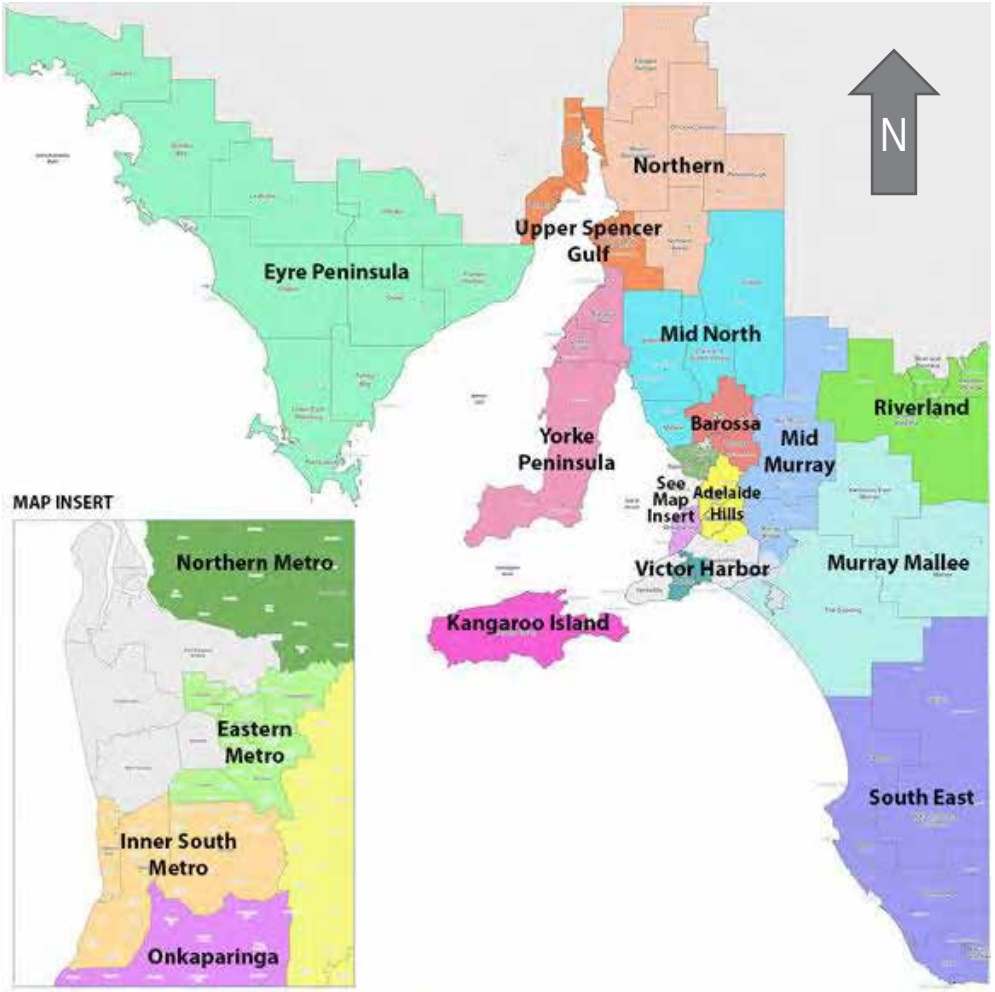
BUS AND COACH ASSOCIATION SA 2019 STATE CONFERENCE
WHY IMPROVE REGIONAL PUBLIC TRANSPORT?



Adelaide Convention Centre Saturday 18 May 2019

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BusSA Bus & Coach Association SA

WHY IMPROVE REGIONAL PUBLIC TRANSPORT?

Regional Equity

- Make the region's public transport as good as or better than other comparable locations
- Meet the community needs for transport access to enable healthy and productive lifestyles
- Ensure seamless, integrated fares and ticketing for more equitable pricing and easier use

Smart Investment

- Future proof for changing travel demand and demographics
- Improve return on investment through customer-focused public transport
- Defer road upgrades by reducing traffic congestion

Economic Growth

- Enable access to jobs, apprenticeships, schools, shopping and medical services regionally and in Adelaide
- Attract more tourists and visitors to the region with easy public transport access
- Support the region's population growth, health & sustainability

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KEY THEMES TO IMPROVE REGIONAL BUS SERVICES

- Putting the Customer First
  - Customer service charters
  - Regional and town services

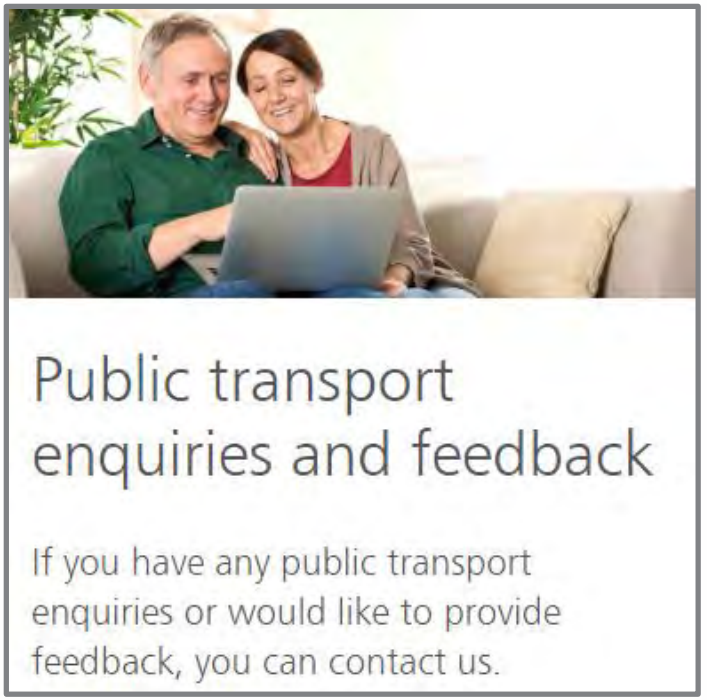
- Promoting Regional Bus Services with Integrated Information
  - Information via websites, timetables/maps and apps
  - Promotion for local, long distance and tourism trips

- Making Fares Fairer and Easier for Customers
  - Fare policy, ticketing integration and new methods of payment

- Innovation with On-demand Services and New Technology
  - On-demand transport services
  - Electric buses in regional centres

PUTTING THE CUSTOMER FIRST

Customers are at the centre of everything we do.



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A PUBLIC TRANSPORT PASSENGER CHARTER IN CANADA

CUTA

CANADIAN URBAN TRANSIT ASSOCIATION

- *do our best to be on time*
- *always take your safety seriously*
- *keep you in the know*
- *see that you have a comfortable trip*
- *help you quickly and courteously*
- *be welcoming and accessible to all*
- *do our best to be a good neighbour*
- *listen and continue to improve*

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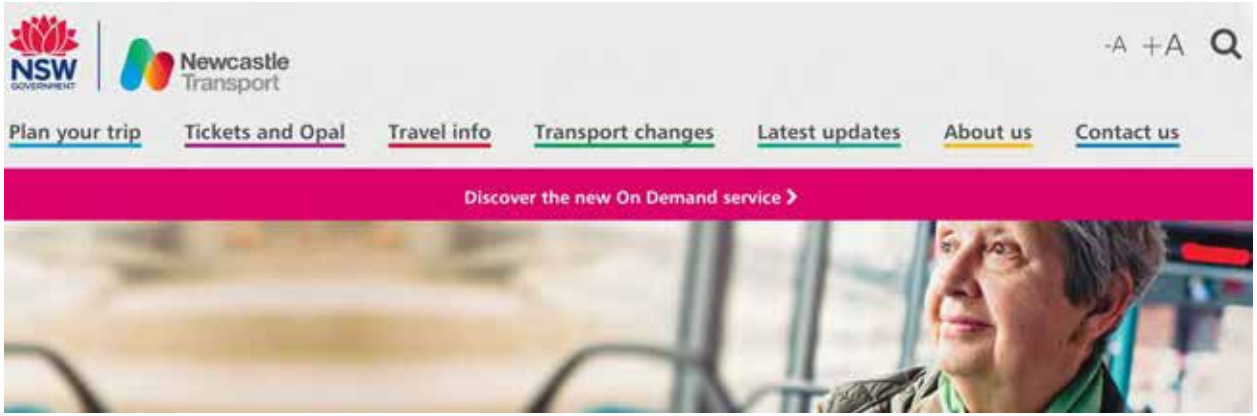
A CUSTOMER FOCUS AT NEWCASTLE TRANSPORT



Customer experience charter

- Timeliness
- Convenience
- Cleanliness
- Personal safety / security
- Accessibility
- Information
- Ticketing
- Comfort
- Customer service / staff

Welcome to Newcastle Transport where our guiding principle is to **Think like a Passenger.**

This means listening to your needs and meeting or exceeding your expectations by providing you with the best possible travelling experience.

As Newcastle's public transport operator, we have an important role in empowering the local community and contributing to the economic sustainability of our region.

This Charter describes our commitment based on what customers have told us is important.

- Rebranded with a focus on customer service
- Planned a simpler bus network with extensive community input that was implemented in Jan 2018
- **'Clock face' timetables** to make it easier to use
- 4 frequent routes to Newcastle CBD and increased service hours
- Introduced on-demand bus services during the off-peak periods in certain areas

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PTA CUSTOMER SERVICE CHARTER IN PERTH, WA

TransRegional

Public Transport Authority

TransRegional provides intra-town and inter-town public bus services in regional Western Australia

Customer Service Charter

The PTA is a customer service-oriented organisation, responsible for the delivery of efficient and sustainable passenger transport services to the public.

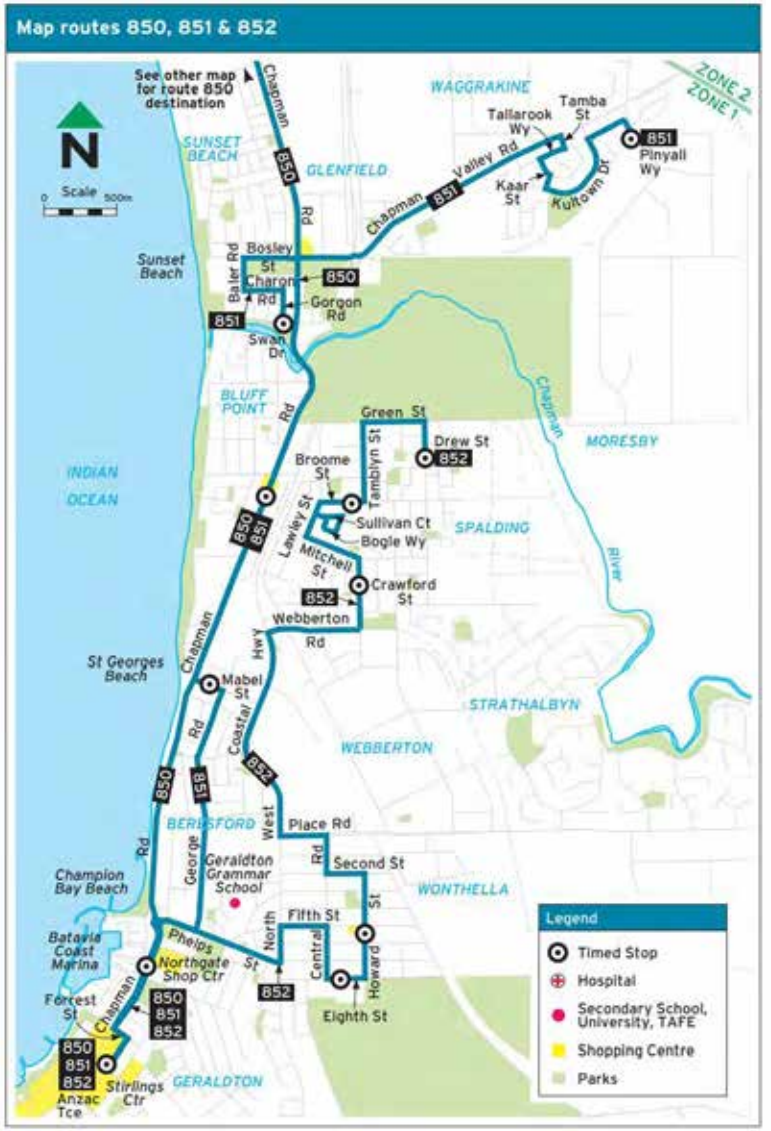
- We are committed to providing a quality passenger transport service to the public.
- Our bus, train and ferry staff and contractors are focussed on delivering safe and reliable services.
- Our staff and contractors will treat customers in a respectful and professional manner.
- Our buses, trains, ferries and facilities will be clean and well presented.
- Current information about all PTA services will be available from customer service staff, brochures, timetables, our call centres and our website.
- We will plan and review passenger transport services in consultation with the community to get the best results.
- We will plan and provide transport systems that respect the environment and improve sustainability.

To help us improve our services we maintain a telephone InfoLine (13 62 13) for feedback. Our websites include **www.pta.wa.gov.au**, **www.transperth.wa.gov.au** and **www.transwa.wa.gov.au**

TRANSREGIONAL IN WESTERN AUSTRALIA

TransRegional

- Local services in 14 major regional towns
- 7 intra-town services
- Bunbury, Busselton/Dunsborough, Albany
- Kalgoorlie, Laverton
- Geraldton, Kalbarri, Narrogin
- Perth to Port Hedland
- Perth to Broome



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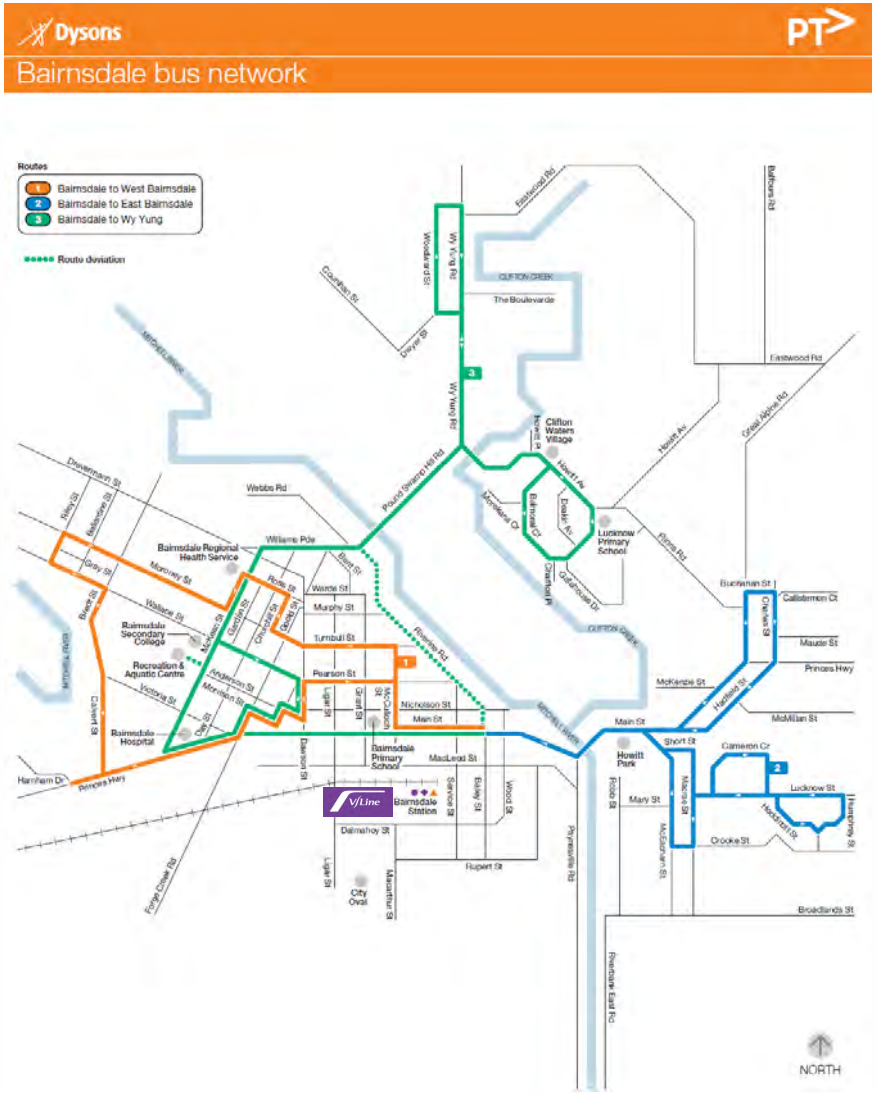
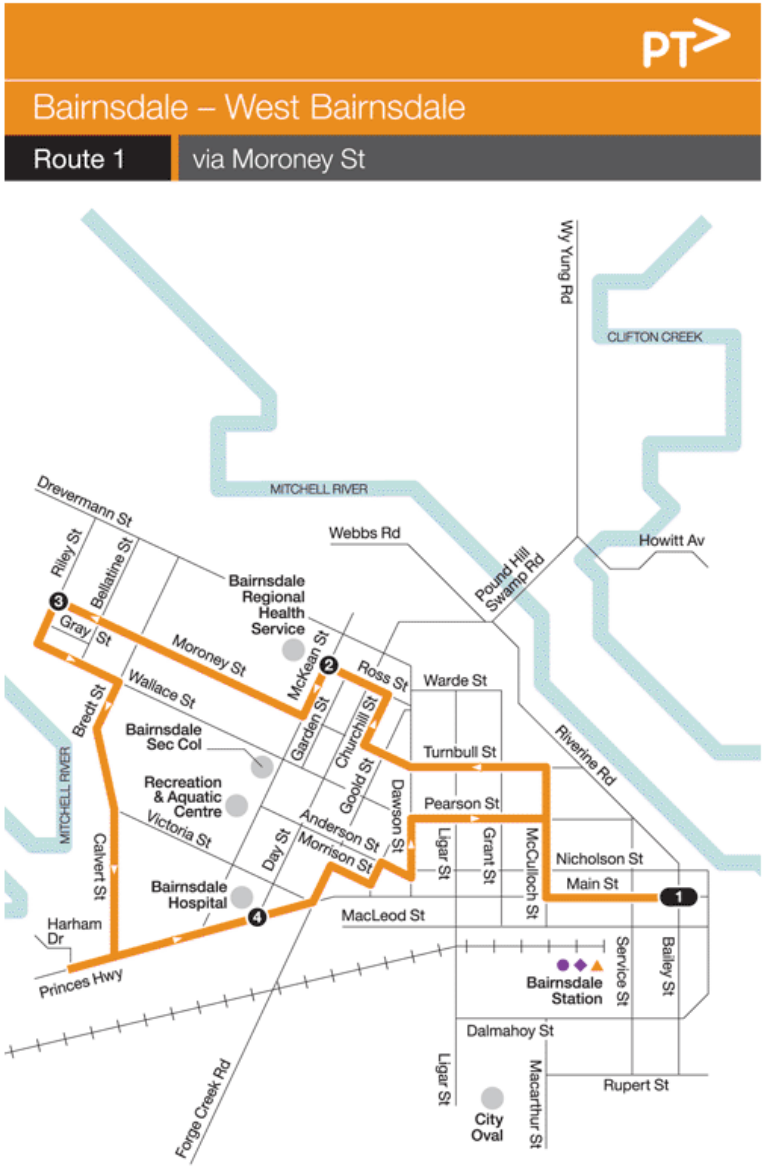
REGIONAL VICTORIA

V/Line Customer Charter is our commitment on the five things you have told us are most important:

1) Safe and secure
2) Reliable
3) Comfortable
4) Informative
5) Helpful



LOCAL TOWN BUS ROUTES IN REGIONAL VICTORIA



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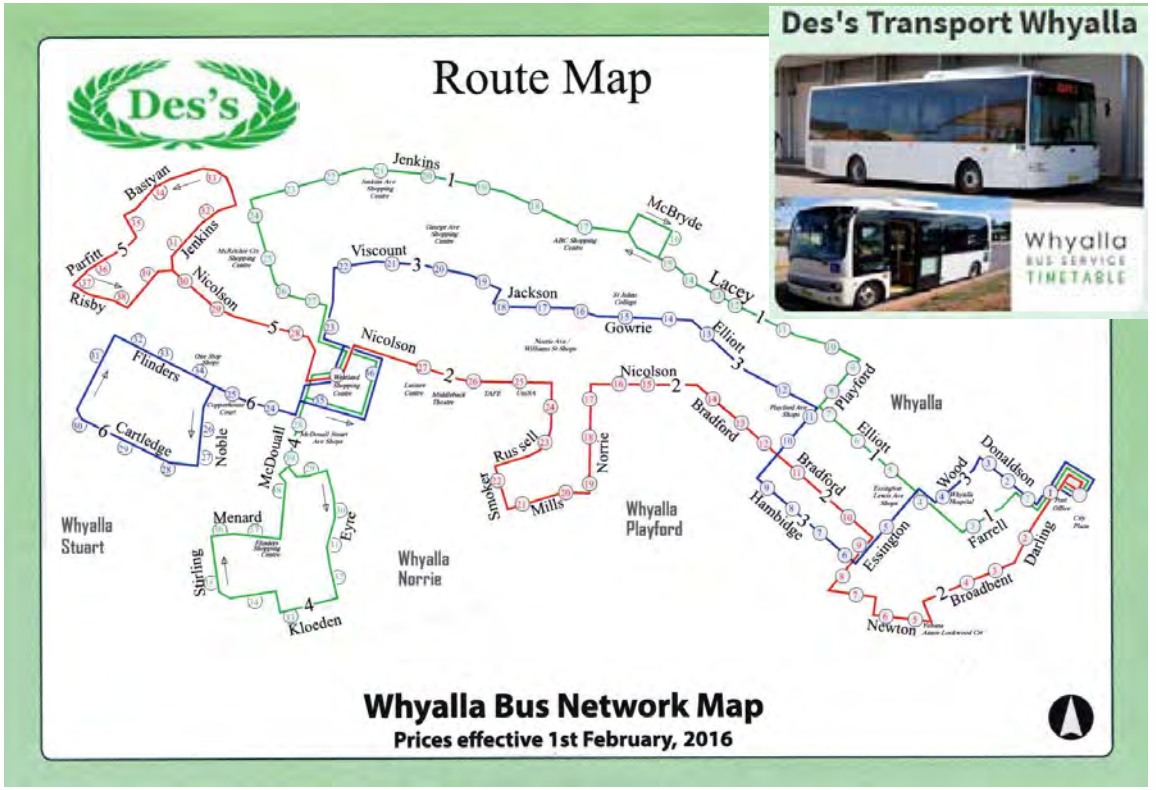
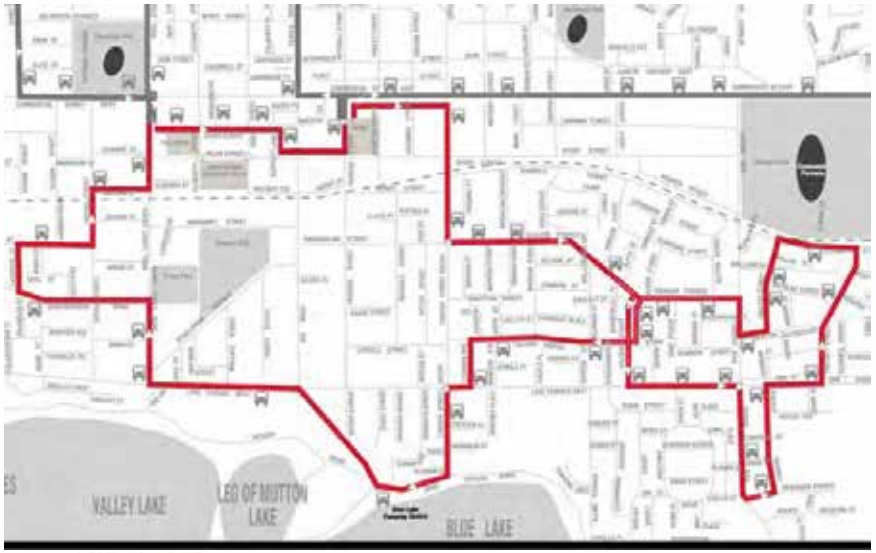
BUS SERVICES IN REGIONAL COMMUNITIES





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Port Pirie Bus Service
A KENT GROUP COMPANY

BUS SERVICE GUIDELINES FOR REGIONAL NSW

Public Transport Service Planning - Service Catchment Areas		
Travel Pattern	**Service Type Attribute**	**Description**
Inter-regional	Travel to cities or other major centres. Focus on train services.	Focus is generally on transport to cities or major centres in the adjoining region. Catchment area is the whole region, requiring passengers to travel to the major centre to access inter-regional services.
Intra-regional	Travel between major centres within the region. Some travel from towns to major centres. Focus on coach, some train services and some bus services.	The primary focus of intra-regional travel is between major centres within the region. The secondary focus is from towns to major regional centres. Catchment area is the major regional centres and major towns. Catchment may be widened by passengers travelling to major centres or where the service operates through villages.
Travel in major centres and towns	Travel within major regional centres, major towns and towns. Some travel from villages to towns. Focus on bus services.	Walking catchment is generally within 800 metres (as the crow flies) of the stop for bus services within a major regional centre. Targeted catchment for travel within major towns and towns, as well as travel between villages, towns, major towns and major regional centres.

BUS SERVICE GUIDELINES FOR REGIONAL NSW

Public Transport Service Planning - Service Provision Guidelines	
Guideline	**Description**
Minimum service frequency to be applied	Minimum mode specific service provision based on scope and role of service, unless it is a targeted service.
Consistent running time between stops	Unless required due to circumstances such as peaks the running times between stops should be consistent.
Consistent timetable journey time for each trip	Same journey time from start to finish for each trip. Service may have different journey times to take into account changed conditions.
Service stopping patterns will be repetitive	Minimum variants to stopping patterns, unless required for a diversion.
Provide even spacing of services	Where services are not operated as turn up and go then clock-face, memory timetables should be implemented. Services depart at regular intervals and at the same number of minutes past each hour.
Services will have a consistent span of hours	This provides a simple and consistent message on all first and last services.
Provide accessible services for customers	Service provision in line with the Transport for NSW Disability Action Plan. Accessible services refer to both the infrastructure (stops and interchanges) and the transport modes.
Services complement other service providers	Where existing services are being successfully operated by a private or community based operator, public transport services work with these.

BUS SERVICE GUIDELINES FOR REGIONAL NSW

<table>
<tr><th colspan="3">Public Transport Service Planning - Service Periods</th></tr>
<tr><th>Inter-regional</th><th>Intra-regional</th><th>Travel in Major Regional Centres and Towns</th></tr>
<tr><td rowspan="3">Daily and/or per week, where provided.</td><td rowspan="3">Daily and/or per week, where provided.</td><td>Travel within major regional centres:
Weekday: 07:00 – 18:00
Saturday: 08:00 – 18:00
Sunday and Public Holidays: 09:00 – 18:00.</td></tr>
<tr><td>Travel within major towns and towns:
Targeted services, based on outcomes of needs assessment.</td></tr>
<tr><td>Travel between villages, towns, major towns and/or major regional centres:
Targeted services, based on outcomes of needs assessment.</td></tr>
</table>

BUS SERVICE GUIDELINES FOR REGIONAL NSW

Bus Service Planning – Minimum Service Frequency Guidelines			
	Inter-regional	**Intra-regional**	**Travel in Major Regional Centres and Towns**
Stopping pattern	N/A	N/A	Mixed stopping patterns
Days of operation	N/A	N/A	Varied
Minimum service levels	N/A	N/A	Travel within major regional centres: • Weekday (commuter peak): 30 minutes (primary corridor), 60 minutes (secondary route) • Weekday (off-peak): 60 minutes (primary corridor), 120 minutes (secondary route) • Saturday: 60 minutes (primary corridor), 120 minutes (secondary route) • Sunday and Public Holidays: 120 minutes (primary corridor), targeted services (secondary route)
			Travel within major towns and towns: • Targeted services, based on outcomes of needs assessment
			Travel between villages, towns, major towns and/or major regional centres: • Targeted services, based on outcomes of needs assessment

PROMOTING REGIONAL BUS SERVICES WITH INTEGRATED INFORMATION

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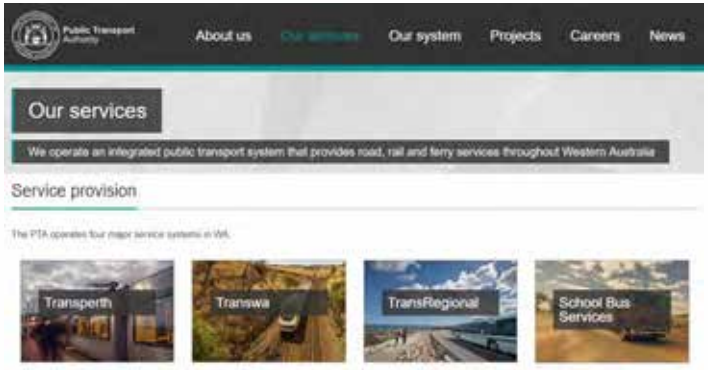
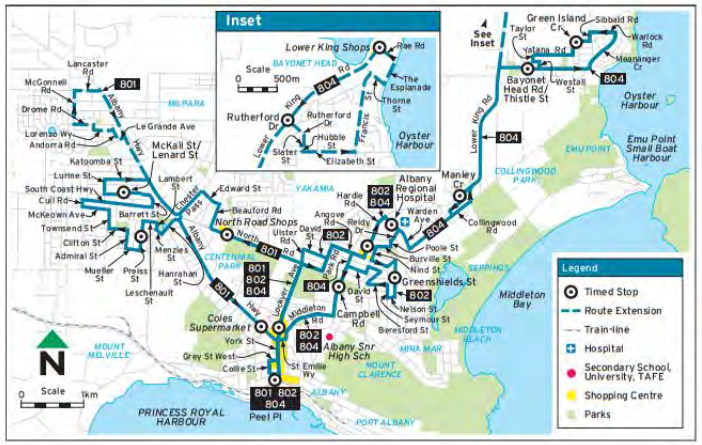
INTEGRATED PUBLIC TRANSPORT INFO & WEBSITES

- PTA in Western Australia with Transperth, TransWA and TransRegional
- PTV in Victoria with Melbourne train, tram and bus with V/Line regional services
- Transport for NSW with metro Sydney and regional NSW services on one-site





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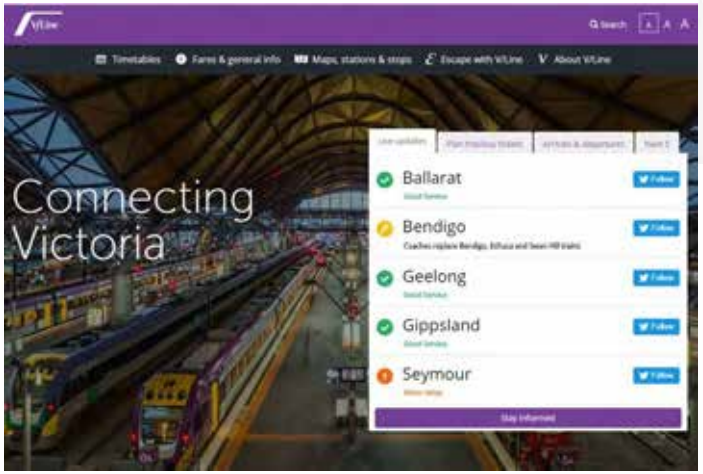
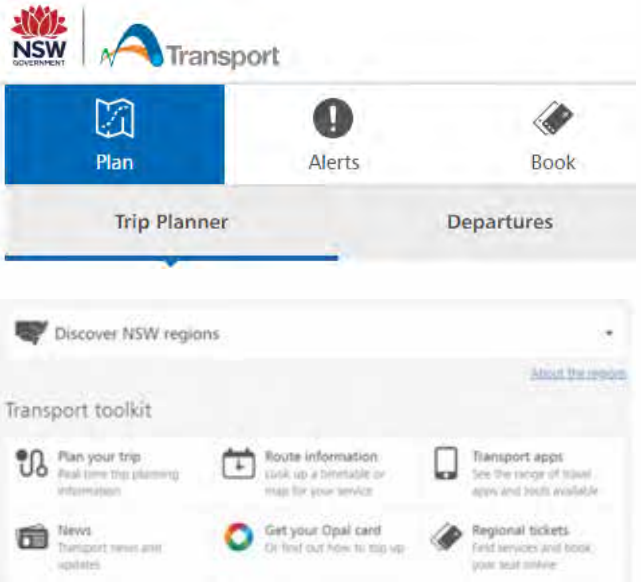
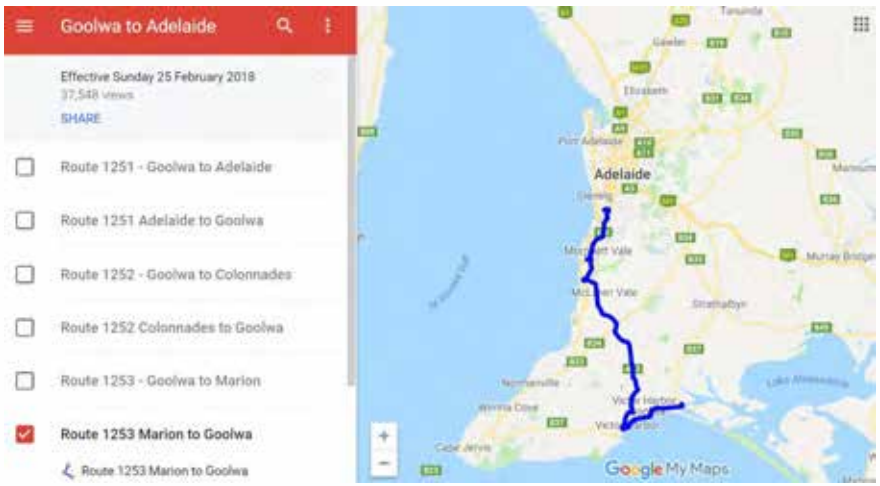




INTEGRATE ALL PUBLIC TRANSPORT SERVICES INFO

- Adelaide Metro website, timetables and maps are completely different and separate from the LinkSA public bus routes and other bus services in the State



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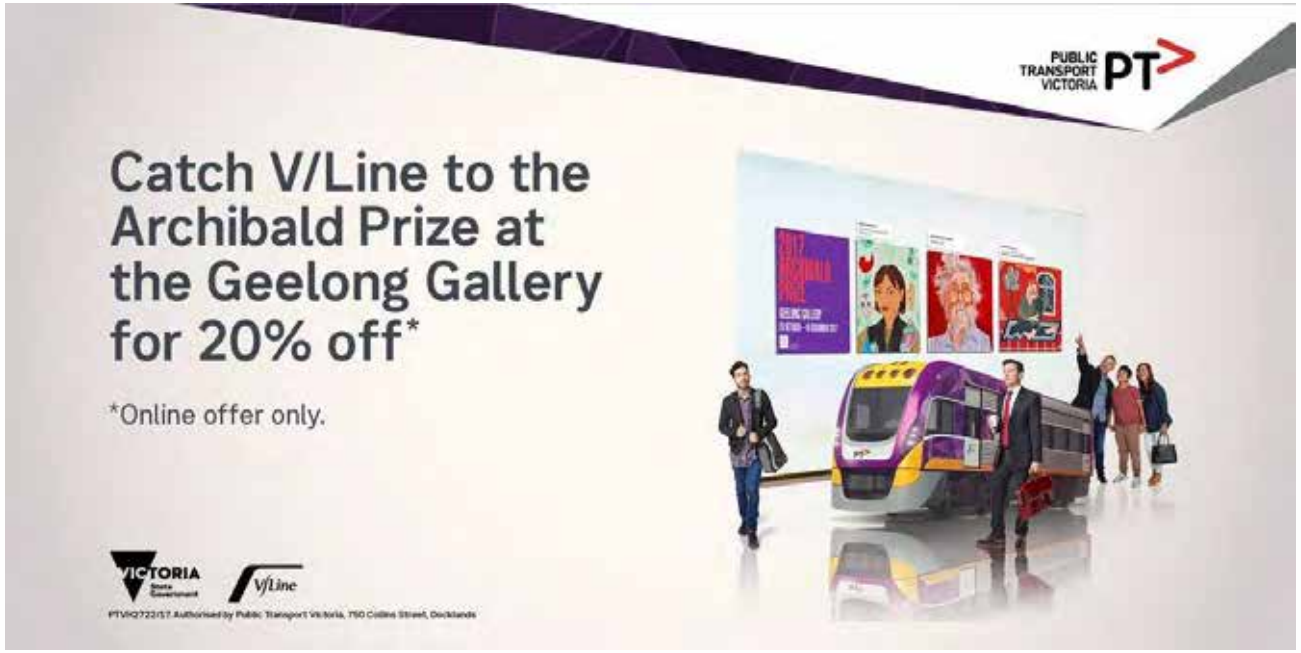
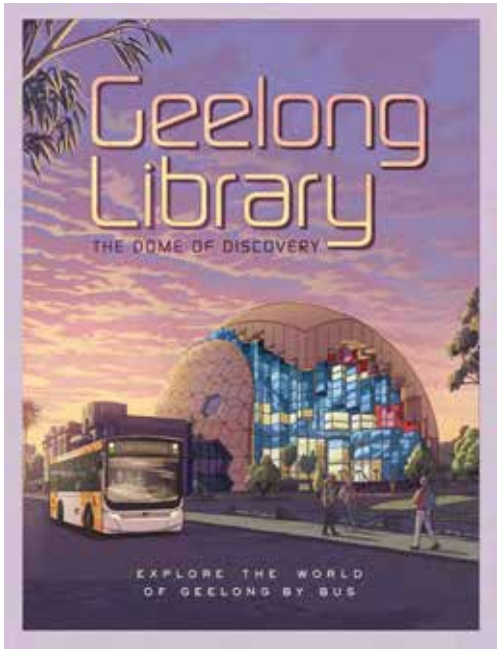
REGIONAL TOURISM PROMOTIONS BY TRAIN AND BUS

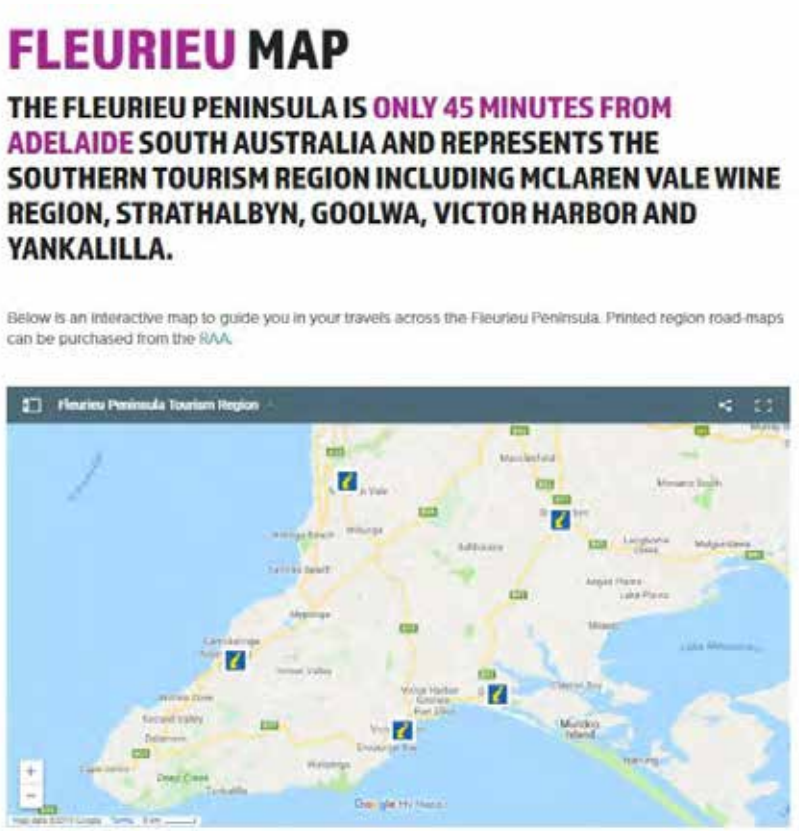




TOURIST TRANSPORT OPTIONS IN SOUTH AUSTRALIA

Key destinations for joint marketing campaigns are:

- Travel by bus from Adelaide CBD to Hahndorf
- Connecting bus service at Seaford to visit McLaren Vale and d'Arenberg Cube, or to go to Yankalilla, Victor Harbor and Goolwa



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INTEGRATED VISITOR AND PUBLIC TRANSPORT INFO

Brisbane Visitor Information Centre on the Queen Street Mall provides an integrated tourist and visitor information service for attractions and all public transport options.

In 2018, the Melbourne Visitor Information Hub for regional tourism and attractions was co-located in Melbourne Town Hall in Swanston Street with higher visibility for visitors to provide an integrated information service including all public transport options.

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INTEGRATED ADELAIDE CBD INFORMATION CENTRE

The Adelaide Metro Info Centre on the corner of King William Street/Currie Street only provides Adelaide Metro timetable and ticket sales; it does not have other tourist or visitor information; it does not provide information about any LinkSA or other public transport options; it is not open on Sundays or public holidays.

Adelaide City Council operates a small visitor information centre hidden away in James Place for tourist and visitor brochures; it does provide extension information about the Adelaide Metro public transport services and has different hour of operation to the Adelaide Metro Info Centre.

Furthermore, the Adelaide Bus Station in Franklin Street, Adelaide has very limited information for coach passengers arriving in Adelaide on their public transport options.

MAKING FARES FAIRER AND EASIER FOR CUSTOMERS

Regional tickets

You'll need either a myki, V/Line paper ticket or bus paper ticket for your journey.

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BEST PRACTICE IN REGIONAL FARE INTEGRATION

- Metro and regional fares are more integrated in Victoria, NSW, Qld and WA with tap on/off ticketing allowing for a zonal and distance-based fare structure
- All other States have discounted fares for regional bus customers

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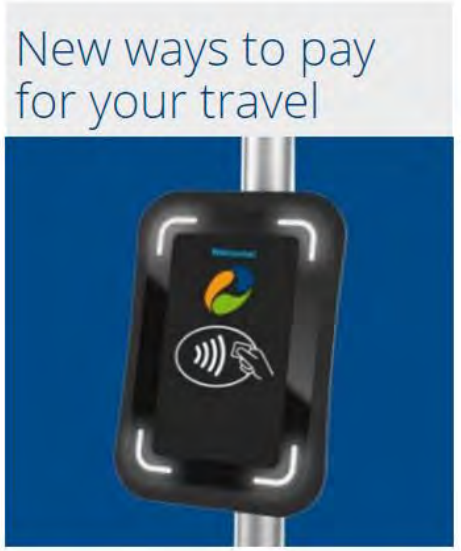
FAIRER REGIONAL FARE POLICY IN NSW (2018)

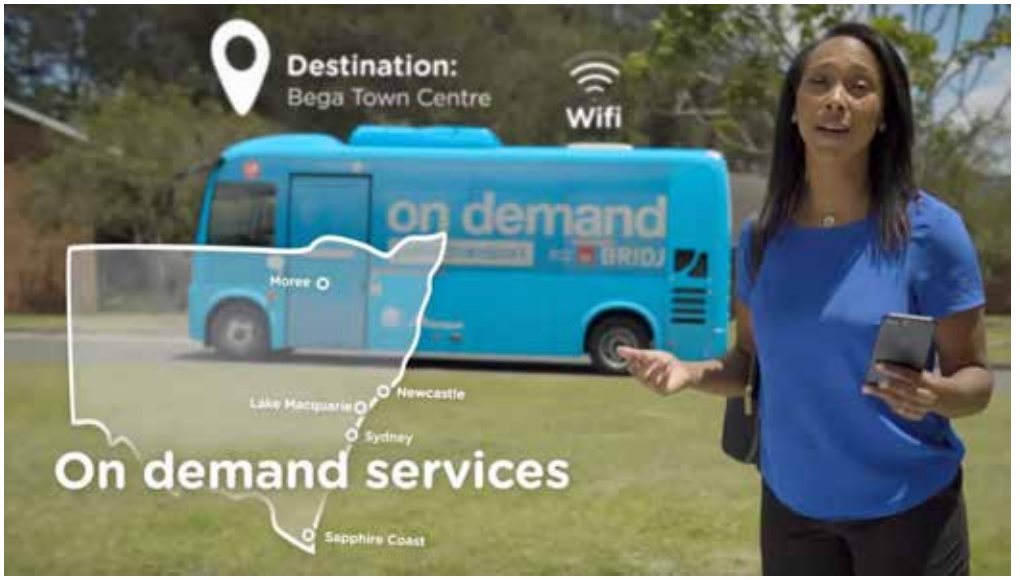
- The Independent Pricing and Regulatory Tribunal (IPART) review for regional NSW found that fares were higher than what customers were willing to pay, resulting in lower patronage on regional services.
- A simpler fare structure for customers was implemented in March 2018 with average reductions of 29%. The new maximum adult fare for a short trip of three km was set at $2.30, while trips longer than 200 km have a maximum adult fare of $48.20. A new Daily Ticket with unlimited travel within certain sections within a day was set at $6.90 for short trips.

NEW TICKETING SYSTEMS FOR INTEGRATED FARES

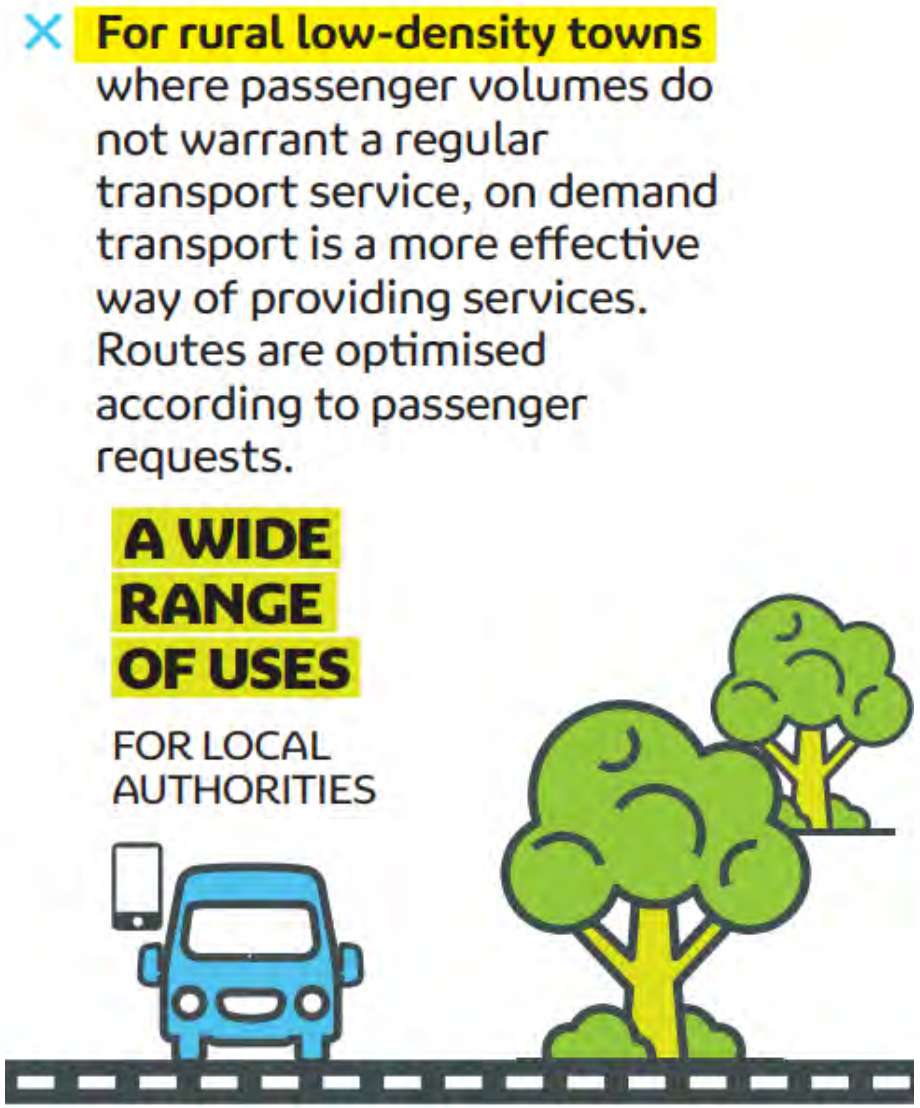
- Contactless credit card payWave payment of fares in NSW
- Myki mobile phone fare payment in Victoria
- TransLink mobile phone and credit card payment of fares in Queensland



INNOVATION WITH ON-DEMAND SERVICES AND NEW TECHNOLOGY



ON-DEMAND TRANSPORT FOR REGIONAL CENTRES



- Route Deviation with a regular schedule that deviates to serve demand-responsive requests within a zone
- Point Deviation serving demand-responsive requests within a zone with no regular path between the stops
- Demand-Responsive Connector operating in demand-responsive mode within a zone to connect with a fixed-route network with most trips to or from transfer points
- Request Stops operating in conventional fixed-route timetabled service with a limited number of undefined stops responding to passenger requests
- Flexible-Route Segments operating a conventional fixed-route timetable service, but switching to a demand-responsive mode for a limited parts of the route
- Zone Route operating in demand-responsive mode along a corridor with established departure and arrival times at one or more end points

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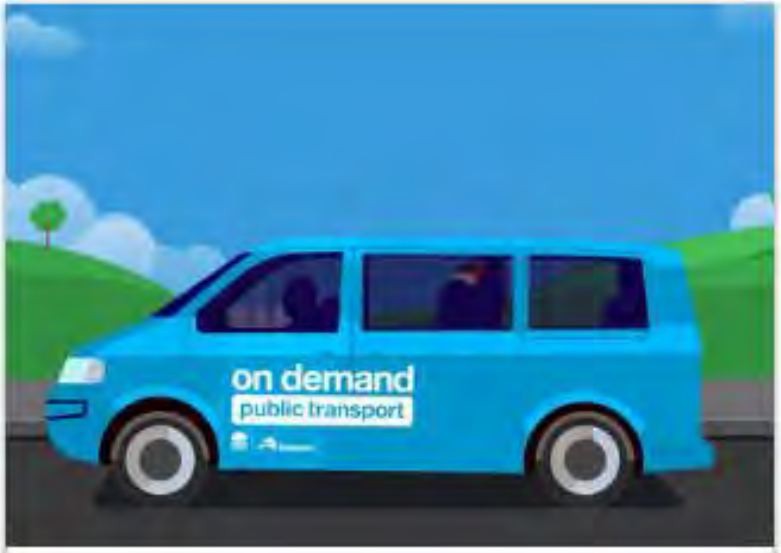
ON-DEMAND TRANSPORT TRIALS IN NSW

NSW Regional services

- Albury, Burrumbuttock, Walla Walla and Jindera (Trial service) >
- Mid North Coast (Trial service) >
- Moore Creek to Tamworth (Trial service) >
- Moree (Trial service) >
- Newcastle eBikes >
- Northern Rivers (Trial service) >
- Lake Macquarie (Trial service) >
- Sapphire Coast (Trial service) >
- South Coast and Canberra (Trial service) >



On Demand public transport services for Moree

Monday 26 November 2018

Moree will have a greater choice of public transport with the launch of a new trial of On Demand services.

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ON-DEMAND TRANSPORT TRIALS IN NSW

Moree On Demand service

On Demand services for Moree began on 26 November 2018. The trial services, operated by Reynolds and Fogarty, includes an On Demand service and a twice daily route service.

The On Demand service can pick you up at or near your home and drop you off at your desired destination within Moree. The On Demand service must be pre-booked. The twice daily route service connects the Moree Train station with selected points within Moree.

Bookings

You can book the On Demand service by phoning or texting 0499 623 363

Bookings can be made up to one day prior to your trip. Bookings are subject to availability.

Fares

	Single trip	Daily
Standard	$3.00	$6.90
Concession	$1.50	$3.40

Concession fare eligibility: concession card holders, including pensioners, seniors, students and apprentices.

Hours of operation

Services run 7 days a week (excluding public holidays) during the following times:

- **On Demand service:** 7am-7pm
- **Route service:** 7.35am and 6.05pm to meet the morning and evening train

ON DEMAND TRANSPORT IN REGIONAL NSW

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ON DEMAND TRANSPORT IN REGIONAL NSW

Want door to door bus service?

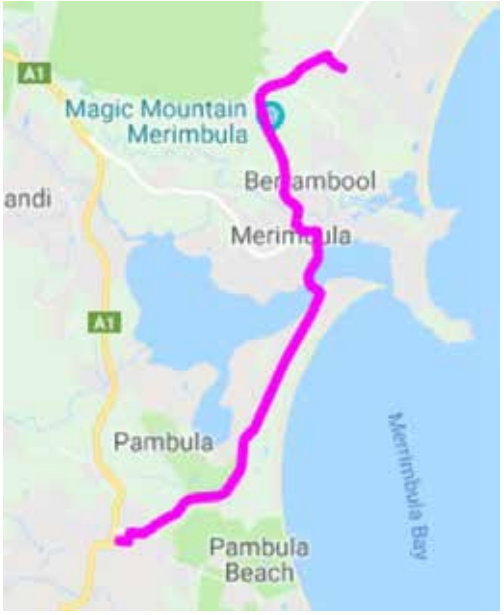
Phone **6495 6452** to book your seat on **Flexi Bus** –

don't forget to book the day before

flexi bus

On Demand Public Transport

Flexi Bus is an on-demand service operating in Merimbula, Pambula, Pambula Beach and Tura Beach. You can use the Flexi Bus to travel from home to your destination however you will need to call the day before to book this service on (02) 6495 6452.



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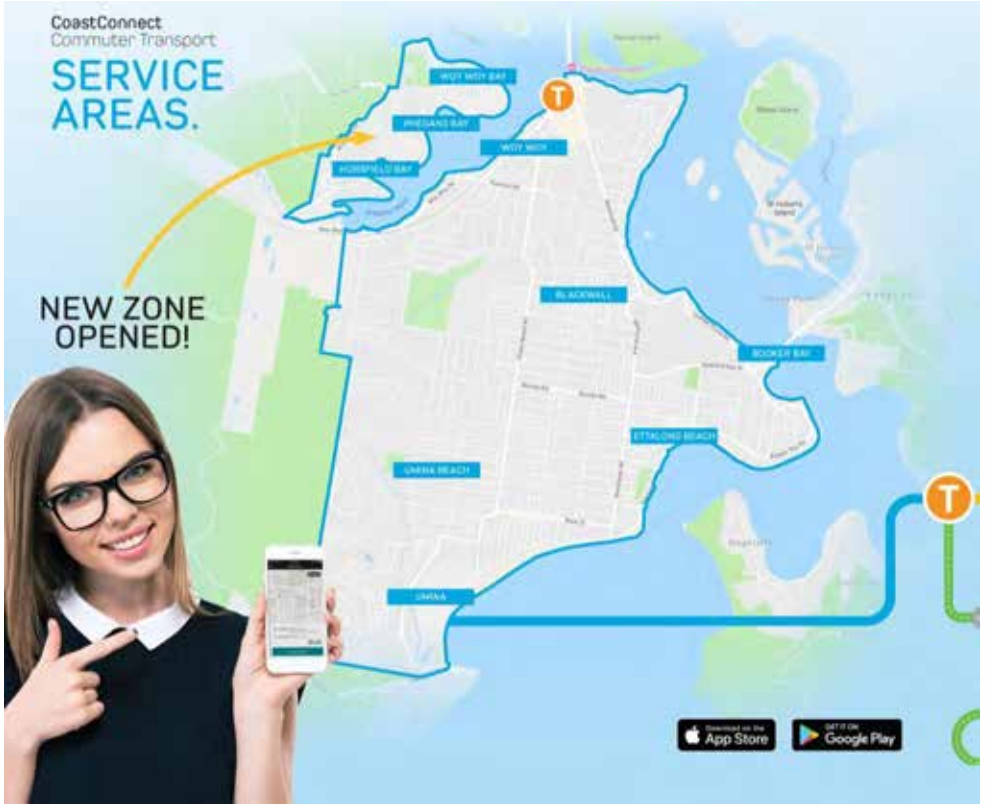
ON DEMAND TRANSPORT IN REGIONAL NSW



COMMUNITY
TRANSPORT
CoastConnect
commuter transport

NSW
GOVERNMENT

Transport | Ready when you are

On demand public transport trial

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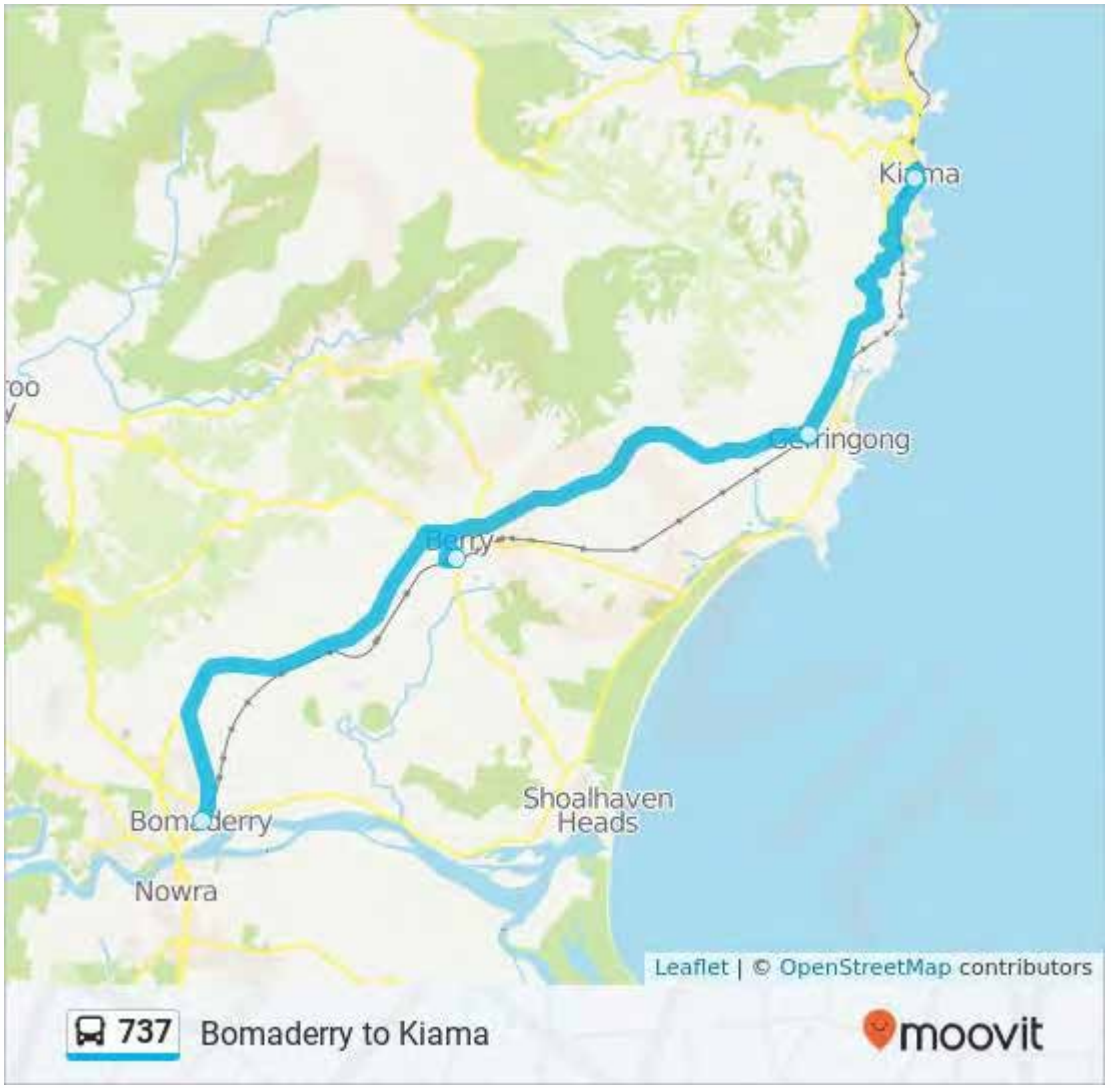
ELECTRIC BUS TRIALS IN REGIONAL NSW

Route 737 between Kiama and Bomaderry on the NSW South Coast will be operated with low-floor electric buses with funding support from the NSW State Government.

This may be applicable for selected routes in the Adelaide Hills region, such as from Mount Barker to Strathalbyn or Adelaide CBD.



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