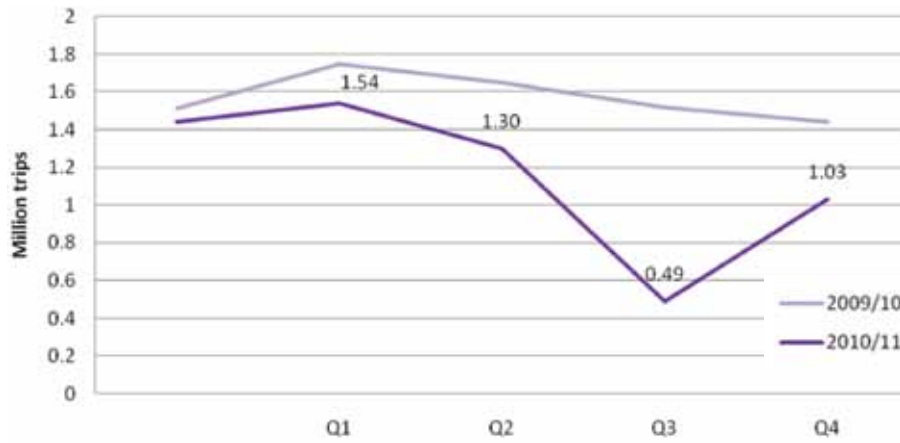


Train patronage - quarterly



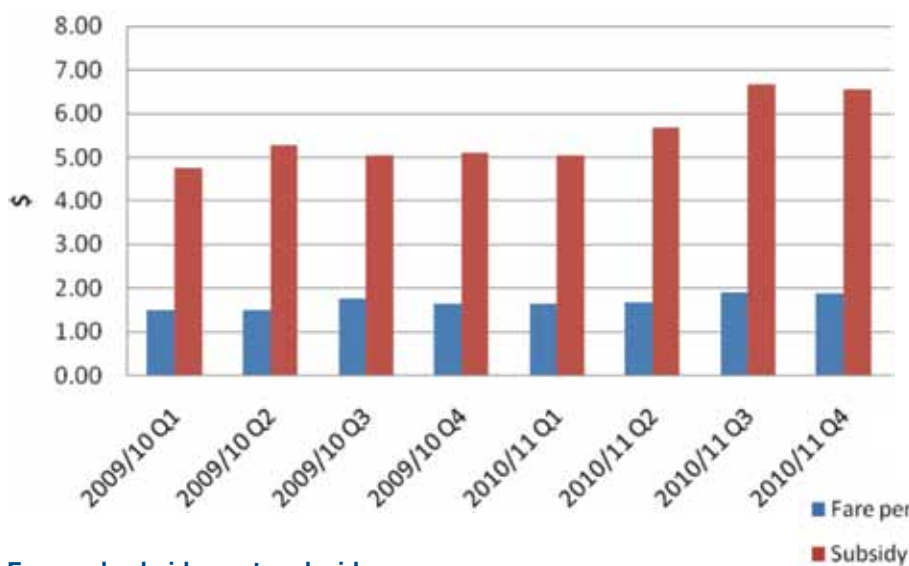


**Ferry patronage - quarterly**



The average fare per trip paid by customers in 2010-11 was \$1.76 per trip while the average Queensland Government subsidy was \$6.06.

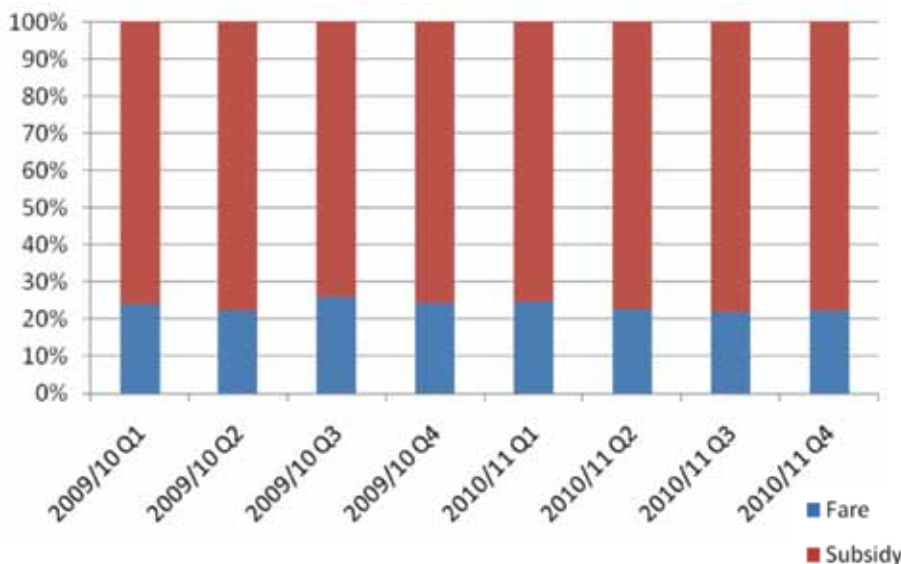
**Fare and subsidy per trip**



In Q4 the average fare was \$1.88. The Q4 subsidy is based on network funding from the Queensland Government of \$294.5 million and fare revenue of \$84.5 million for the quarter.

In 2010-11, Brisbane City Council contributed 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.

**Fare and subsidy - networkwide**





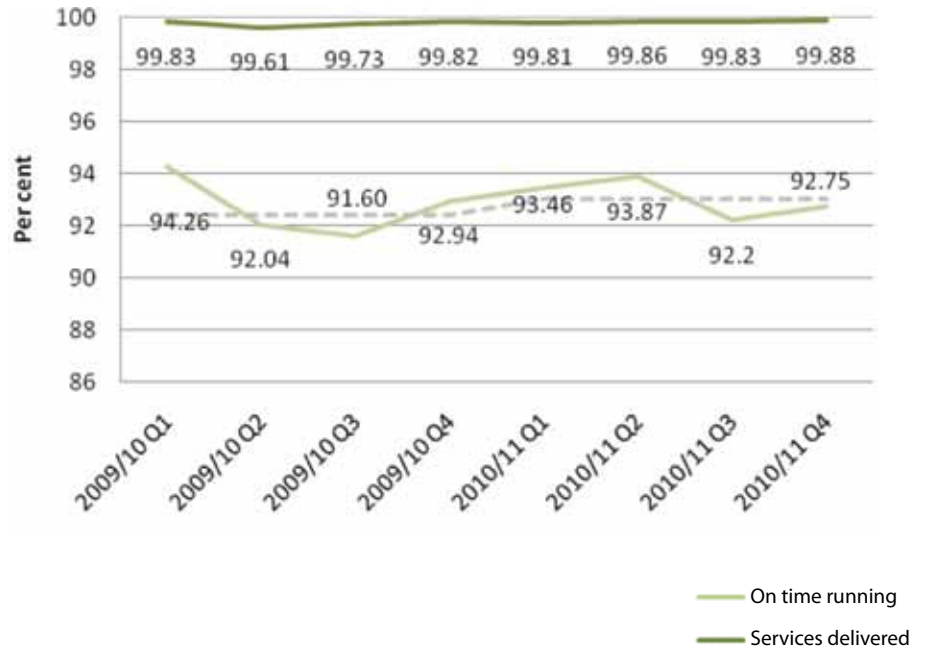
## Services on-time running and services delivered

Bus on-time running for 2010-11 was 95.16 per cent for the year and 95.23 per cent for Q4. Both the annual and quarterly figures continue to perform above the 90 per cent benchmark set by TransLink.

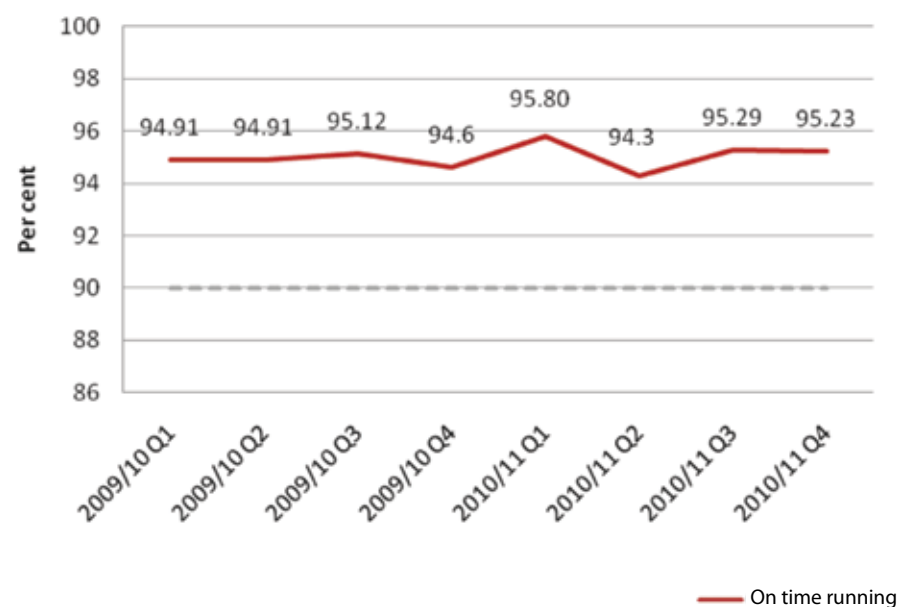
For 2010-11, the number of Queensland Rail peak services that met the on-time running standard was 93.07 per cent, above the benchmark of 93.01 per cent. In Q4, 92.75 per cent of services met the on-time running standard.

The standard for 2011-12 will be 93.77 per cent of services arriving on time.

On-time running and service delivered – train\*



On-time running – bus#



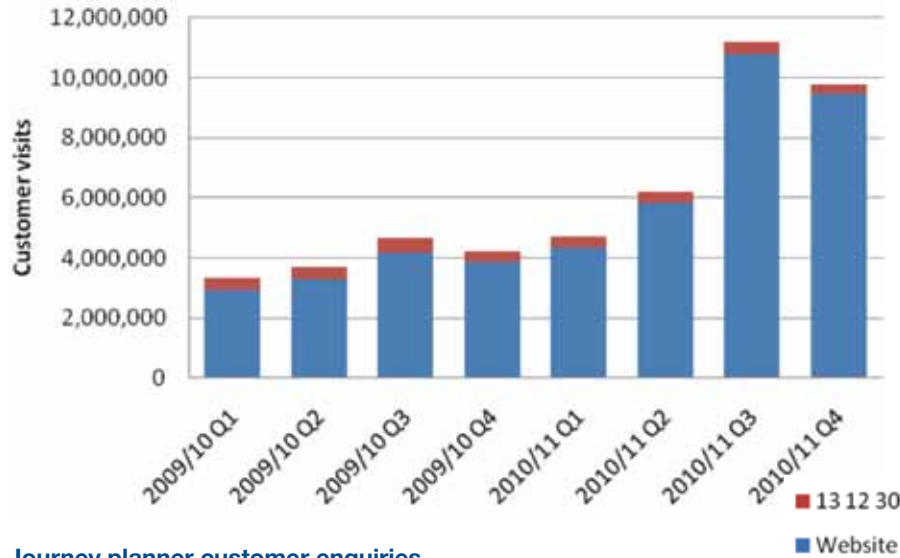
**Footnote**

\* 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.

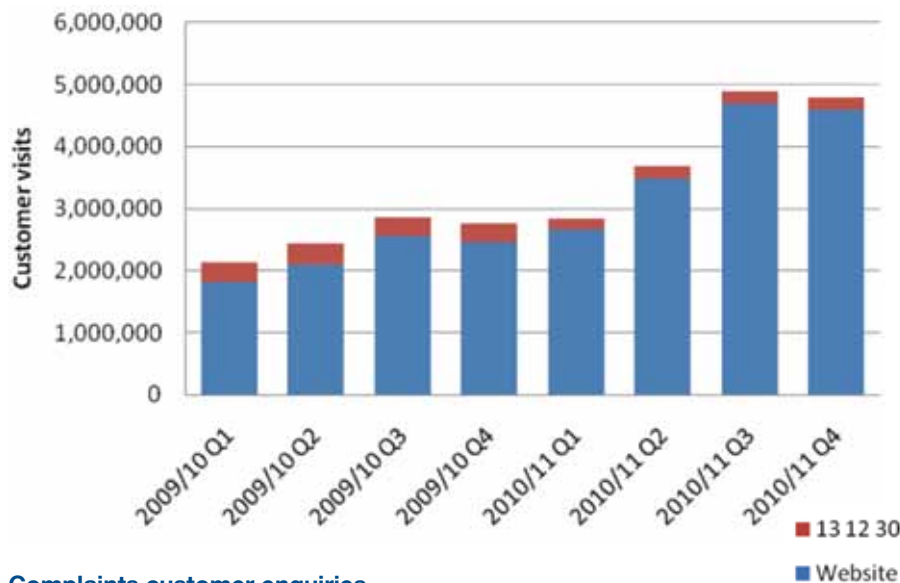
# Within six minutes (after) or two minutes (before) the scheduled arrival time.



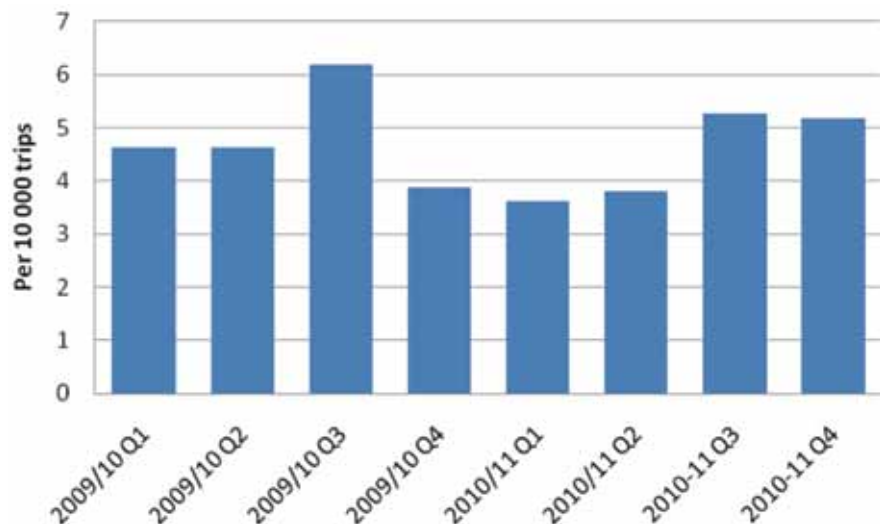
**Total customer enquiries**



**Journey planner customer enquiries**



**Complaints customer enquiries**



**Customer enquiries**

There were over 30 million customer enquiries through the TransLink website in 2010-11, more than double the number from the previous year. In Q4, there were 9.4 million visits, up from 3.9 million in Q4 last year.

About half of all customer enquiries are related to journey planning.

Customer complaints was 5.2 per 10 000 trips, down from 5.3 the previous quarter.

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

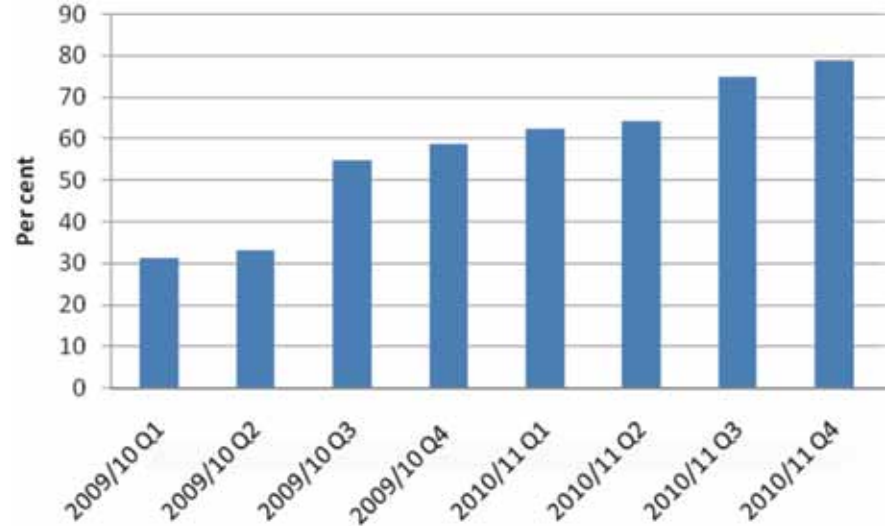
go card reached a number of milestones during Q4, including the issuing of the 2 millionth go card and the recording of the 200 millionth go card trip. There was also the change to the fixed fare levels – to \$5 for bus and ferry and \$10 for trains – to better reflect the general fares across the network.

go card made up almost 70 per cent of trips across the network in 2010-11. In Q4 the number of trips on the network using go card was 78.8 per cent.

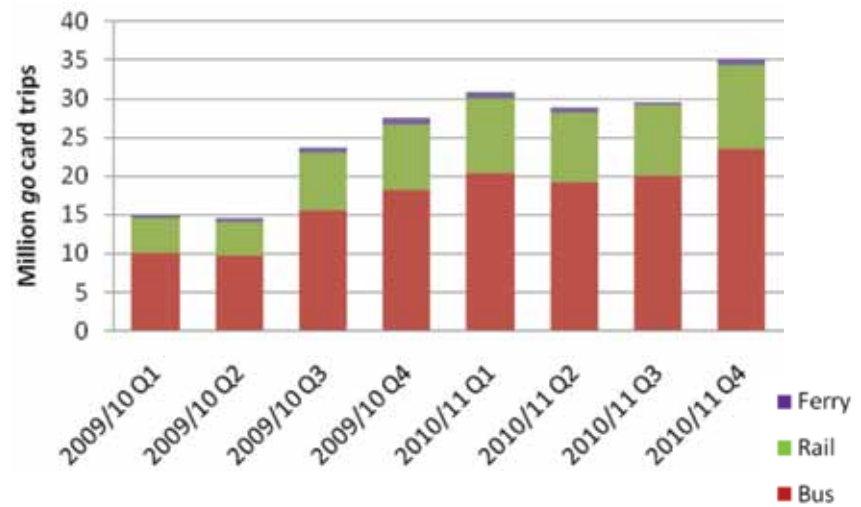
There were 124 million go card trips in 2010-11 broken down to: 67 per cent (bus), 31 per cent (train) and two per cent (ferry). These proportions largely reflect patronage breakdown across the network.

Total go card trips for Q4 were 35.1 million, which is a record number for a single quarter. It is up from 29.5 million the previous quarter.

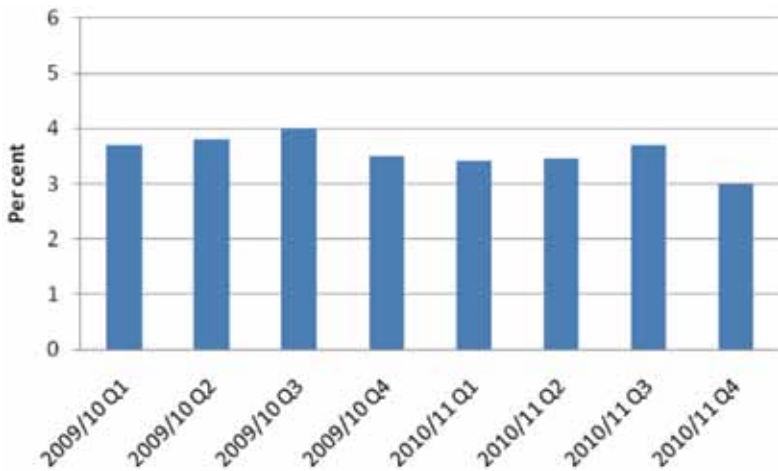
go card use network wide



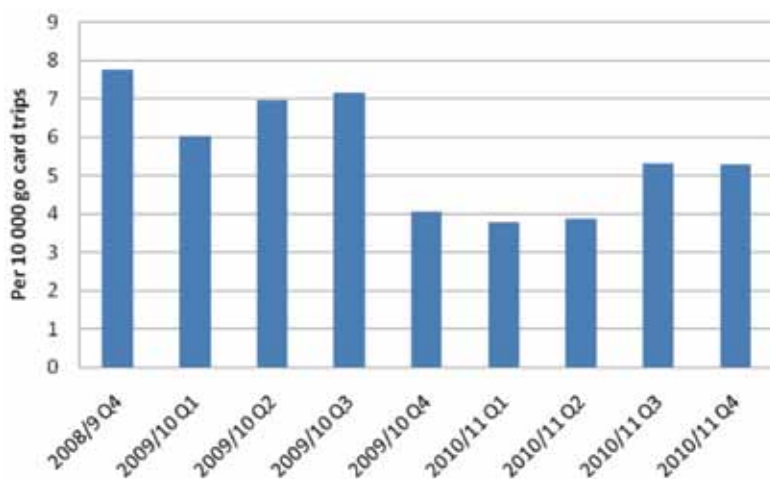
go card use by mode



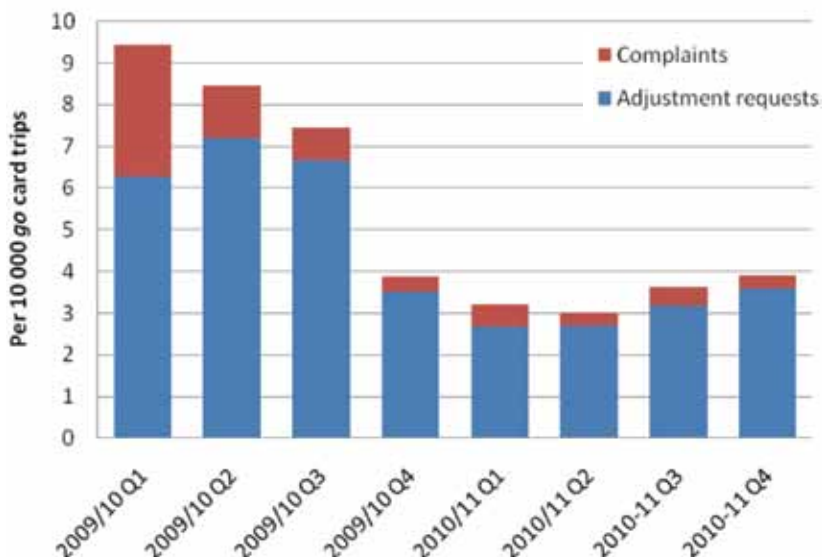
**go card fixed fares**



**go card adjustments**



**go card customer complaints and adjustment requests**



Across 2010-11, the combined measure of go card complaints and adjustment requests was 3.4 per 10 000 trips, compared with 7.3 the previous year.

The Q4 measure was 3.9 per 10 000 trips, which is the same as Q4 the previous year. The complaints-only measure was 0.31 per 10 000 trips – its equal lowest level since the system was implemented in mid-2008.

The number of fixed fares – customers either not touching off or touching on – was 3.4 per cent for 2010-11. It dropped to 3 per cent in Q4, following changes to the fixed fare rates on May 30. This level is expected to continue to drop when the change is applied across a full quarter.





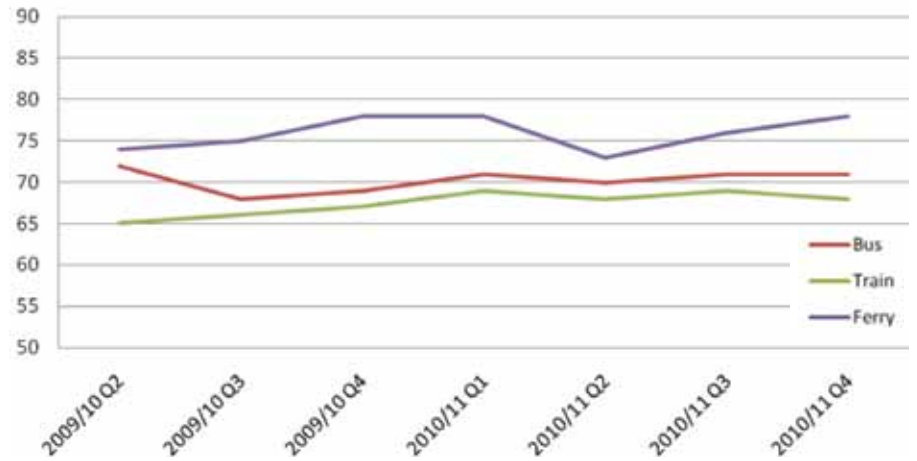
## Customer satisfaction

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

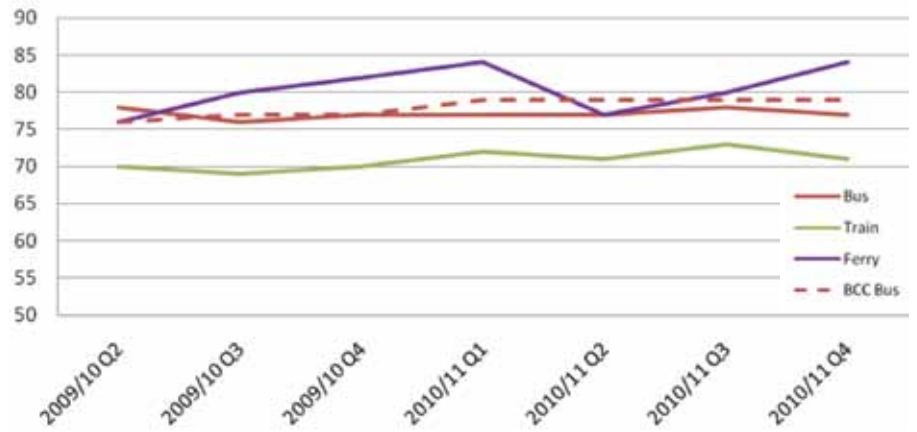
The reported final figure in each of these categories is made up of multiple sub-categories. Scores are out of a possible 100 – levels of 75 and above are classed ‘best practice’ while 60 and above is considered ‘satisfactory’.

In Q4, customer satisfaction data remained relatively stable, although most categories for Brisbane City Council CityCat and CityFerry services were stronger as the network continued to recover from damage experienced during the flooding.

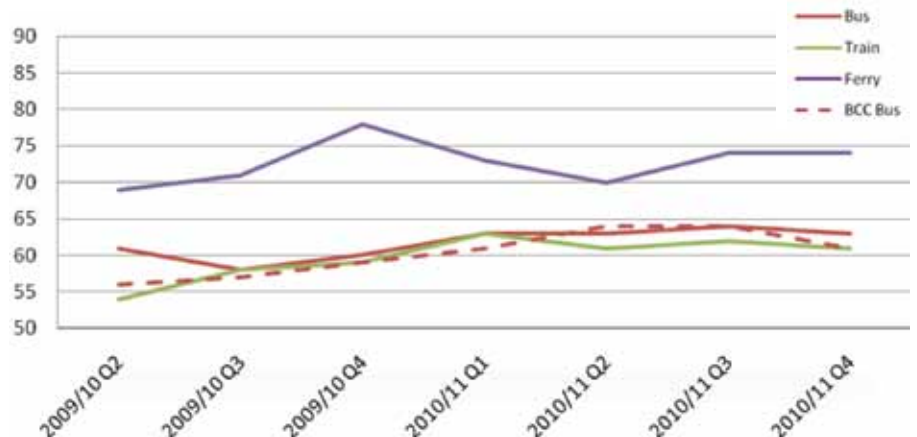
**Overall satisfaction** A combination of all reported categories.



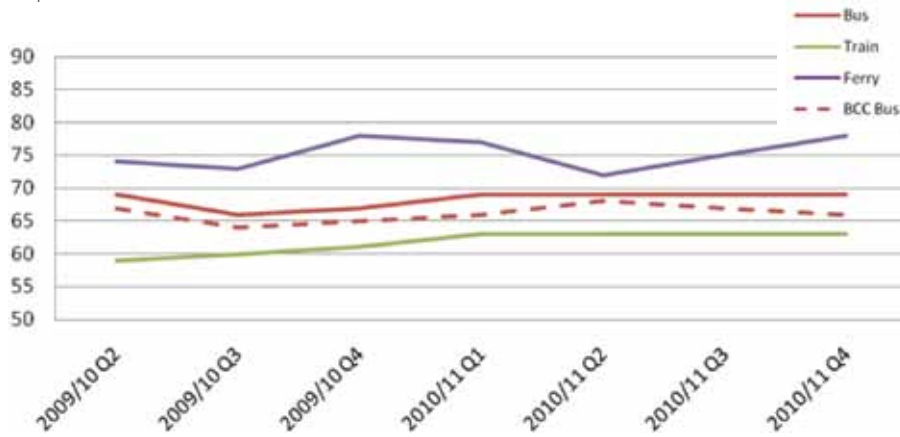
**Safety and security** Safety at stops, stations and onboard vehicles.



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

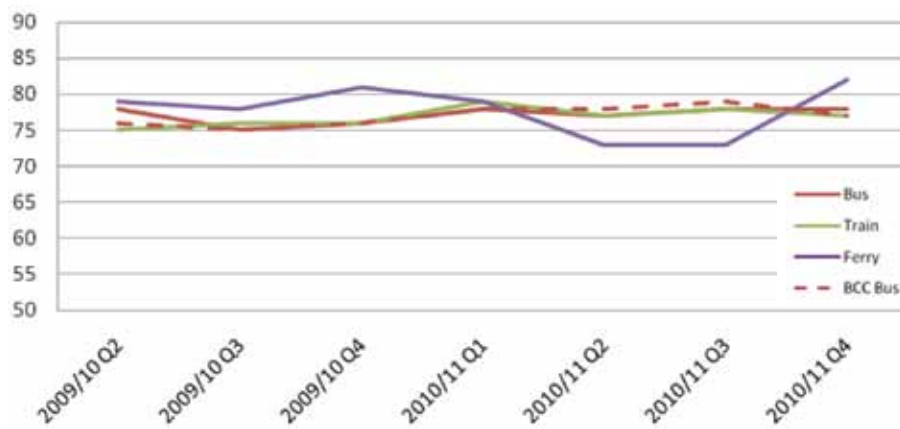


**Comfort of ride** Cleanliness, availability of seats, temperature on board and facilities at stops and stations.



The “most important” indicator of ‘Reliability and frequency’ generally maintained higher levels in 2010–11. The ‘Affordability’ measure did not change significantly however was down in Q3 and Q4 for trains, following fare changes in January 2011.

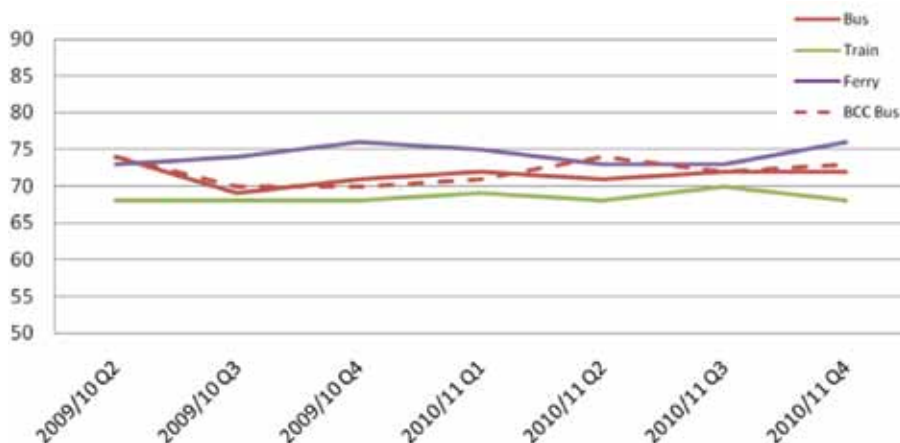
**Ease of use** Using and understanding ticketing including transferring between modes, purchasing, topping up and using go card, ease of finding stops.



Satisfaction with go card remains among the highest of all categories.

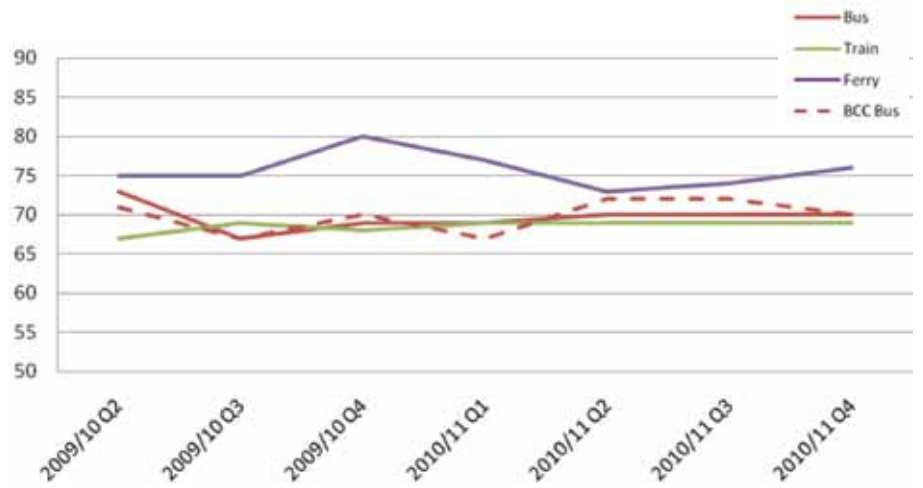
The BCC bus survey data is obtained from Brisbane Transport bus customers, however these figures reflect the overall public transport experience of these passengers. Like all operators, factors such as website and call centre satisfaction, and ticketing and go card satisfaction, which contribute to this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

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

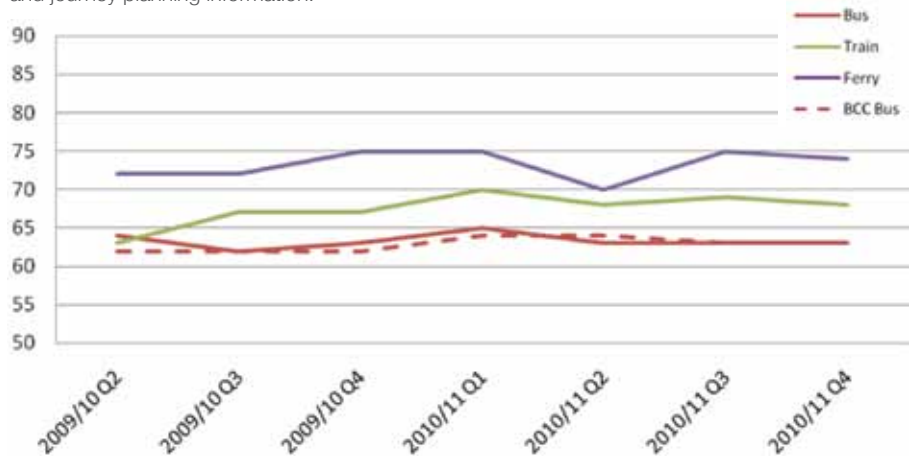




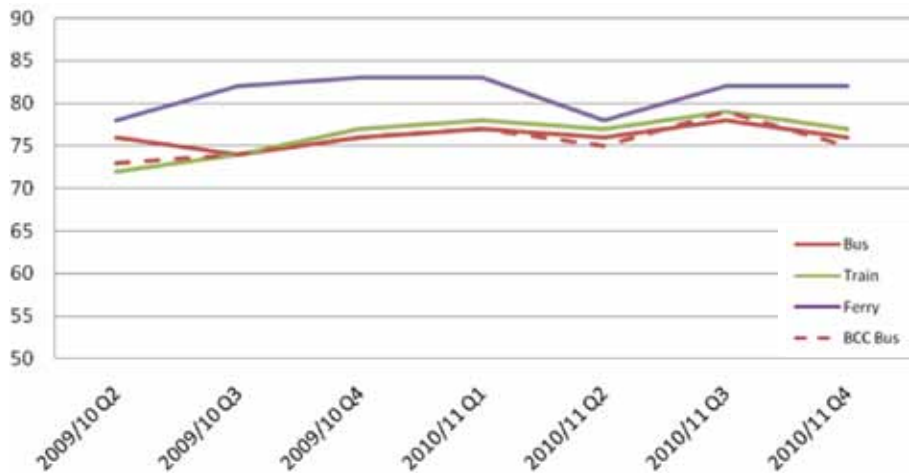
**Efficiency** Door-to-door travel time, connections with other services and avoidance of congestion.



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

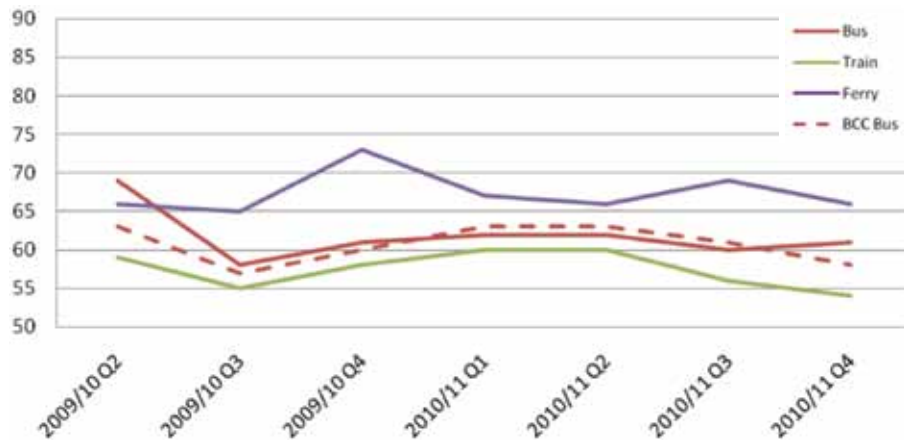


**Helpfulness of staff** Knowledge, conduct, presentation and helpfulness of staff.

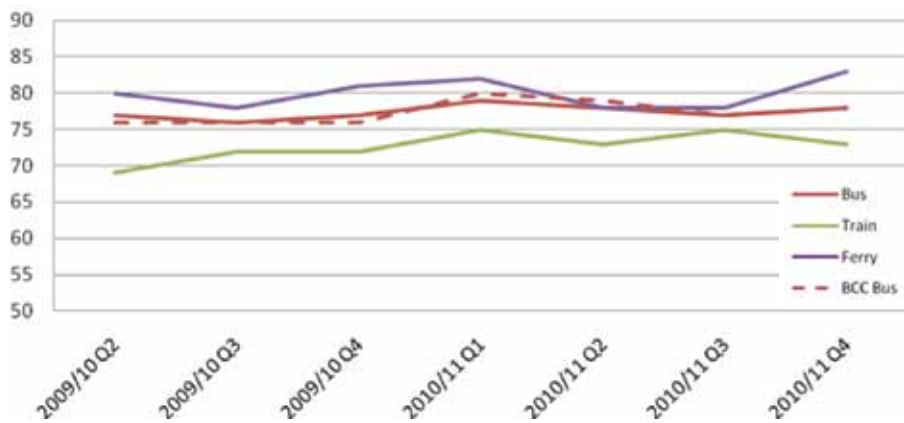




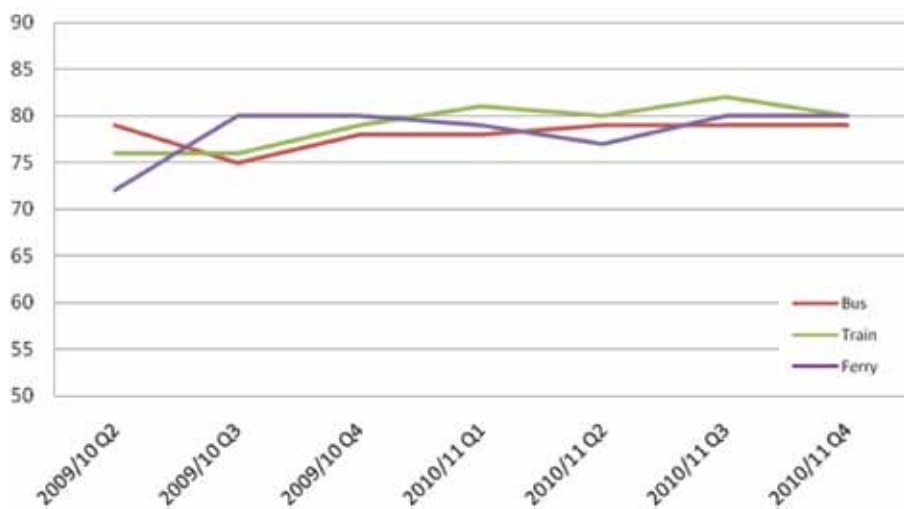
**Affordability** Cost of tickets and benefit of not having to pay for parking.



**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.



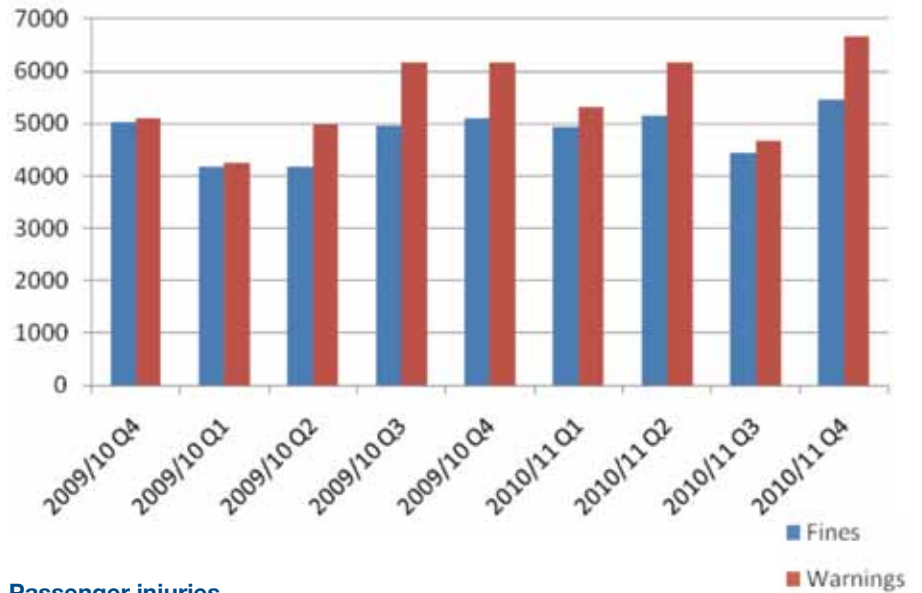
## Passenger safety and fare evasion

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

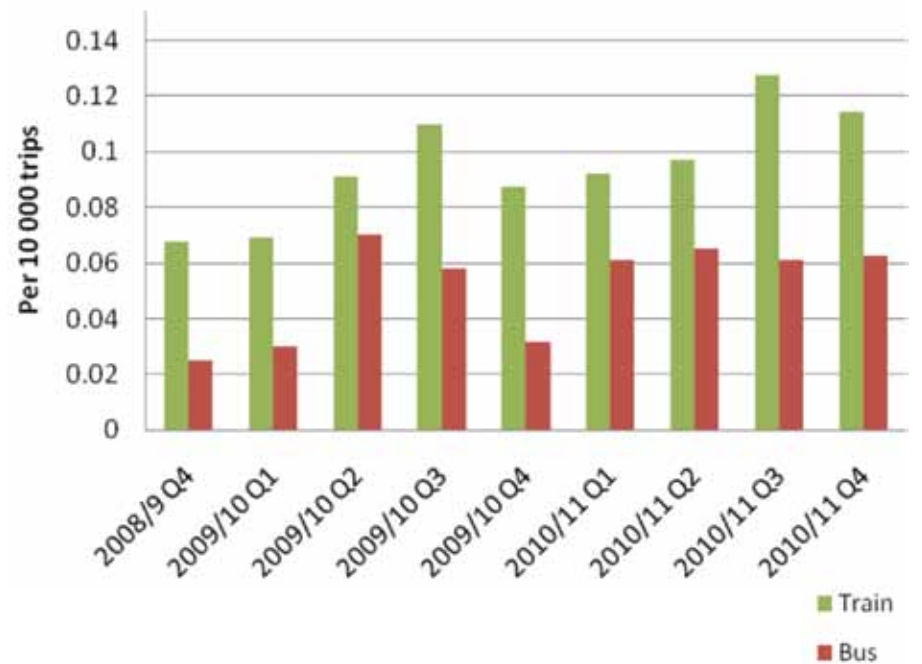
Recent fare gate changes across the network have reduced the impact of fare evasion, allowing TransLink to recover up to \$4 million additional fare revenue at the gated stations on the rail network. Additional fare gates have recently been added at Coomera and Nerang stations on the Gold Coast.

Transit staff issued 5463 fines and 6658 warnings during Q4.

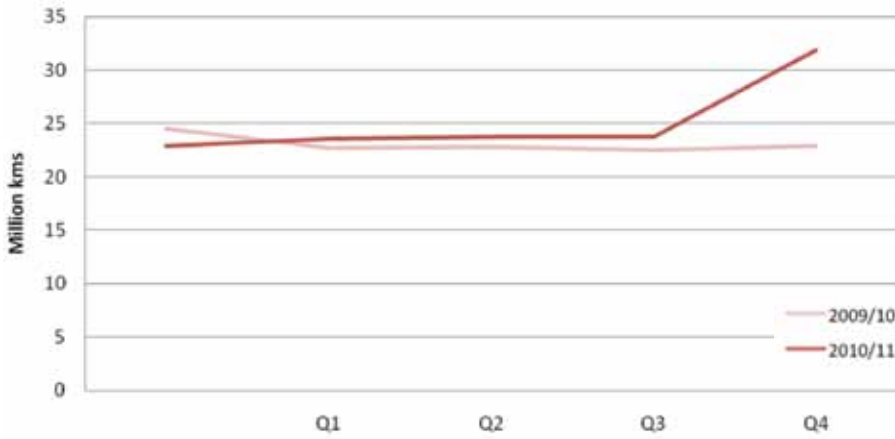
Fines and warnings



Passenger injuries



Service kms – bus

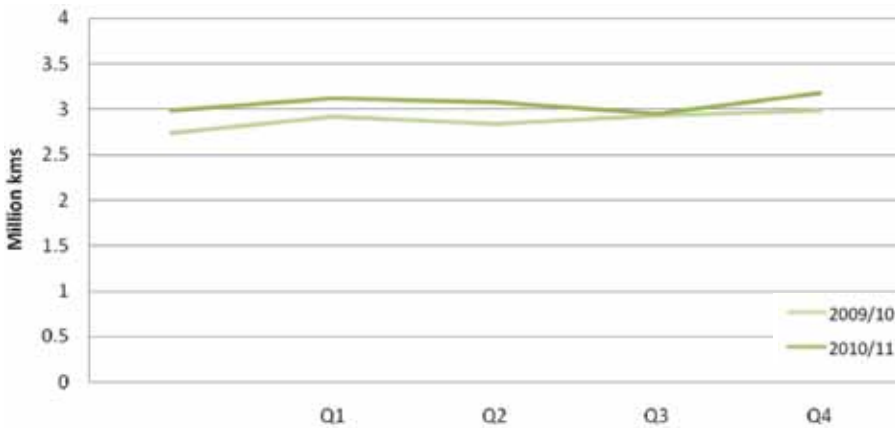


Service kilometres

There were 12.3 million service kilometres delivered by Queensland Rail during 2010-11, up 5.7 per cent compared with the previous year.

Service kilometres during Q4 reflect the additional services added as part of the June 6 timetable change. Although these services operated for less than one-third of the quarter, at 3.2 million kilometres, they showed an increase of 200 000 kms compared with Q4 the previous year.

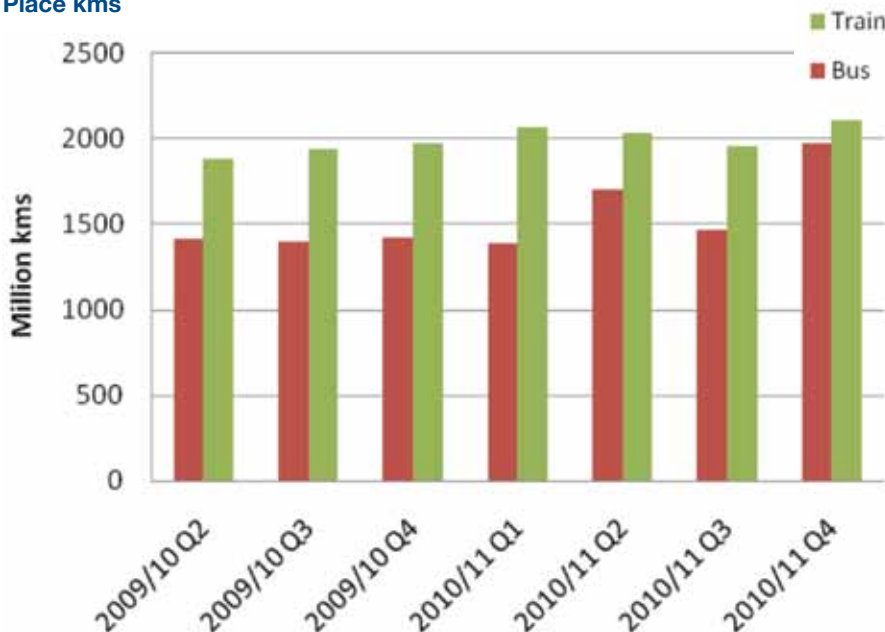
Service kms – train



Train passenger load

The train passenger load survey is conducted every six months. There was no train passenger load survey conducted this quarter.

Place kms





## Bus operator profile – Caboolture Bus Lines



In 1988 Caboolture was a small rural town with two sets of traffic lights, a small shopping complex and the only take away option was KFC.

When Grant and Janette Craike began the local company Caboolture Bus Lines it consisted of two buses – a 1963 Bedford and a 1985 Hino.

The depot was a rented farm house and the workshop was the great outdoors. Many a late night saw Janette holding a torch and Grant working on the motor of the old Bedford trying to keep her going.

With the rapid growth of Caboolture and its surrounding area, CBL has grown and expanded considerably, with a fleet of 37 modern vehicles servicing six urban routes in an area stretching from Upper Caboolture to Elimbah.

After many years of running school bus services, Janette and Grant recognised the need to raise student awareness of the consequences of unsafe behaviour when travelling on school buses, and their award-winning “Bus it Safe” program was established. Since 2000, over 12,000 students have participated in the program

The concept was further developed into the Be Smart, Be Cool, Travel Safe Program in 2008 and a further 4 800 students have been through the program since then.

Caboolture Bus Lines carried 900 000 passengers in 2010/11, an increase of 20 per cent on the previous year.

Behind the face of the company there are 65 skilled and talented staff who have worked tirelessly to represent the vision and goals of CBL.

Through their professionalism and commitment to the company, their community and their industry they have ensured that CBL is the success that it is today.



### CBL Company Facts and Figures

- Established in 1988
- Owner / Operator
- Employing 65 staff
- Fleet consisting of 12 low floor buses and 25 school buses
- TransLink Contract Areas - Caboolture, Beachmere, Morayfield.

