



# **TRANSLink**

## TransLink's Tracker 2009–2010 Q1

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## This edition of TransLink's Tracker

Overall 47.8 million trips were taken across the TransLink network during July, August and September. While this is a 4.4 per cent increase in patronage for the 12 months to September 30, 2009, it represents 1.4 per cent fewer trips when compared to the first quarter in 2008/9.

I am particularly encouraged by strong growth in some of TransLink's smaller and medium-sized service delivery partners, particularly to the immediate north and south of Brisbane. This growth has allowed the 30.4 million bus trips taken across the network to remain at a similar level to the same period last year.

The 15.7 million train trips that took place across the network during the first quarter was about 770 000 fewer than the same period last year. A closer examination shows that August 2009 was down on August 2008, while the number of trips taken during July and September 2009 were similar to July and September 2008.

Some of the drop is the result of economic conditions during this period.

We are also seeing a correction in some of the data previously collected due to the accuracy provided by go card. For example a weekly train ticket was previously considered as 11 trips. The go card is providing a more accurate data showing customers actually travelled nine or 10 times, sometimes across train, bus and ferry. As go card uptake increases we expect to see this correction continue.

Overall, I'm optimistic that the network is on target to record a solid level of patronage growth over the remaining three-quarters of this financial year.

Continuing to provide customers with additional services and increased public transport coverage will be a major focus for TransLink and its service delivery partners as we prepare to embark on a new era under a new fare and ticketing strategy – announced during October.

Under the strategy, the State Government requires TransLink to deliver an additional 301 000 seats a week by the end of the current financial year. I am confident that the network will meet that commitment.

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Thank you to our customers who provided feedback on the first edition of Tracker. It's because of that feedback that we've added a page on public transport customer demographics, drawn from the data gathered from an increasing number of go card users.

This type of data will allow TransLink to continue to tailor services to meet the growing demands of customers.

To continue to meet our customers' needs, a new customer satisfaction survey is currently under design. These new customer survey results will return to future editions of Tracker.

Again we value your feedback at [www.translink.com.au](http://www.translink.com.au) or on 13 12 30.

*Peter Strachan*

**Chief Executive Officer**

**TransLink Transit Authority**





## Patronage

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

Overall patronage in July, August and September was 47.8 million trips – about 1.4 per cent less than the same period in 2008/9.

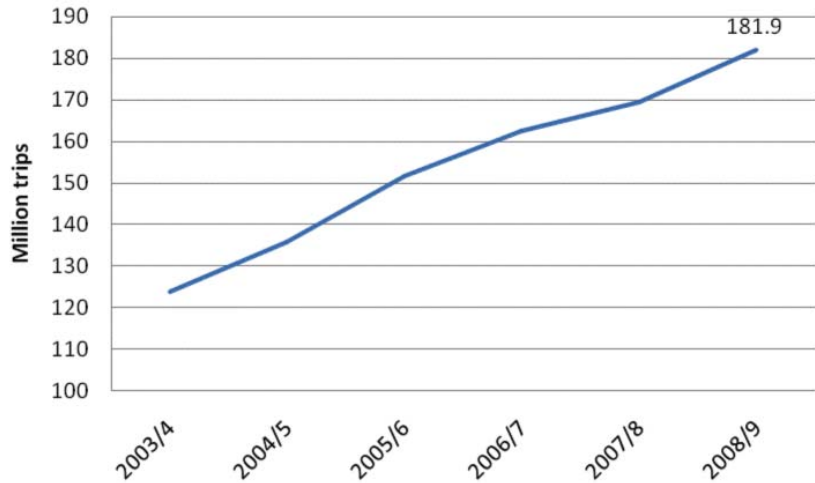
Across the three different modes which currently operate on the TransLink network – bus, rail and ferry – patronage varied.

Overall bus patronage remained at 30.4 million trips across the network during the first quarter. Strong growth of almost 10 per cent was recorded by operators in Logan, Caboolture/Bribie Island and Ipswich.

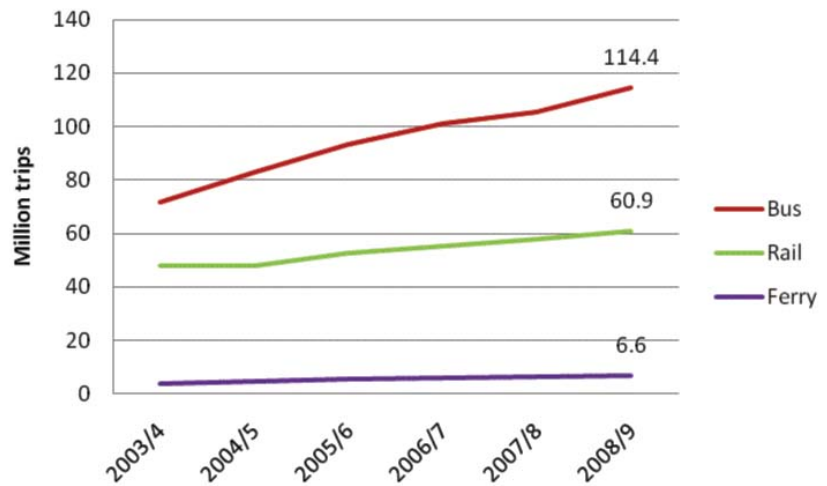
Patronage on CityCat and CityFerry services were down by 130,000 trips to 1.75 million on the same period last year.

Overall train patronage was down about 4.7 per cent compared to the previous year – 16.4 million down to 15.7 million trips.

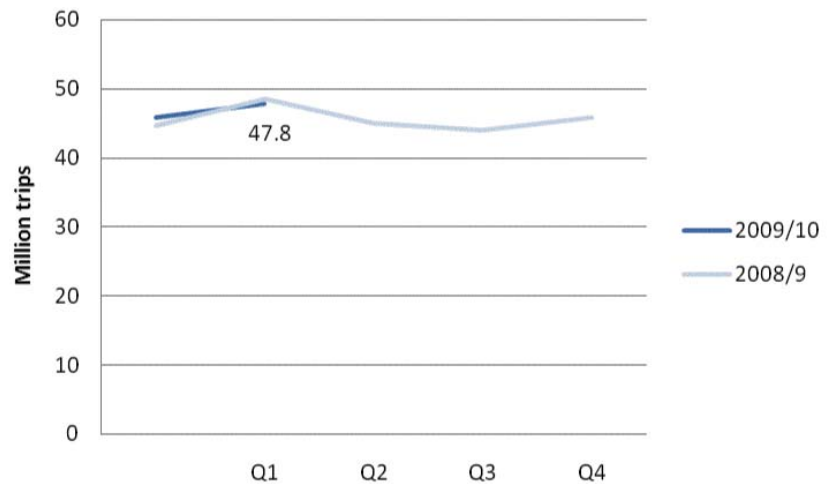
### Network wide patronage



### Patronage by mode

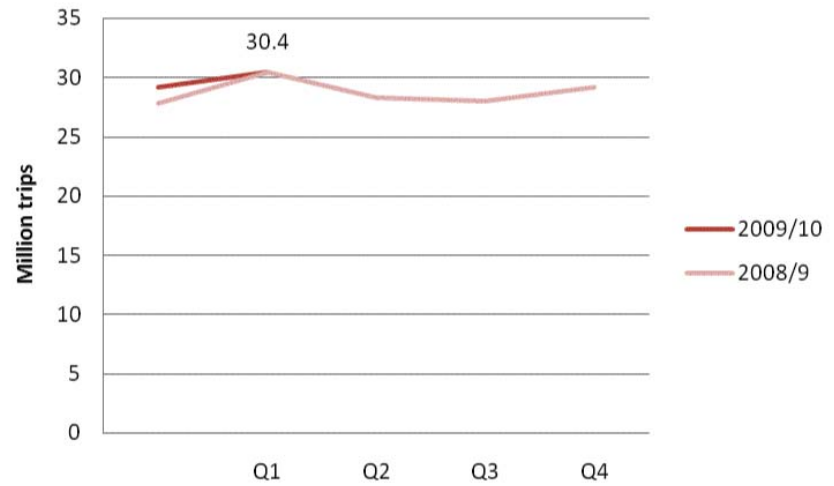


### Network wide patronage – quarterly

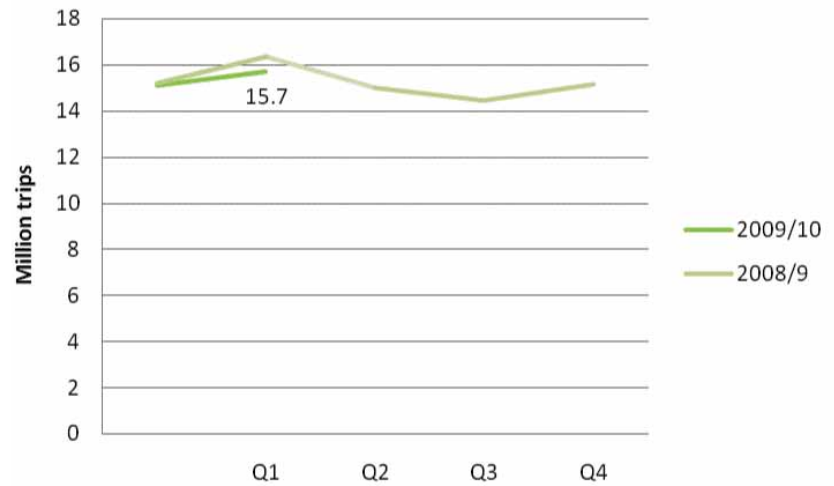




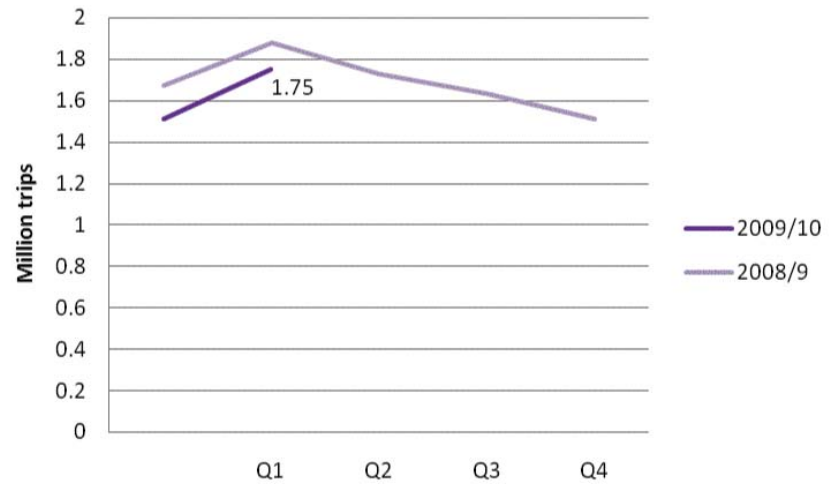
Bus patronage – quarterly



Train patronage – quarterly



Ferry patronage – quarterly





## Service on-time running and cancellations

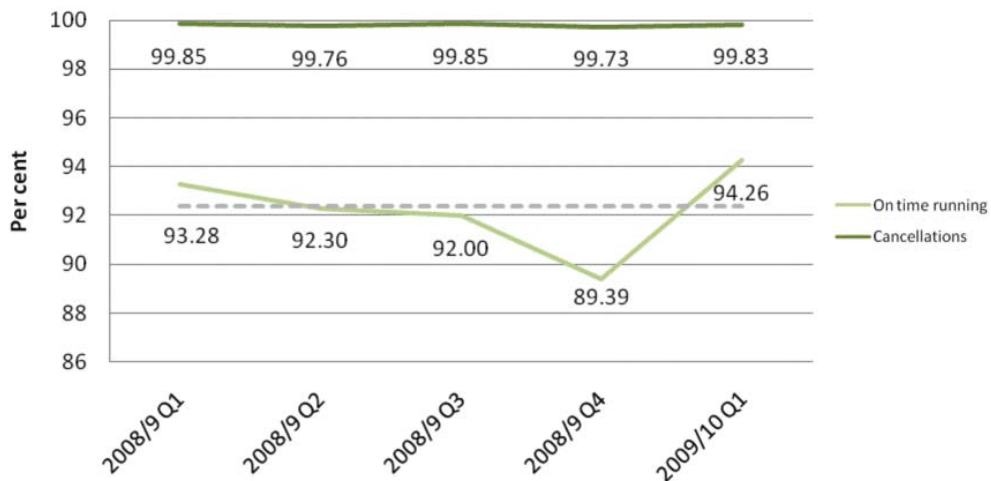
Under the existing performance framework, train and bus operators are contracted to meet benchmarks for on-time running and cancelled services.

The peak on-time running benchmark for train services is 92.4 per cent of services within four minutes of the timetable, and 99.5 per cent for services without cancellation.

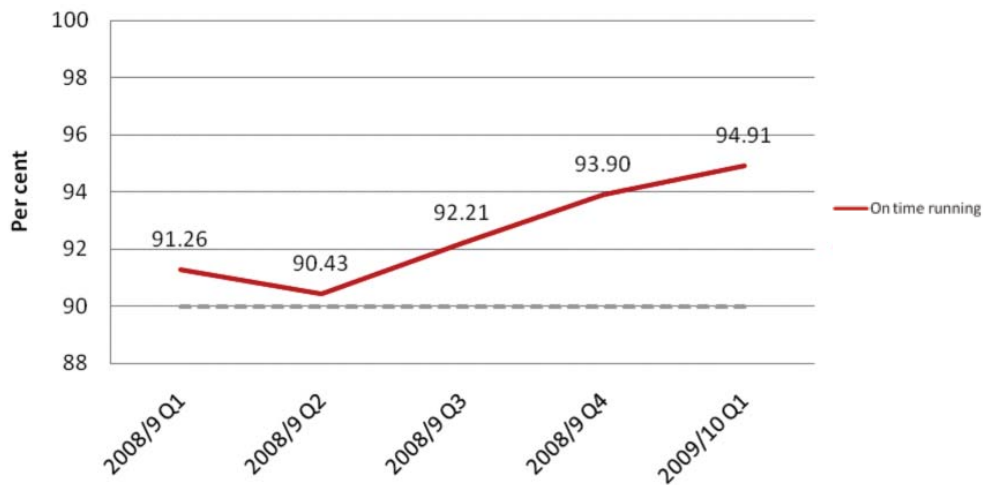
The on-time running for train services for the quarter was above the benchmark set by TransLink, with 94.26 per cent of trains within four minutes of the timetable during the peak periods, which is up on the same period last year. QR also exceeded the services without cancellation benchmark, recording 99.83 per cent.

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

On-time running and cancellations—train\*



On-time running—bus#

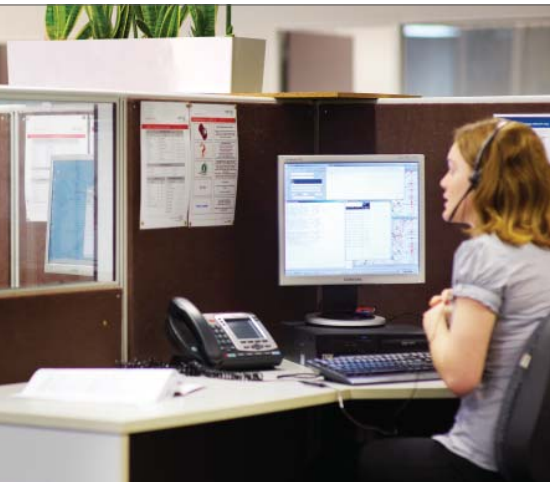


Footnote

\* 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

TransLink continues to be the single point of contact for public transport customer information across South East Queensland.

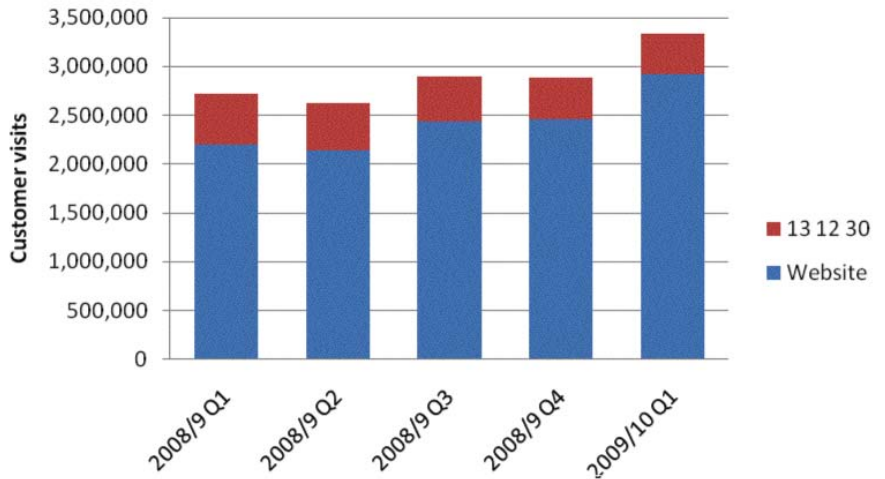
TransLink's website, which is regularly ranked the most visited Queensland Government website, recorded more than 2.9 million visits during the first quarter. Visits to [www.translink.com.au](http://www.translink.com.au) have increased by 24 per cent compared to the first quarter in 2008/9.

The majority of customer visits continue to be journey planning enquiries, with 2.1 million journey enquiries making up 64 per cent of all customer enquiries.

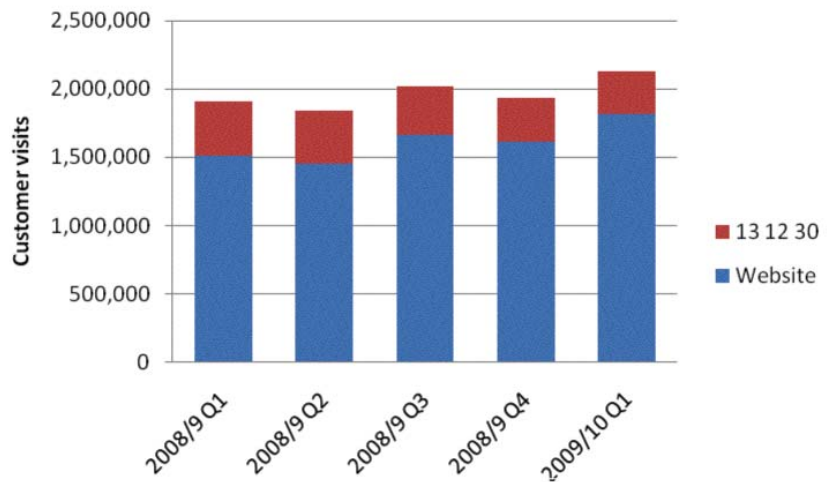
TransLink's call centre and website is also the single point of contact for customers wanting to provide feedback, raise an issue or make a complaint. Across the quarter the level of feedback and complaints to TransLink remained steady at just over five per 10 000 trips.

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

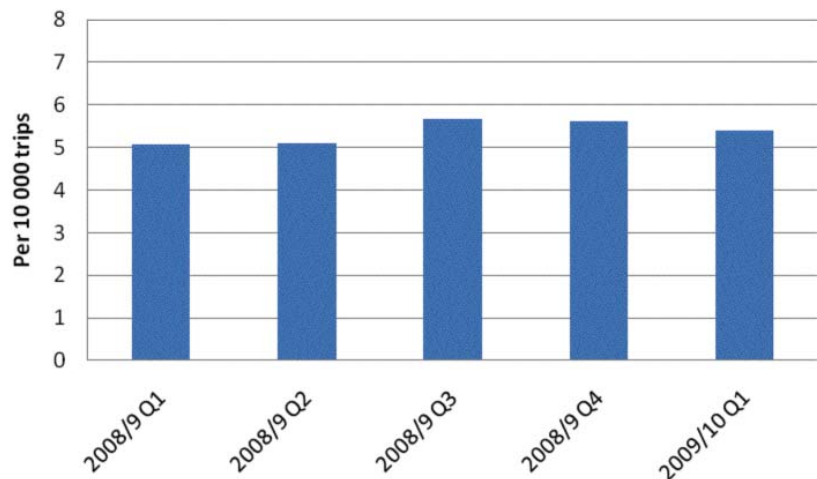
Total customer enquiries



Journey planner customer enquiries



Complaints customer enquiries





## go card

TransLink recently announced that go card would become the primary ticket on the network and paper tickets would be gradually phased out by the end of 2010.

The number of go cards issued exceeded 435 000 by September 30.

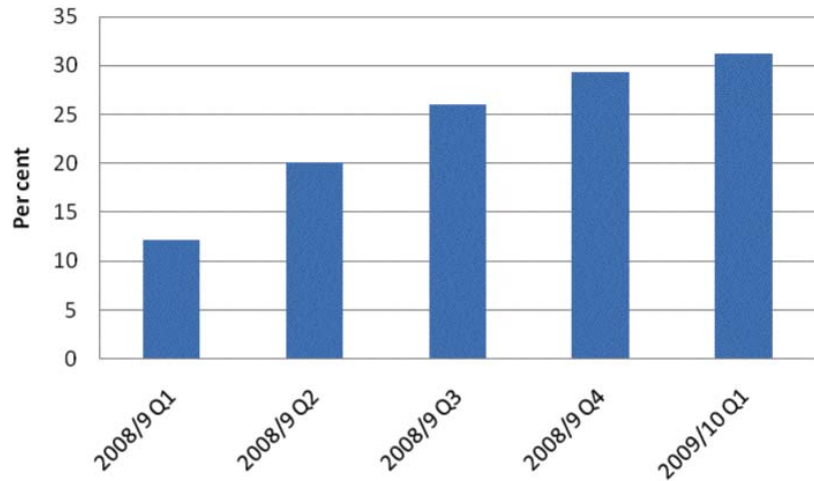
The use of go cards on the network has also been growing, with more than 1.25 million go card trips now taken during a normal week.

A total of 14.9 million go card trips were taken across the network during the first quarter, an increase of 11 per cent or about 1.6 million on the previous quarter. During this quarter, go card trips made up almost 31.2 per cent of all trips across the network and 53 per cent of trips during peak periods.

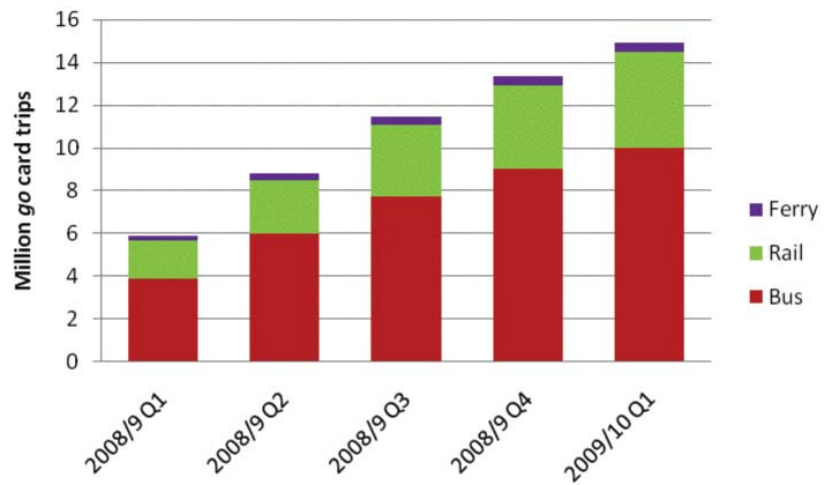
Adjustments to go cards continues to trend downwards, averaging about six per 10 000 trips, down from 7.8 during the previous quarter.

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.

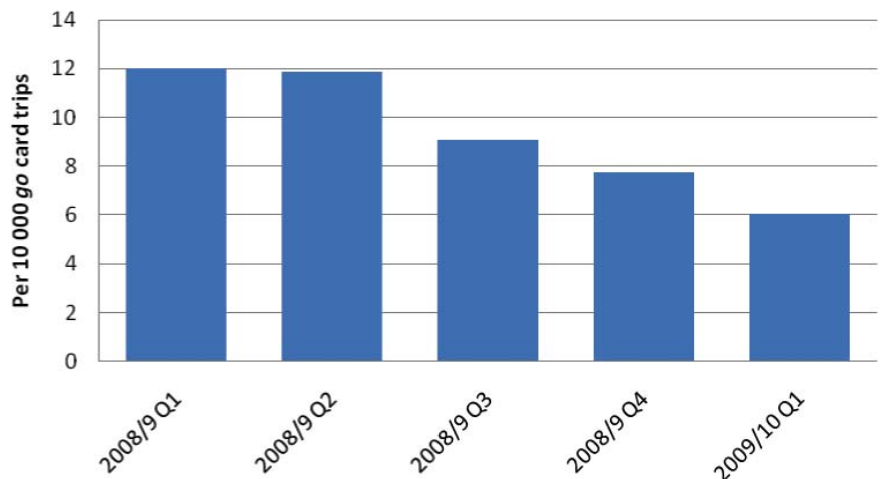
### go card use network wide



### go card use by mode



### go card adjustments

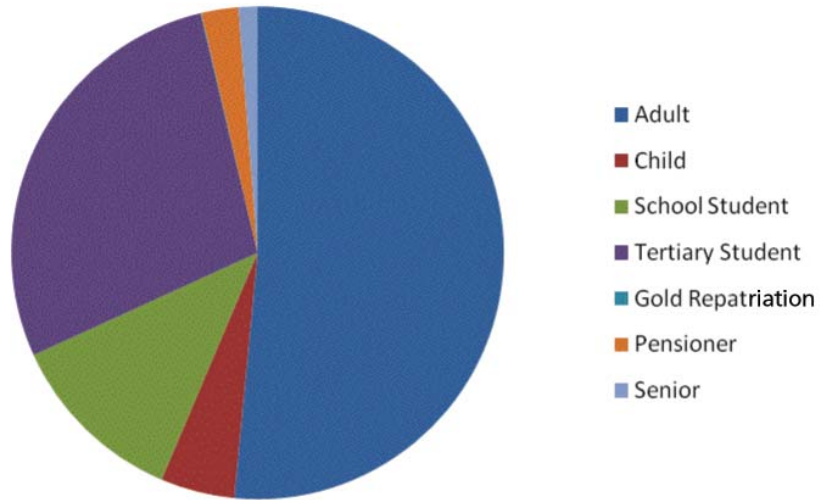


Footnote

Correction: last edition of Tracker stated go card use for Q4 2008/9 was 33 per cent. This should have been 29.3 per cent.

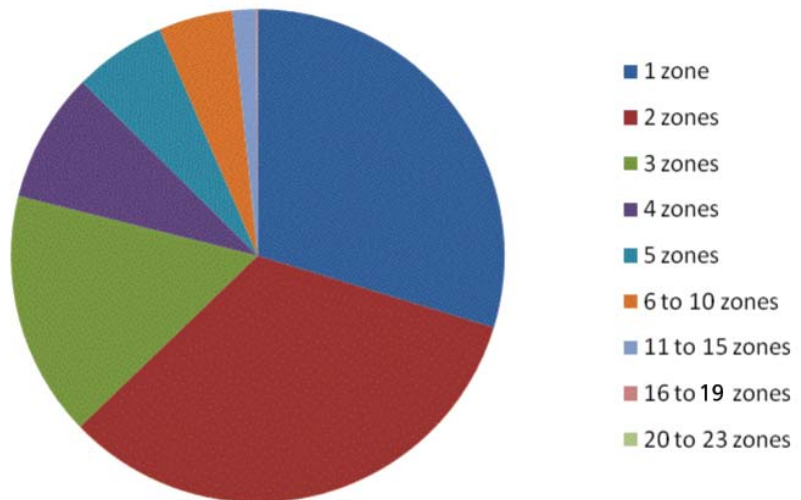


**go cards use by category**

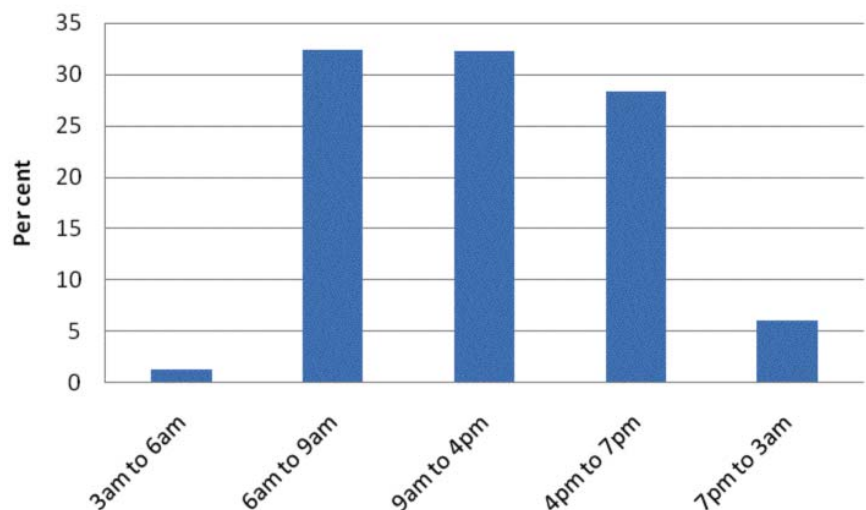


The weekly snapshot of go card users (shown on this page) was compiled using data for the week of September 14, based on 1.23 million trips. Using go card data, it shows the types of tickets used on the TransLink network, the number of zones travelled and the time of day TransLink customers were travelling.

**go cards use by zone**



**go cards use by time**





## Fare evasion

Fare evasion continues to be a major challenge across the network, estimated to cost up to \$16 million a year. TransLink Transit Officers issued 4182 fines and 4238 warnings during the first quarter. Research from 8400 inspections carried out on train customers during July 2009 by TransLink Transit Officers show that fare evasion on trains is currently about seven per cent.

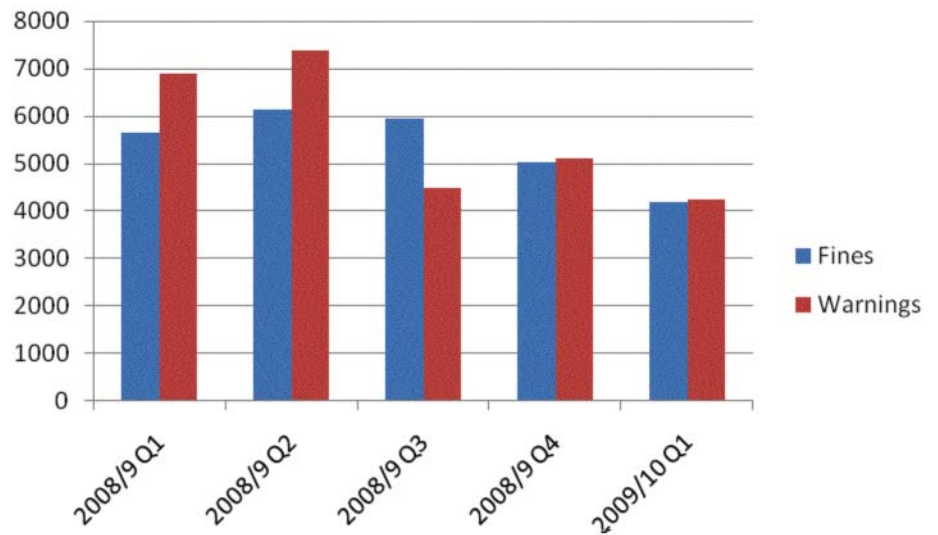
The increasing uptake of *go* card and the closing of fare gates at CBD stations are two key initiatives which have led to a reduction in fare evasion of about three per cent over the past year, and about 12 per cent over the past two years.

The results varied from line to line, however the message is clear; those who aren't doing the right thing risk a \$200 on-the-spot fine.

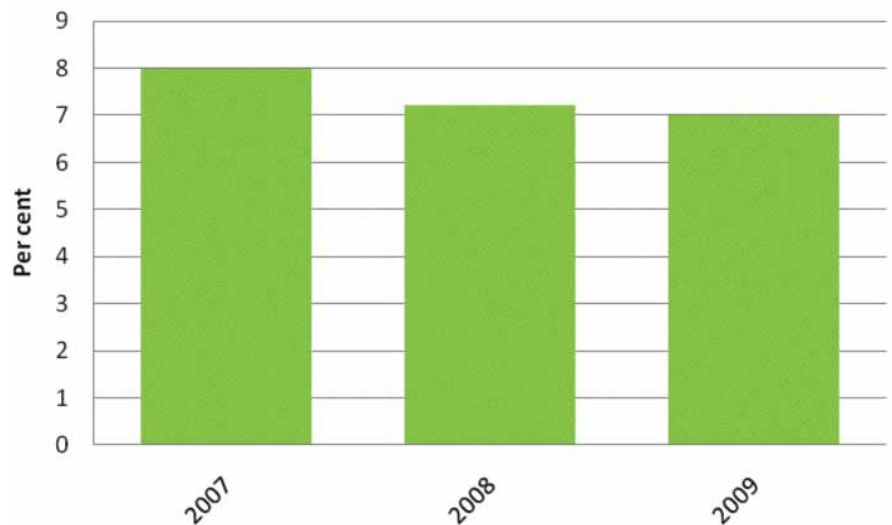
Passengers travelling on the TransLink network should:

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

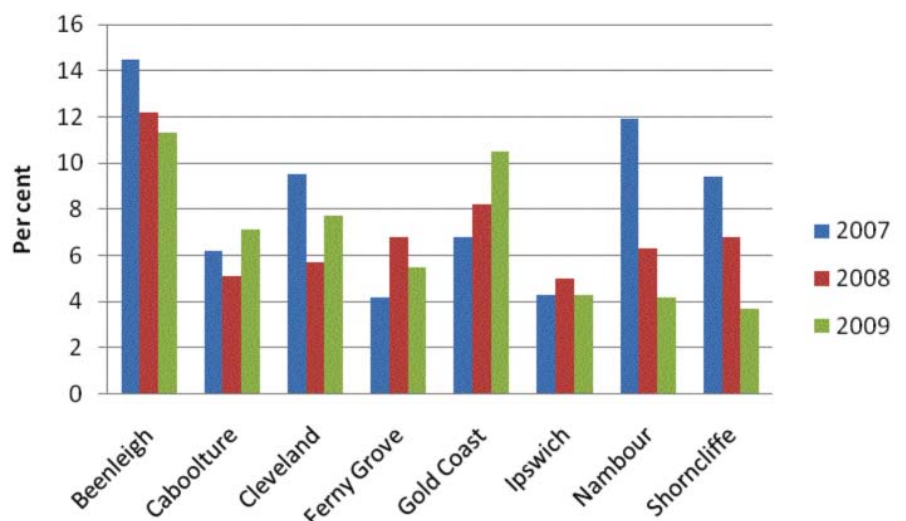
### Fines and warnings issued



### Fare evasion – trains



### Fare evasion by train line





## Train passenger load

QR recently conducted interim Passenger Load Surveys, in addition to the annual surveys conducted in March each year. The most recent surveys were conducted during June and September 2009.

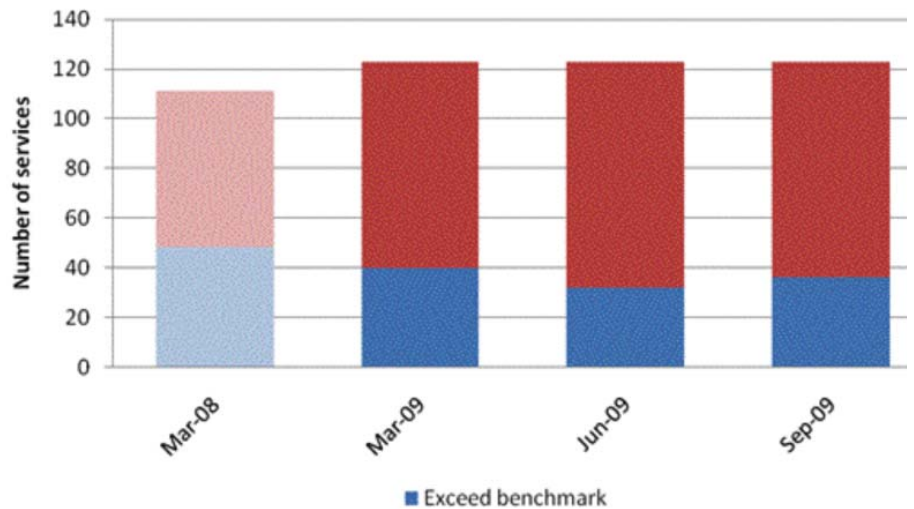
This is the first time that passenger load surveys have been conducted in June and September and there is no comparable data from previous survey periods.

During these surveys fewer trains exceeded their “design capacity”. 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.

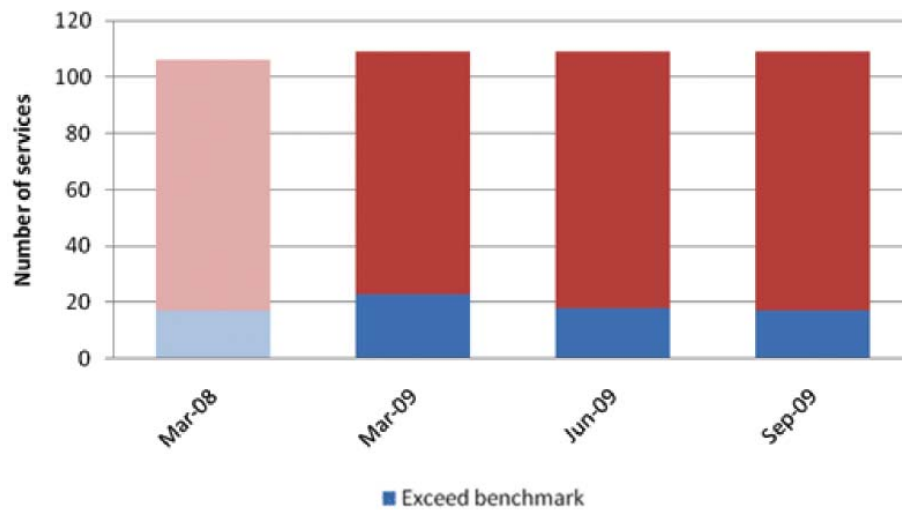
The number of peak period trains in the morning which exceeded this benchmark during June and Septmeber, were 26 and 29 per cent repectively, down from 33 per cent\* in March.

The number of peak period trains in the afternoon which exceeded this benchmark during June and Septmeber, were 17 and 16 per cent respectively, down from 21 per cent\* in March.

### Morning peak period - overall



### Afternoon peak period – overall



### Services which exceed benchmark

#### Morning peak period by line

	Mar 09	Jun 09	Sep 09
Beenleigh	5 of 14	5 of 15	4 of 15
Caboolture	7 of 21	6 of 21	9 of 21
Cleveland	5 of 15	4 of 15	4 of 15
Doomben	1 of 5	0 of 5	0 of 5
Ferry Grove	3 of 15	0 of 15	0 of 15
Ipswich	6 of 26	7 of 25	8 of 25
Nambour	3 of 5	2 of 5	3 of 5
Gold Coast	6 of 7	5 of 7	5 of 7
Shorncliffe	4 of 8	3 of 8	3 of 8

#### Afternoon peak period by line

	Mar 09	Jun 09	Sep 09
Beenleigh	1 of 13	0 of 12	1 of 12
Caboolture	5 of 16	4 of 16	5 of 16
Cleveland	4 of 12	3 of 12	3 of 12
Doomben	0 of 4	0 of 4	0 of 4
Ferry Grove	0 of 16	0 of 16	0 of 16
Ipswich	5 of 19	4 of 19	2 of 19
Nambour	2 of 5	2 of 5	1 of 5
Gold Coast	5 of 8	4 of 8	4 of 8
Shorncliffe	1 of 8	1 of 8	1 of 8

Footnote

\* Includes Airport services.





