

**Schedule of items for ongoing advocacy as identified at the Strategic Discussions
Form - 10 December 2012**

Schedule – Items of Ongoing Advocacy	
1.	Increase customer focused outcomes to achieve major patronage increases and acceptance of public transport as a viable travel choice.
2.	'One' ticketing system across the Sunshine Coast.
3.	Easy and equitable fare structure.
4.	Real Time Information roll out.
5.	Create a 7 days per week system with appropriate span of hours.
6.	Services to match demands on the network as well as centre connectivity needs across all of the Sunshine Coast.
7.	Infrastructure to enhance the public transport journey.
8.	Take opportunities (partnering, linking to other activities).
9.	Data collection and Performance Analysis.
10.	Seek user feedback in developing improvements.
11.	Take a leadership role with consistent and clear messages about public transport.
12	Ensure next bus service contract has incentives which require the bus operators to be part of growing patronage.