



TransLink's Tracker



2010–2011 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 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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As this is the first edition of Tracker for the new reporting year, it is also a chance to introduce new regular data and features such as this edition's customer safety and place kilometres data and a profile on one of our service delivery partners.

The quarter's profile is Thompson Bus Services. I am proud to have such an iconic family business under the TransLink umbrella.

Light rail innovation

Innovation in public transport is crucial to allow TransLink to implement new ideas to continue to improve the way we provide public transport services.

Recent innovations range from a bus service through the Clem 7 tunnel, FlexiLink services to lower density areas on the network, standard peak stopping patterns on the train network and a fare structure that maximises the benefits of go card.

Innovation will also be a key to the future success of the network. In this year's four editions of Tracker I will look at innovations across customer information, Cross River Rail, the expanding TransLink network and, in this edition, Gold Coast Light Rail.

Light rail will be an exciting addition for TransLink customers on the Gold Coast. It will not only provide a fourth mode of public transport on the network, but also an innovative form of mass transport capable of tackling future congestion along the spine of the Gold Coast.

Aside from the innovation in the design process, a landmark funding model was the start of a partnership between the Queensland Government, Gold Coast City Council and Australian Government to pledge \$949 million to complete Stage One of the project.

Light rail services are expected to commence operation in 2014 and TransLink is already looking at innovative ways to ensure light rail meets the needs of customers, including:

- A re-design of bus services to fully integrate with light rail services which are capable of carrying over 200 passengers per service.
- Ensure light rail stations are multi-purpose providing customers with both information and commercial opportunities.
- Information to make travel easy on a 13-kilometre, 16-station corridor linking the new Gold Coast University Hospital, Griffith University, Southport medical precinct and the tourist and business hubs of Southport, Surfers Paradise and Broadbeach.
- A city building approach to implementing a new form of transport and public transport culture.

Having watched similar city-wide light rail projects develop in other parts of the world, I'm excited at the prospect of having this project forming part of the TransLink network.

While all light rail systems require clever innovations, one challenge that very few would have had to overcome is the best way to cater for surfboards...such is South East Queensland's own unique flavour.

Peter Strachan

**Chief Executive Officer
TransLink Transit Authority**



Artist's impression



Patronage

Patronage for Q1 increased for bus and rail and decreased for ferries.

Overall, there were 49.23 million trips taken across the TransLink network during the quarter – an increase of 2.7 per cent or 1.3 million trips compared with the same period last year.

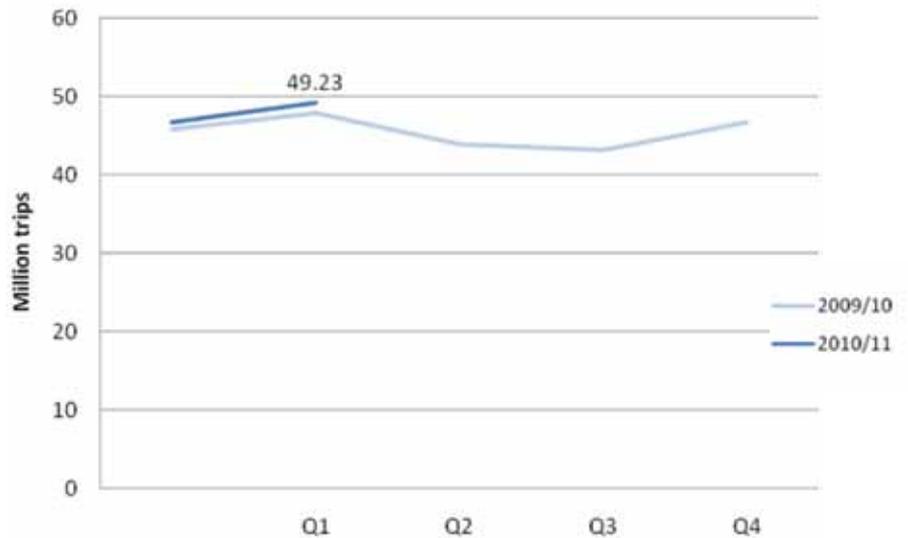
This is the highest level of patronage for a three month period since South East Queensland public transport services were integrated in 2004.

Bus trips rose by 963 000 or 3.2 per cent to 31.37 million trips across the network compared with the corresponding period last year. The largest bus provider is the Brisbane City Council with 20.48 million trips, an 800 000 increase on Q1 last year.

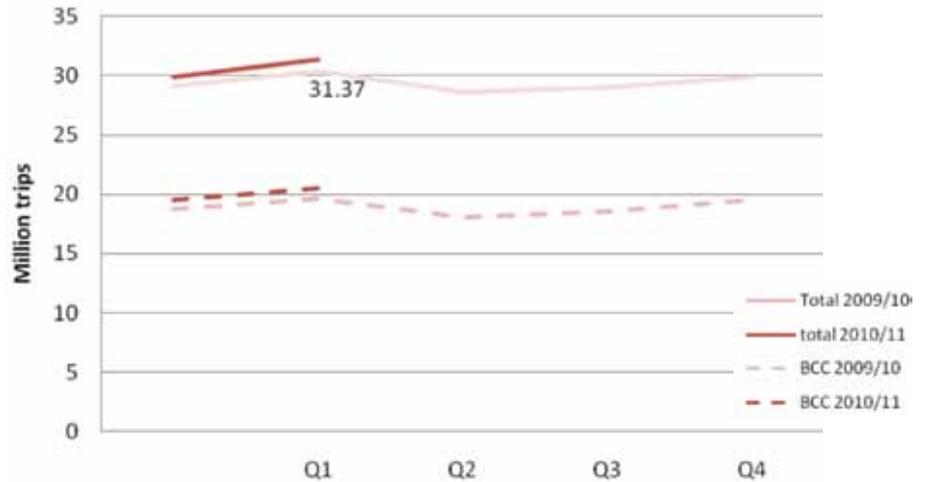
Train trip numbers continued to grow with an additional 590 000 trips taken on Queensland Rail's network – a 3.7 per cent increase on the same period last year.

The CityCats and CityFerry services, which make up about three per cent of all trips on the TransLink network, continued to decline – down 212 000 trips, or 12.1 per cent to 1.54 million trips compared to the same period last year.

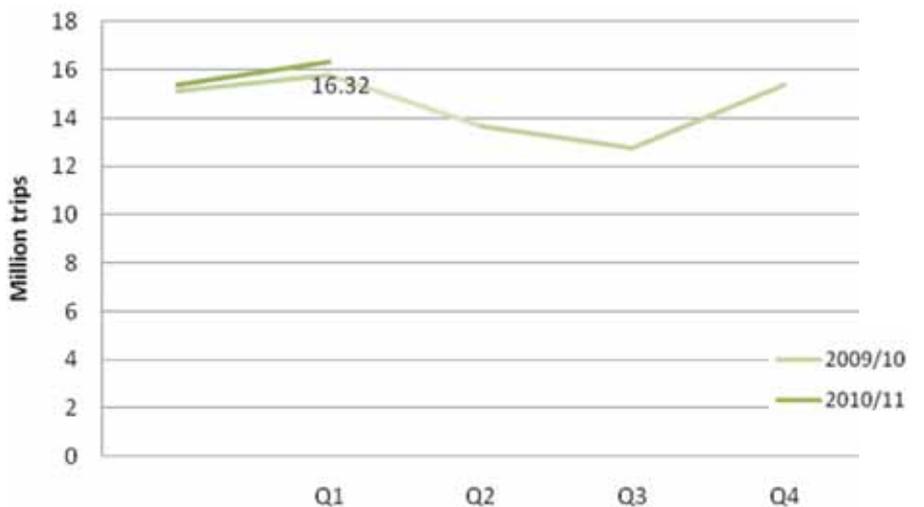
Networkwide patronage - quarterly



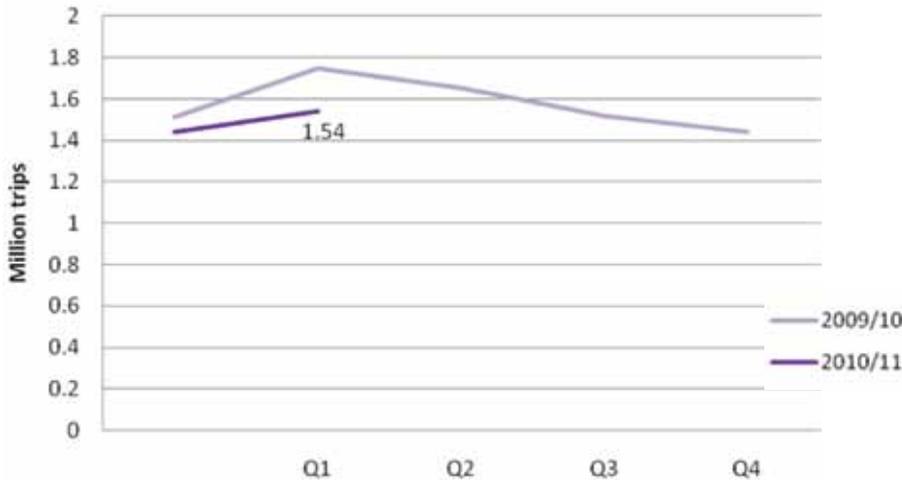
Bus patronage - quarterly



Train patronage - quarterly



Ferry patronage - quarterly

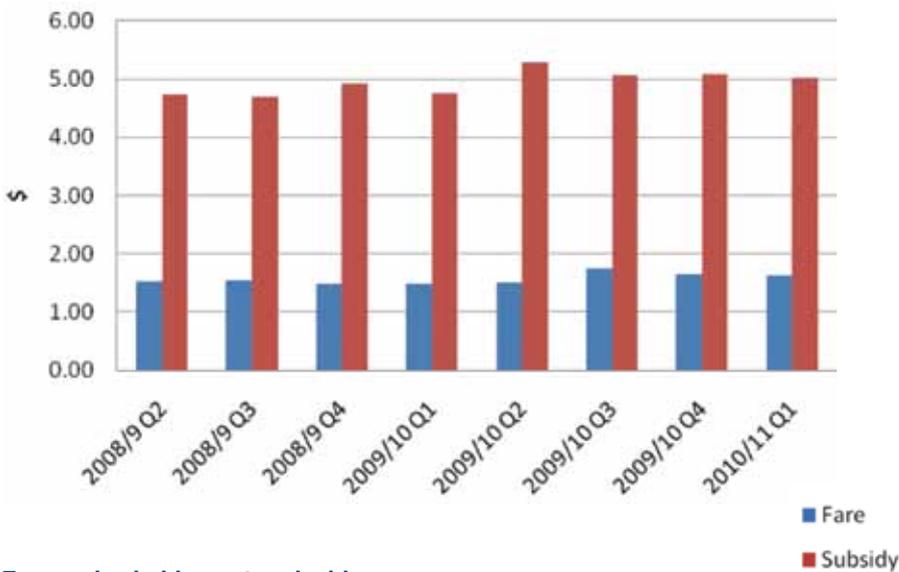


The average fare per trip paid by customers was \$1.64, the same as Q4 2009-10 and 9.3 per cent higher than Q1 2009-10. The average Queensland Government subsidy was \$5.03 or 75.5 per cent of the cost of each trip on the network.

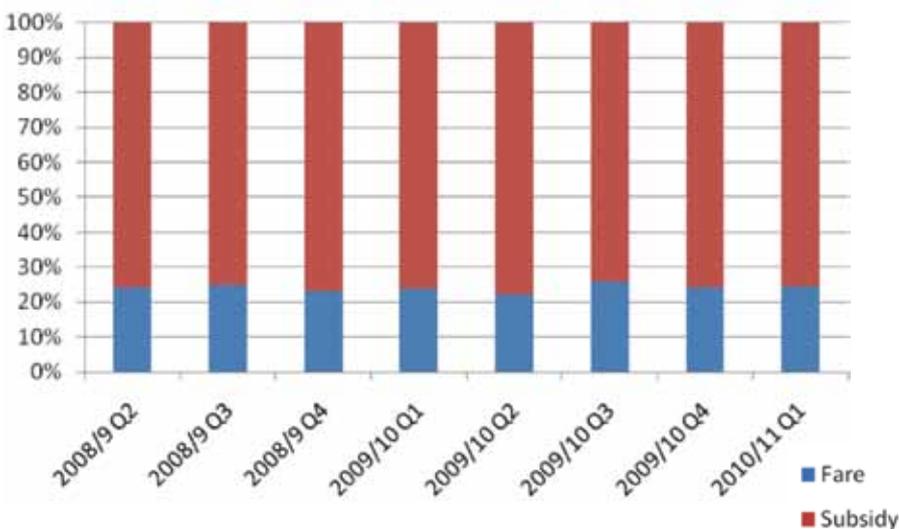
These averages are based on network funding from the Queensland Government of \$247.7 million and fare revenue for the quarter of \$80.5 million.

In the 2009/10 financial year, Brisbane City Council contributed significant funding to buses and ferry services (\$65.6 million), while the Gold Coast City Council (\$5.2 million) and Sunshine Coast Regional Council (\$181 000) also contributed. TransLink commercial activities also assist to fund public transport services.

Fare and subsidy per trip



Fare and subsidy - networkwide





Service on-time running and service delivered

Under TransLink's new contract with Queensland Rail, the on-time running benchmark has been increased from 92.4 per cent to 93.01 per cent of all trips within four minutes of the timetable. The services without cancellation benchmark has increased from 99.5 per cent to 99.63 per cent.

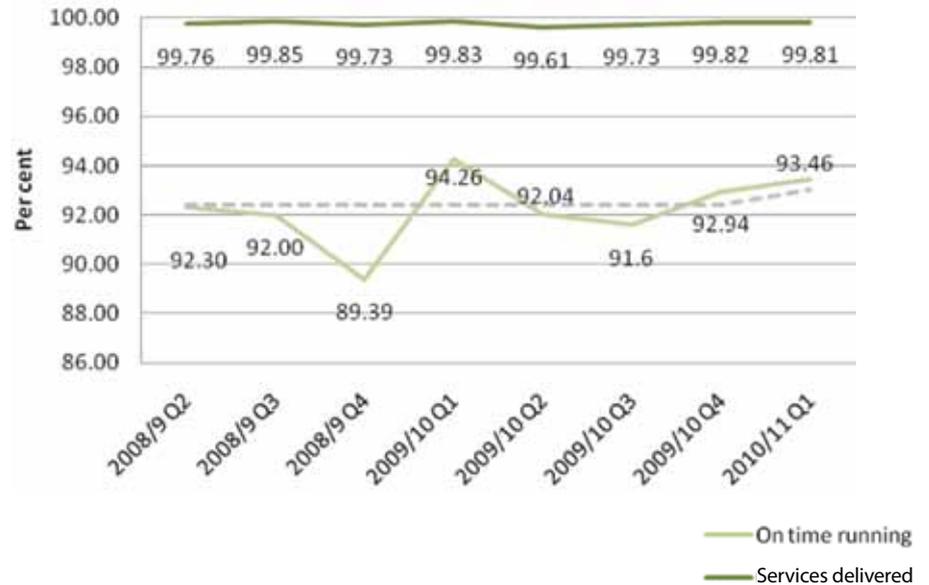
For the three months to September 30, 2010, Queensland Rail performed better than the benchmark with 93.46 per cent of services meeting the on-time running standard. A line-by-line breakdown of these on-time running results is available at www.queenslandrail.com.au/PeakResults

Queensland Rail also met the benchmark for number of peak services without cancellation, recording 99.81 per cent.

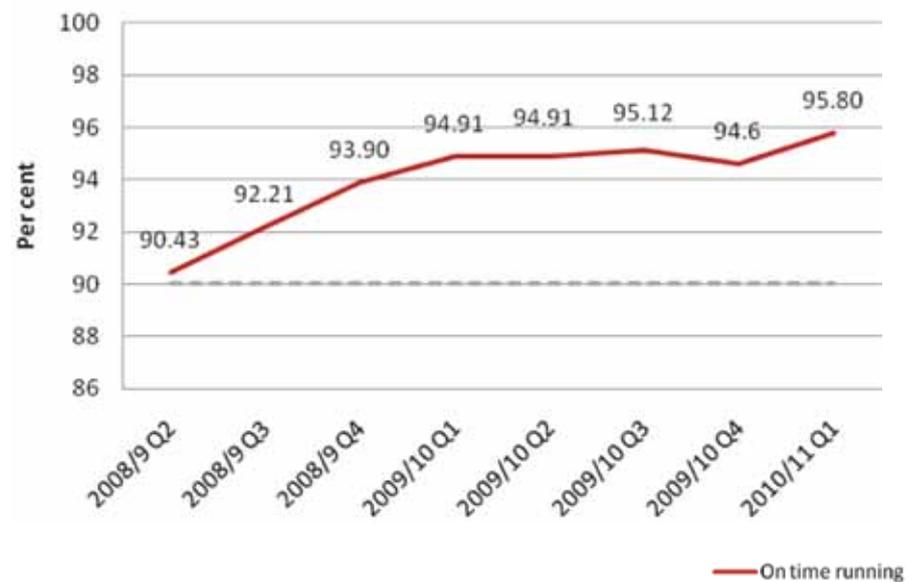
The on-time running for TransLink's bus operators was 95.8 per cent. It continues to perform above the 90 per cent benchmark set by TransLink.

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 service delivered – train*



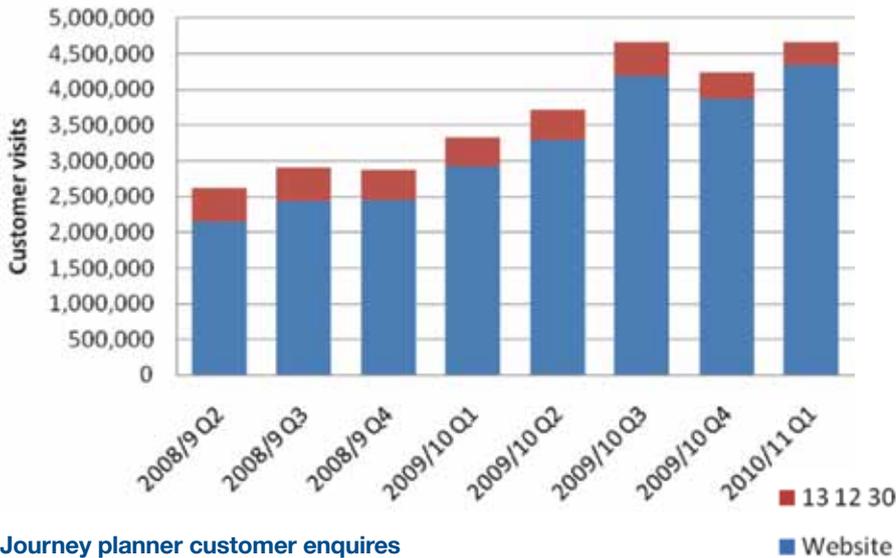
On-time running – bus#



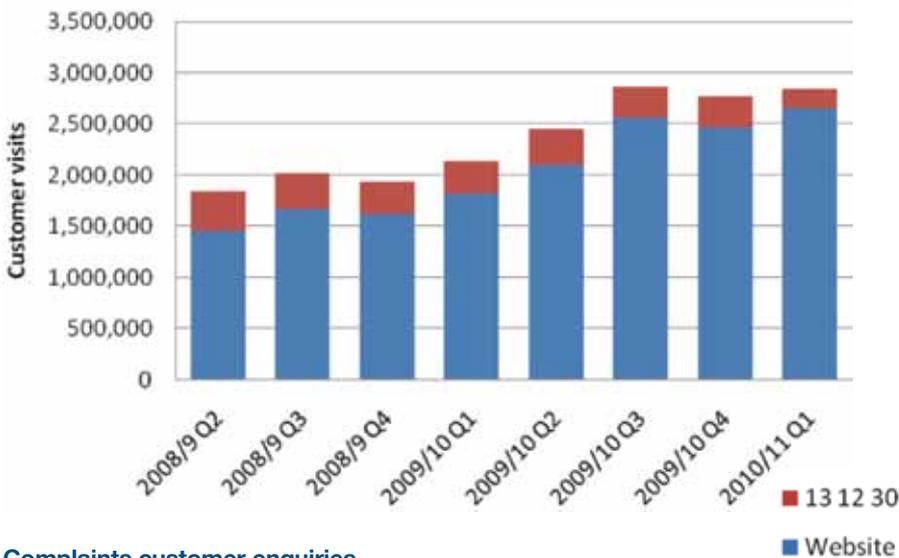
Footnote

* Less than four minutes (before or after) the scheduled arrival times.
 # Within six minutes (after) or two minutes (before) of the scheduled arrival time.

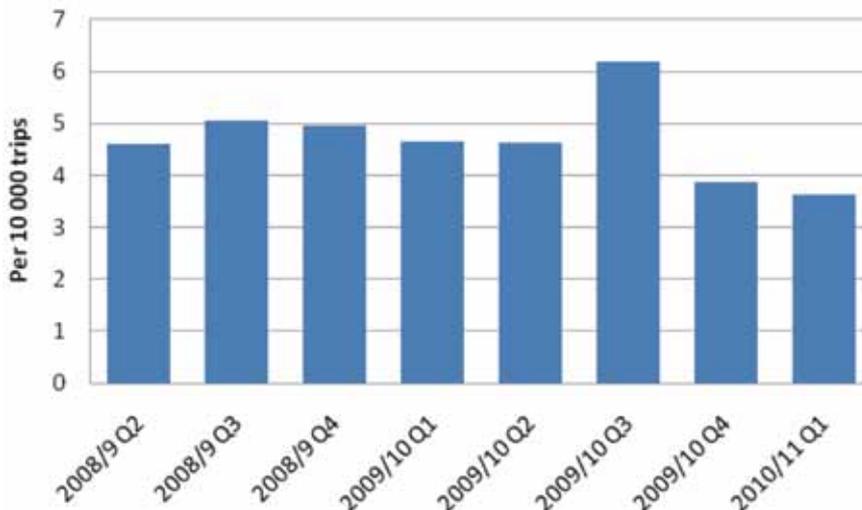
Total customer enquiries



Journey planner customer enquires



Complaints customer enquiries



Customer enquiries

The TransLink website received a record 4.3 million visits during Q1 – an increase of 49 per cent compared to the same period last year.

Journey planning enquires continues to be the primary reason for contacting TransLink through the website or call centre – 61 per cent or 2.8 million visits and calls.

There has been strong interest in the new mobile website following the launch of the mobile specific website in July this year. During the first three months the mobile website experienced an average of nearly 6800 page views per day with approximately 63 per cent of visits accessing TransLink’s journey planner.

The website can be accessed at www.mobile.translink.com.au

TransLink is also working with customers to make the traditional website more user friendly with a new site launched during Q2.

Customer complaints were down slightly from 3.87 to 3.62 per 10 000 trips, compared to the previous quarter. Compared with the same quarter last year, the overall number of customer complaints per 10 000 trips fell one per 10 000 trips – from 4.64 to 3.62 per 10 000 trips.

Customers can contact TransLink through the website at www.translink.com.au or by calling the 24/7 call centre on **13 12 30**.



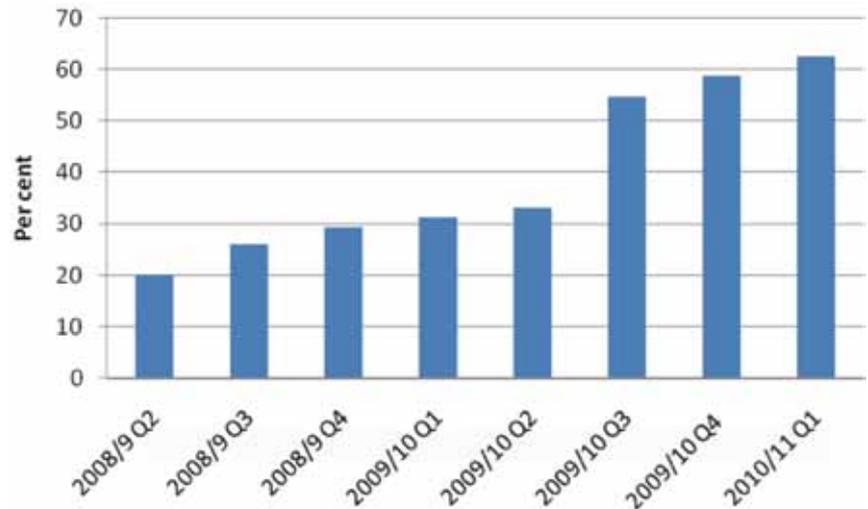
go card

TransLink's promotion to give away 400 000 go cards with \$10 credit was completed during this quarter with 388 000 go cards distributed to individual Queenslanders and eligible charity groups. The remaining cards will continue to be distributed as part of the go ready program which presents to senior, pensioner and disability groups.

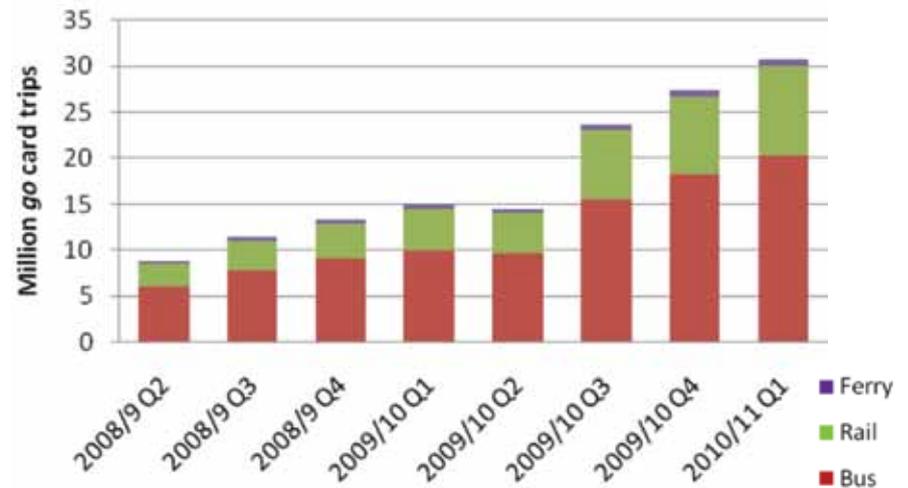
The transition of customers to go card continued at a similar rate to the previous quarter with go card used on 62.5 per cent of all trips, compared to 58.8 during Q4 2009–10.

There were 30.8 million trips taken using go card during the quarter, compared to 27.4 million trips during the previous quarter and more than double the 14.9 million trips taken during the corresponding quarter last year.

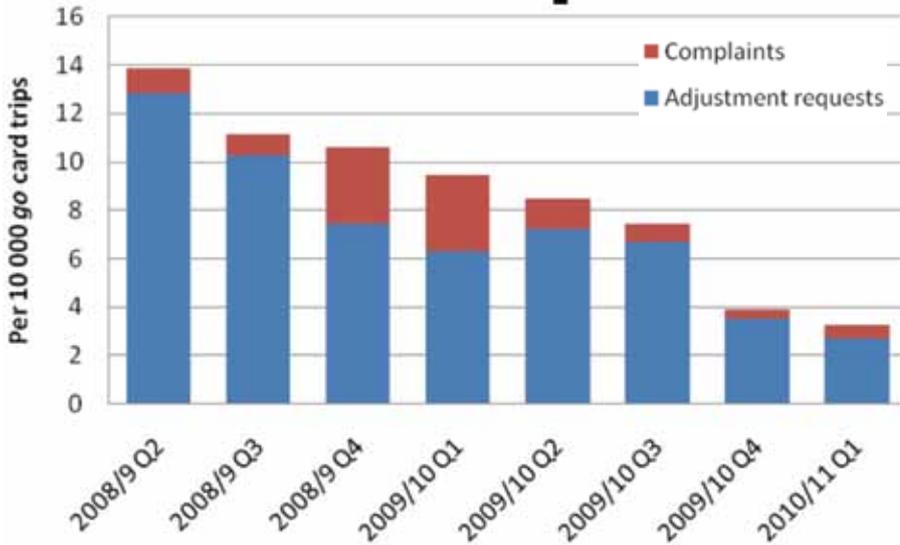
go card use network wide



go card use by mode

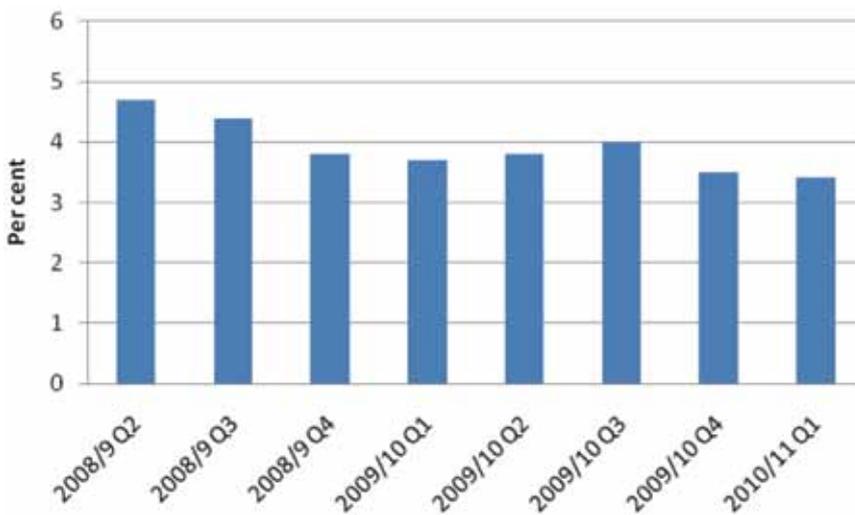


go card customer complaints and adjustment requests



The combined measure of *go card* complaints and adjustment requests has continued to fall, and is now at the lowest level since the *go card* was introduced to the network during the first half of 2008.

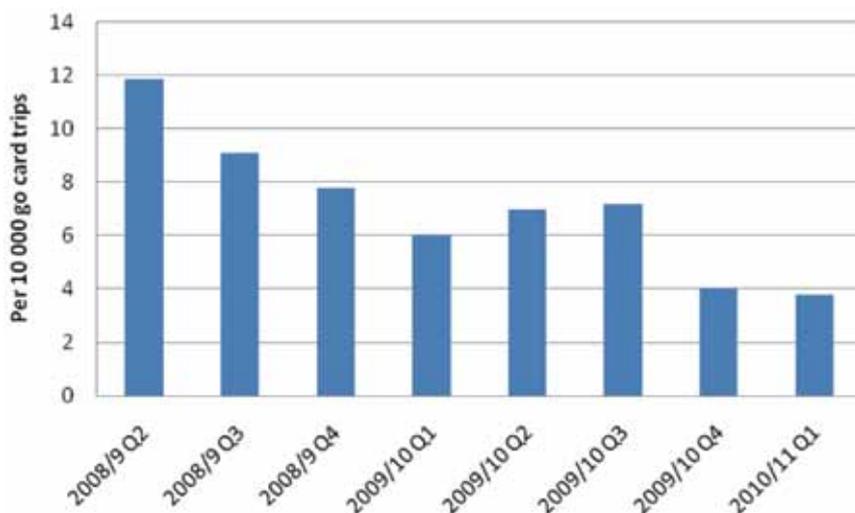
go card fixed fares



The number of fixed fares – customers either not touching off or touching on – was 3.4 per cent, down from 3.5 per cent in Q4 2009–10. The number of customers receiving an adjustment was 3.8 per 10 000 trips.

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 adjustments





Customer satisfaction

Customer satisfaction continues to improve in various categories.

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

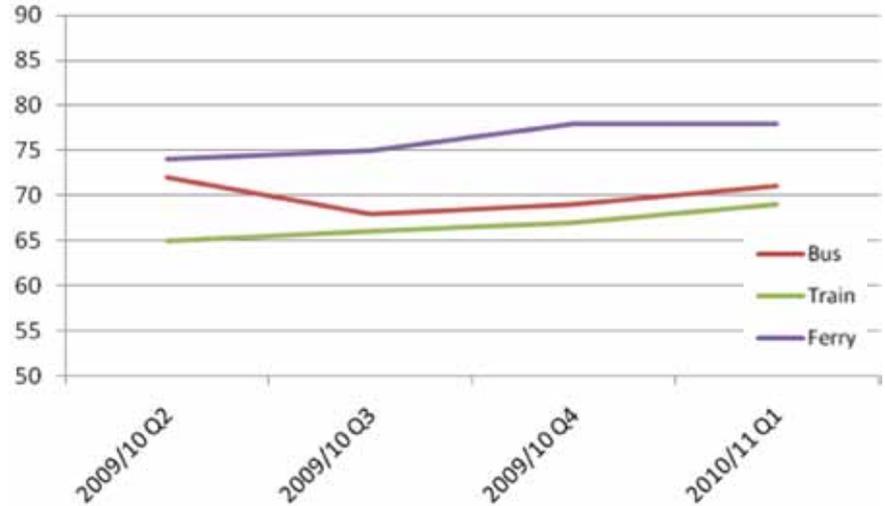
An overall satisfaction level has been added to this edition of Tracker. The categories with most influence of this overall measure are reliability and frequency, efficiency, and comfort of ride.

In addition to the overall satisfaction level, there are 10 categories for all modes of public transport and one further category for go card. This edition of Tracker includes two bus categories – all TransLink contracted bus operators including Brisbane City Council (BCC) contract buses, and a stand-alone reporting of the BCC contract buses. This recognises that BCC is the major carrier of bus customers across the TransLink network.

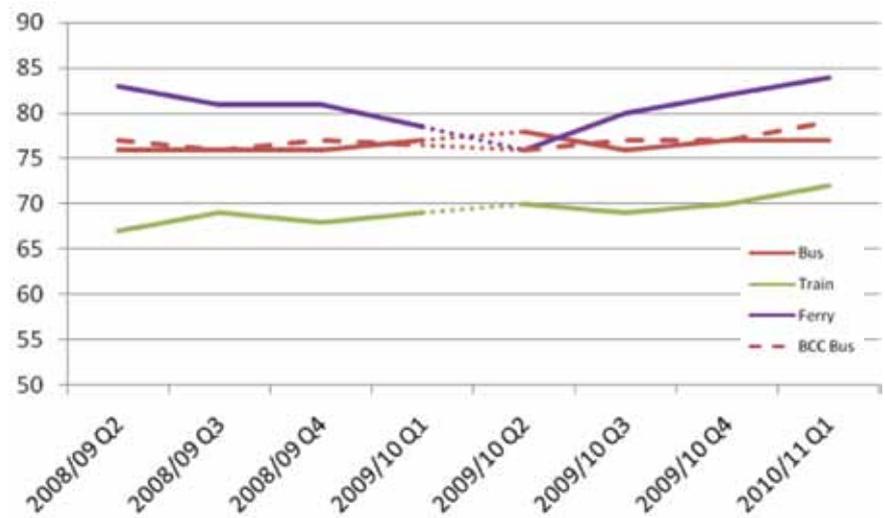
Footnote

* Includes correction to previously published Ferry data.

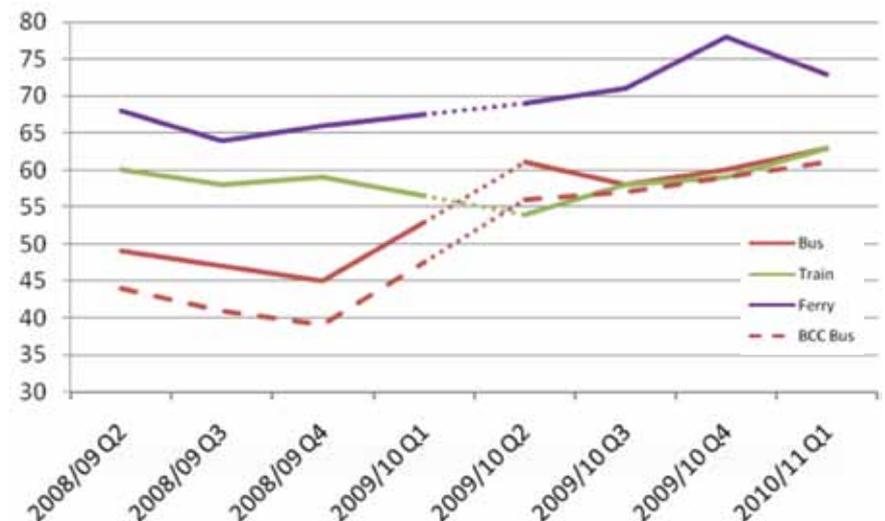
Overall satisfaction A combination of all reported categories



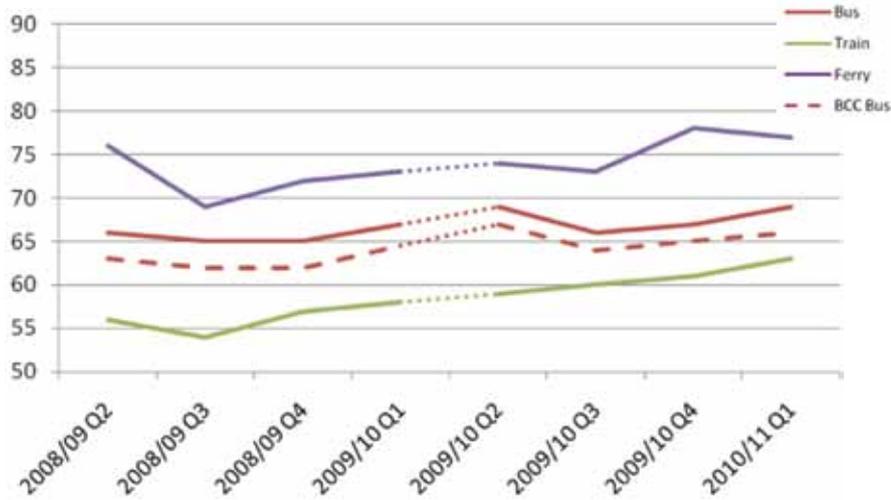
Safety and security Safety at stops, stations and onboard vehicles.



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.

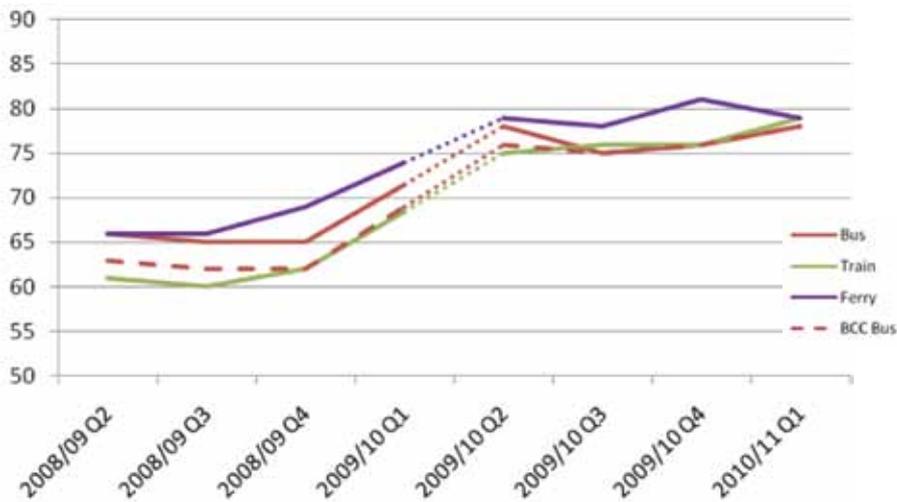


The reported final figure in each of these categories is in turn made up from multiple sub-categories.

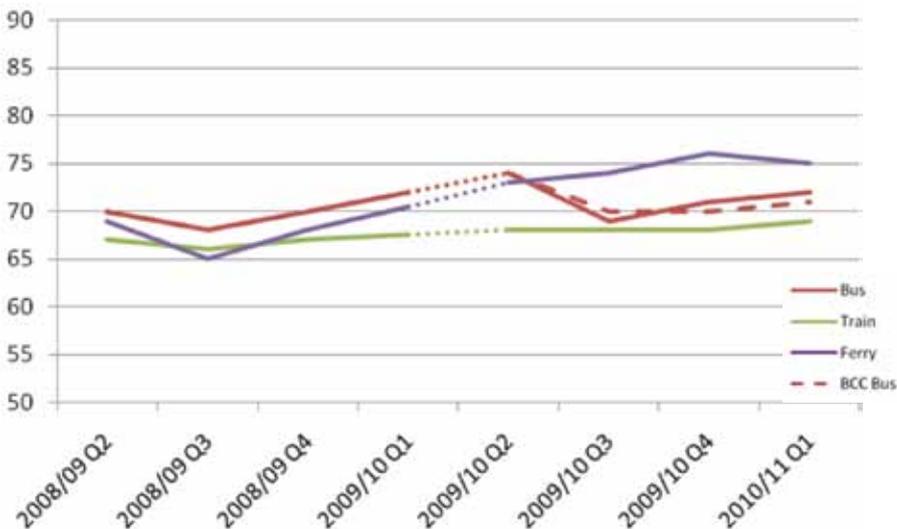
Scores are out of a possible 100 — levels of 75 and above are classed 'best practice' while 60 and above is considered 'satisfactory'.

Across the 12 categories all bus and train key performance measures were either steady or increased on the previous quarter. Seven of the key performance indicators for Brisbane City Council ferries were down across the same categories.

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

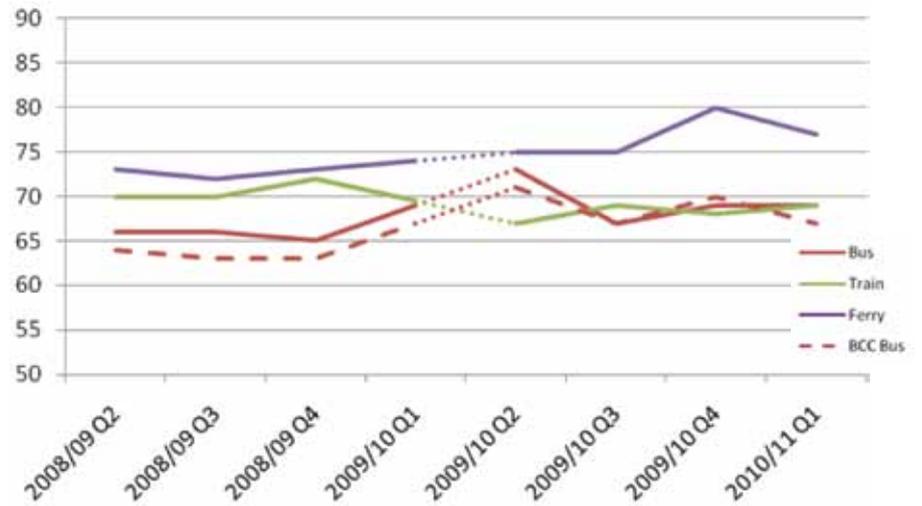


Proximity Convenience of available routes, distances from stops and stations and proximity of go card outlets.

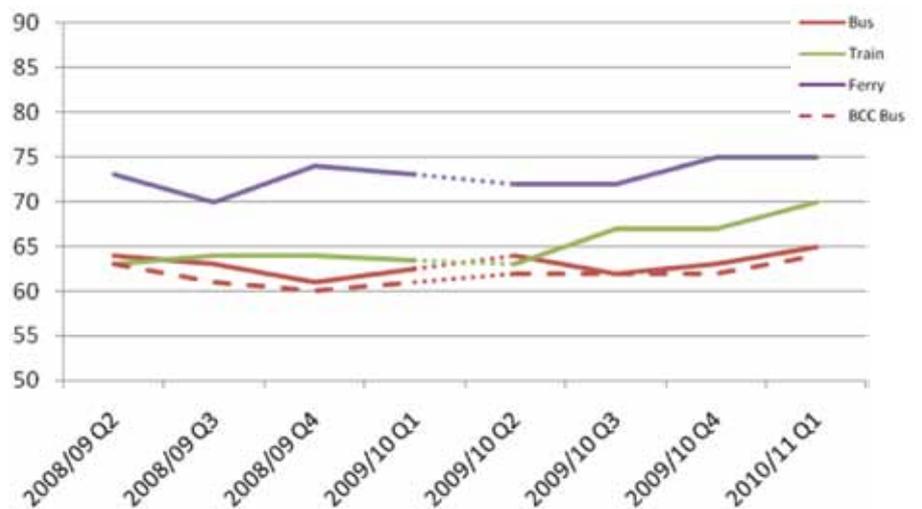




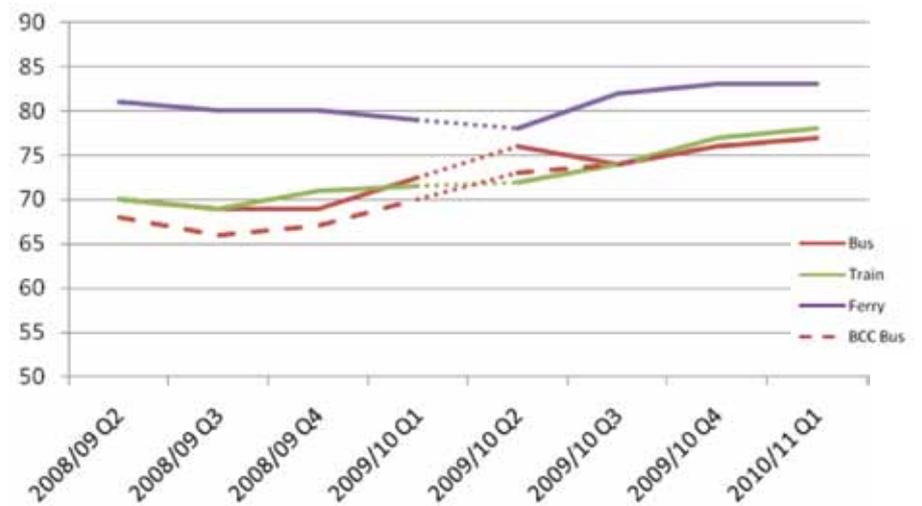
Efficiency Door-to-door travel time, connections with other services and avoidance of congestion.



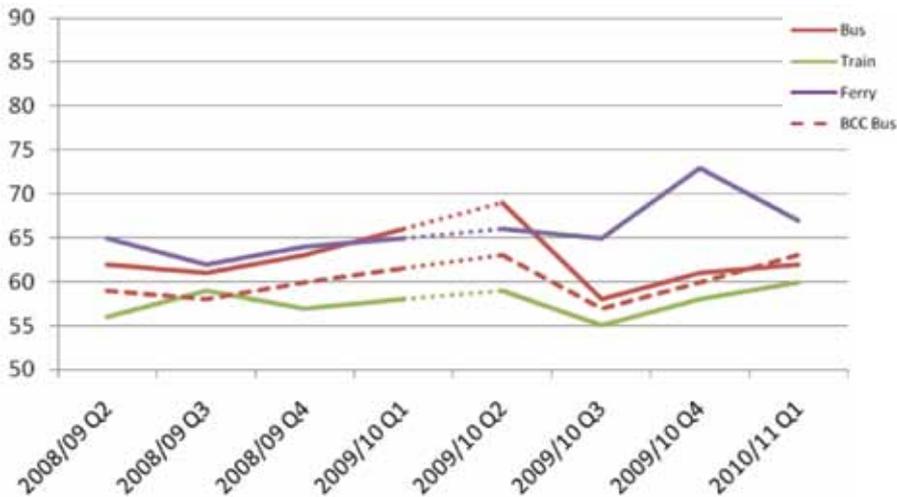
Information Ability to understand onboard and at-station information, timetables, maps and journey planning information.



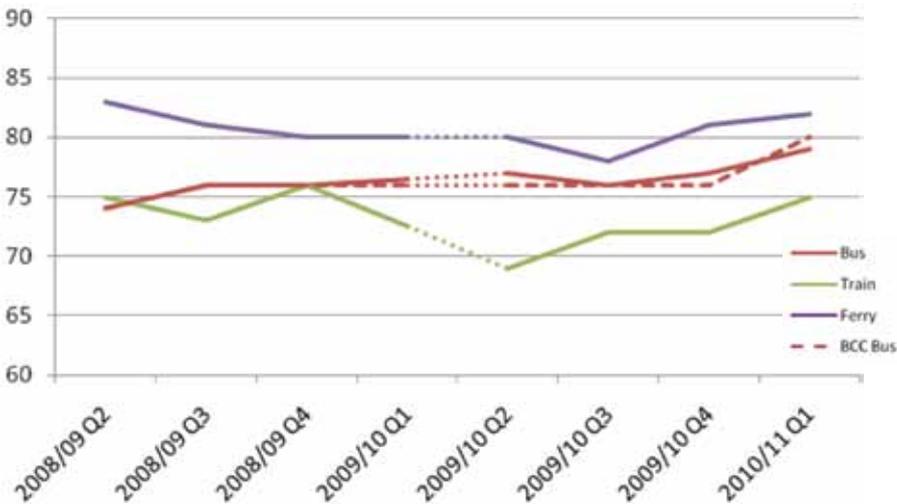
Helpfulness of staff Knowledge, conduct, presentation and helpfulness of staff.



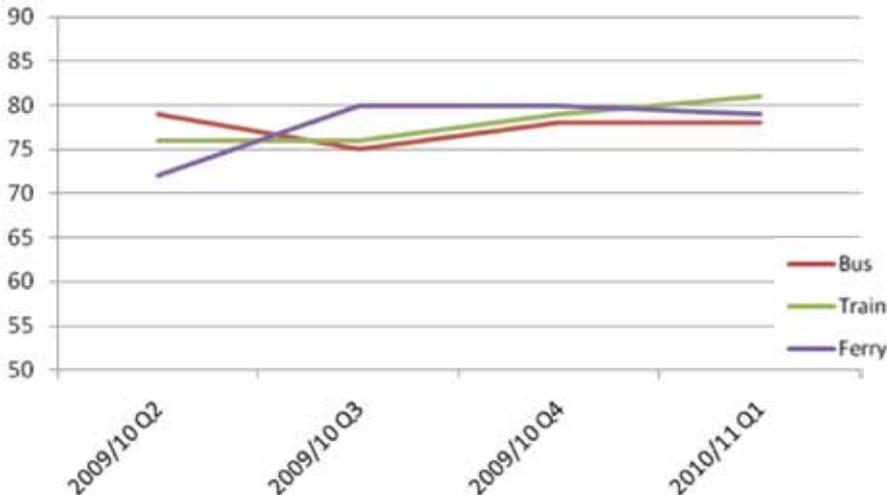
Affordability Cost of tickets and benefit of not having to pay for parking.



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



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

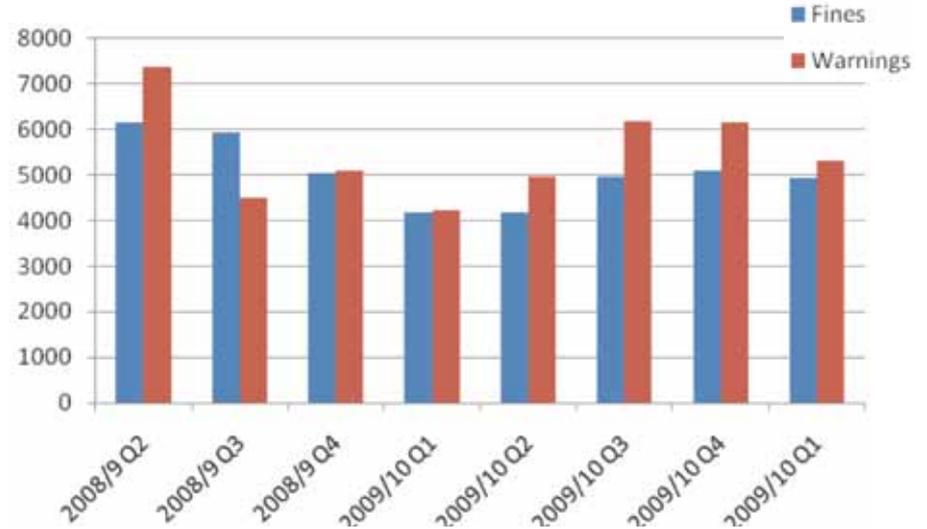
Fare evasion continues to be a major challenge across the network, estimated to cost up to \$18 million a year. Efforts to target fare evasion during this quarter included the closure of paper ticket fare gates at Central, Roma St and Fortitude Valley stations. Paper ticket customers are now required to show their ticket to a Queensland Rail staff member who activates the go card gates.

Eight Senior Network Officers were added to the network to provide an increased security presence, in addition to TransLink Transit Officers, Rail Squad Police and private security staff.

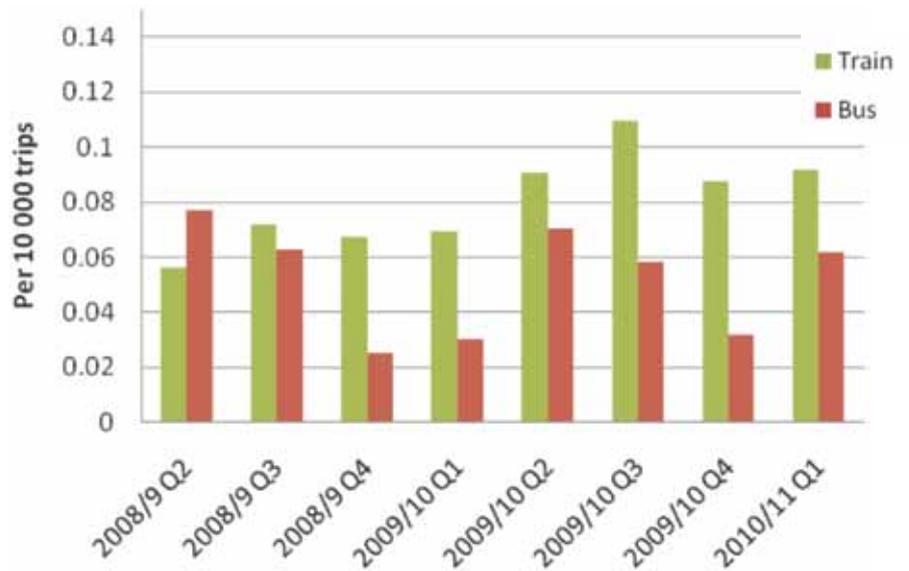
Transit staff issued 4 927 fines and 5 323 warnings during Q1.

Passenger safety data on passenger injuries is included in Tracker for the first time. This includes passengers on a bus and any persons injured in an incident where a bus is involved (such as a collision).

Fines and warnings



Passenger injuries



Operator Profile

Thompson Bus Services

Thompson Bus Service is a family owned company that commenced operations in 1979 when Geoff and Jean Thompson purchased Lawnton Bus Service. They started with five Bedford buses, three school runs and two employees.

Geoff and Jean worked hard to grow the business over the years and today they operate 40 buses and coaches, five Double Decker buses, six urban services 7 days a week, 34 school runs, and they now have 60 employees.

This steady growth saw Thompson Bus Services relocate to their current depot at Youngs Crossing Road, Joyner in 1999.

During this time, Geoff and Jean had five children who all commenced their apprenticeship in the bus industry from an early age—learning from the safety of their baby seat located directly behind the bus driver, who happened to be mum Jean.

Customer service, scheduling and rostering skills were learned from their father. Family values such as honesty, respect and reliability were also entrenched from an early age; and along with safety and customer service, these are the characteristics that resonate through the culture at Thompson Bus Services today.

2005 was a difficult year for the company with the sad passing of Geoff. This resulted in the second generation of Thompsons—who are equally passionate about the bus transport industry—taking responsibility for the day to day running and management of the company.

The third generations of Thompsons can on occasions be seen taking a keen interest in the daily operations or—as all parents relate to—providing solutions to computer or technological related problems.

Regardless of modern innovations and a move to more sustainable and greener ways to operate, Thompson's core business principles remain unchanged today—excellent customer service and the delivery of quality reliable services.

Last year Thompson Bus Services celebrated 30 years in the industry. Management attribute much of the success and longevity of the company to their employees, and driving staff.

A spokesperson said they consider it a privilege to manage such a skilled and professional group of drivers many of whom have been loyal to the company for many years.

“We are very thankful to all our wonderful and loyal drivers.”

Coming from a large family of their own, the Thompsons fully appreciate the trust and responsibility that parents have entrusted in their business to transport their children to school.

“Taking children to school is taken very seriously and safety has always been, and will continue to be our number one priority. The bottom line is, we love driving your children to school.”



Geoff Thompson

Following the commencement of their TransLink contract five years ago, Thompsons have been able to provide 23 new buses for their school runs and urban services.

“This has been a significant and important achievement for the local Pine Rivers community and has aided in integrating the community into the rapidly expanding Brisbane metropolitan area.

“Thompsons would like to take the opportunity to thank the Queensland Government and TransLink for the improvement in the public transport network that services the Pine Rivers region.

“We are looking forward to continuing to work with TransLink and the Queensland Government in the years ahead as solutions are sought to meet the ever increasing complexities surrounding public transport requirements and community expectations.”



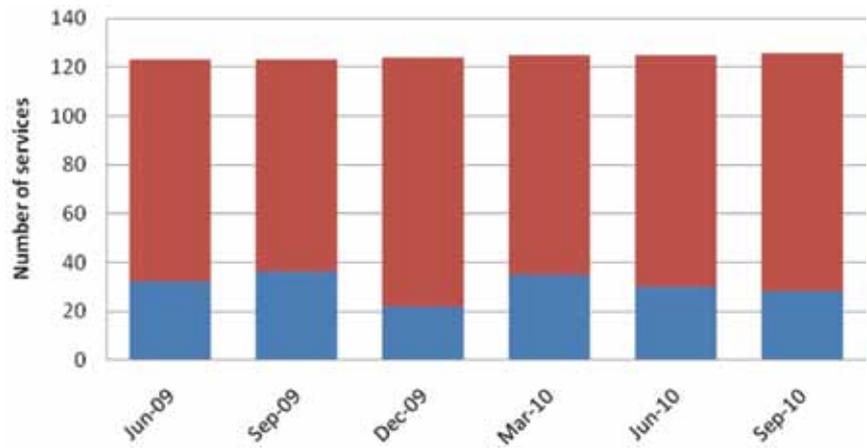
Train passenger load

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.

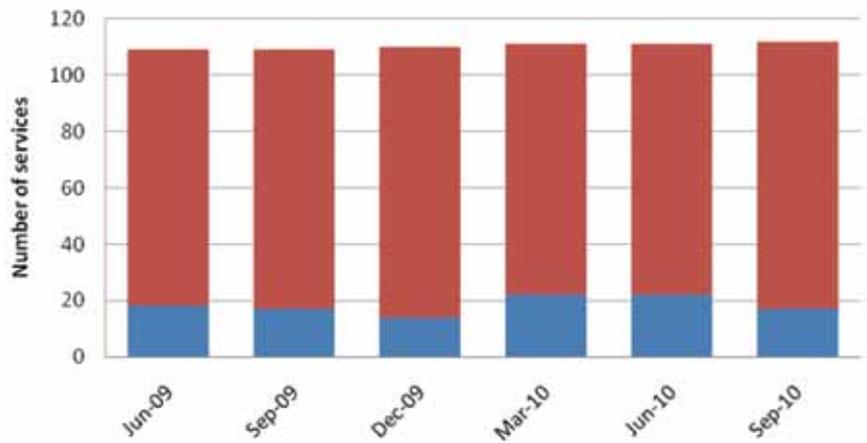
The results shown here are from September 2010, collated from customer count surveys completed on mid-week peak period services. This mid-week timing is designed to capture passenger load data at the time of maximum demand.

The latest survey includes an additional morning and afternoon peak service added to the Caboolture line on August 23. These services had an impact on afternoon peak passenger loading for the Caboolture line with the number of services outside the 20 minute benchmark decreasing from 56 per cent to 29 per cent. The number of morning services outside the benchmark also decreased.

Morning peak period – overall**



Afternoon peak period – overall**



Footnote

** Includes Airport services.

Services which exceed benchmark

Morning peak by line

	Jun-09	Sep-09	Dec-09	Mar-10	Jun-10	Sep-10
Beenleigh#	5 of 15	4 of 15	1 of 15	3 of 15	3 of 15	2 of 15
Caboolture#	6 of 21	9 of 21	6 of 21	8 of 21	10 of 21	9 of 22
Cleveland#	4 of 15	4 of 15	4 of 15	5 of 15	4 of 15	1 of 15
Doomben#	0 of 5	0 of 5	0 of 5	0 of 5	1 of 5	0 of 5
Ferny Grove#	0 of 15	0 of 15	0 of 15	2 of 15	0 of 15	0 of 15
Ipswich#	7 of 25	8 of 25	4 of 26	5 of 25	4 of 25	6 of 25
Shorncliffe#	3 of 8	3 of 8	2 of 8	3 of 8	3 of 8	3 of 8
Gold Coast#	5 of 7	5 of 7	4 of 7	5 of 8	3 of 8	4 of 8
Sunshine Coast#	2 of 5	3 of 5	1 of 5	4 of 5	2 of 5	3 of 5
Gold Coast only*	2 of 7	3 of 7	1 of 7	5 of 8	2 of 8	3 of 8
Sunshine Coast only*	0 of 5	0 of 5	0 of 5	0 of 5	1 of 5	0 of 5

Afternoon peak by line

	Jun-09	Sep-09	Dec-09	Mar-10	Jun-10	Sep-10
Beenleigh#	0 of 12	1 of 12	0 of 12	1 of 12	0 of 12	0 of 12
Caboolture#	4 of 16	5 of 16	4 of 16	8 of 16	9 of 16	5 of 17
Cleveland#	3 of 12	2 of 12				
Doomben#	0 of 4					
Ferny Grove#	0 of 16					
Ipswich#	4 of 19	2 of 19	2 of 20	4 of 20	2 of 20	3 of 20
Shorncliffe#	1 of 8					
Gold Coast#	4 of 8	4 of 8	4 of 8	3 of 9	5 of 9	4 of 9
Sunshine Coast#	2 of 5	1 of 5	0 of 5	2 of 5	2 of 5	2 of 5
Gold Coast only*	2 of 8	1 of 8	0 of 8	2 of 9	2 of 9	2 of 9
Sunshine Coast only*	0 of 5					



Additional morning and afternoon peak period services added to the Ipswich line on October 4 will be included as part of the next survey.

Overall the number of services outside the benchmark has decreased in the morning peak from 29 to 22 percent and in the afternoon peak period from 16 to 15 per cent when compared to the September 2009 survey.

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

Train service kilometres for this quarter were up by just over 200 000 kms to 3.1 million kms.

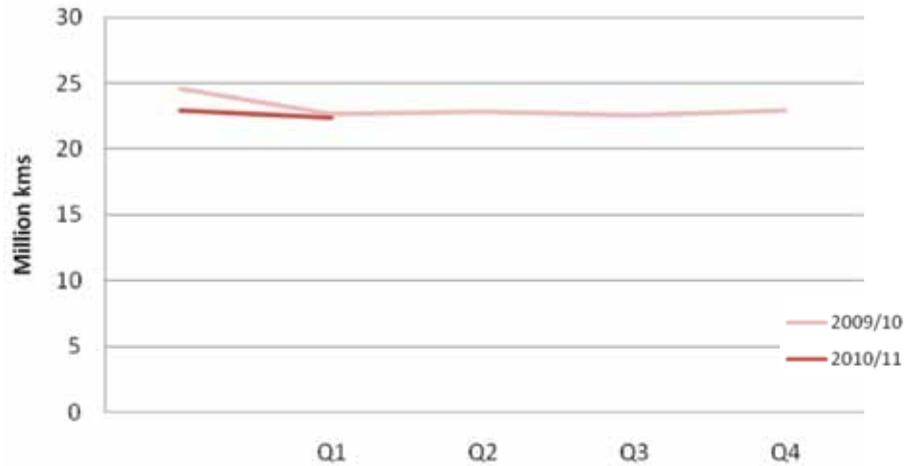
While there were additional morning and afternoon peak period services added to the network, there were also significant increases in capacity on the Gold Coast line's weekend services with 62 services being upgraded from three-to-six car services.

There were 22.35 million service kilometres travelled by buses across the TransLink network during this quarter.

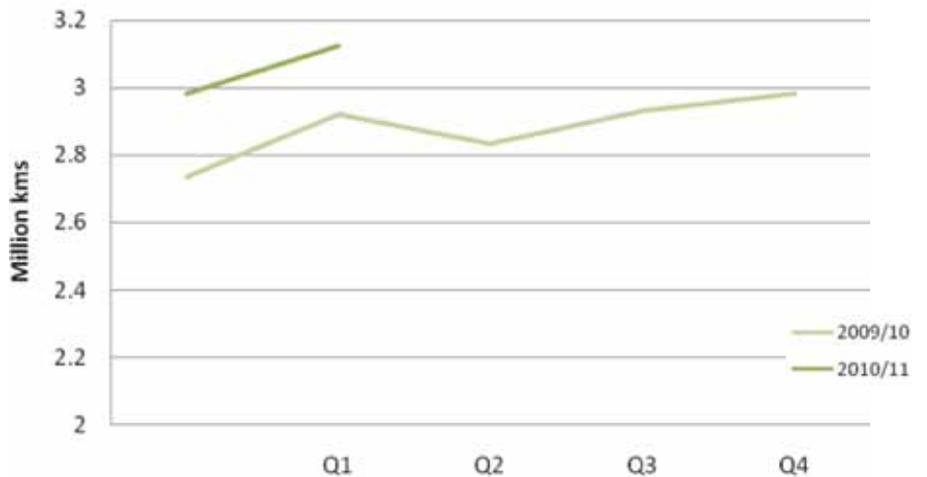
TransLink has adopted a new measure of capacity on the network called place kilometres. This is a simple calculation of the number of service kilometres provided, multiplied by the passenger capacity of the bus or train carriage.

Place kilometres allow a comparison of capacity growth from year to year on the network.

Service kms – bus



Service kms – train



Place kms

