

Public Transport Levy Att 5 Proposed Initiatives

ATTACHMENT 5

INFORMATION SUPPORTING PROPOSED 2012/13 INITIATIVES AND PROJECTS

The following is a broad outline of the indicative list of initiatives at Table 1 of the report proposed for development, investigation and then implementation in 2012/13. Some of these initiatives are dependant on partners such as TransLink and the Department of Transport and Main Roads and as such their progression will need to meet both party's governance and internal procedural requirements which may affect desired progression timelines.

Improve bus services to the Nambour area

Develop and then implement a new service arrangement to serve Nambour and surrounding areas to replace the current Route 639 service arrangements. This will include some consultation to assist in identifying destinations for new routes to service. It is anticipated this could be developed to commence in November 2012.

Improvement of the Hinterland Connect bus frequency

This service is now fully funded by TransLink but its status as a service is still not declared by TransLink. A commitment to declare the service (again) would see the ability to invest to test the demand by improving frequency of the service up to doubling the resources for the route.

Continued support to Route 619 (Maroochydore – Mooloolaba) and weekend hourly services

This is a continuation of an existing funding commitment for the 'bring forward' of weekend services at the time of the last service change in December 2010. A reduced funding commitment exists for 2012/2013 following which Councils responsibilities cease.

The expectation is the service will continue as a permanent change after Councils involvement.

Trial Coolum to Nambour Service

A trial bus service between Coolum and Nambour was developed and implemented on 31 October 2011. A service review will occur to check its performance to date. It usually takes at least 8 months to be sure of the likely trend of use for any new service. It is likely that a continuation of the trial beyond June 2012 is warranted to confirm the demand that exists for this service.

A survey of residents along the route has occurred and the feedback from this will assist in shaping its future.

Trial Late Night bus services on Route 610 (Nambour-Maroochydore)

It is proposed to trial the addition of 3 late night services on Route 610 for a Friday and Saturday night. These will link with existing late night services north and south of Maroochydore on Friday and Saturday nights. Night services to and from a Principal Activity Centre is an expected part of a maturing public transport service network.

Opportunities to trial services or extend services related to TransLink or DTMR initiatives.

There is potential for the support of new initiatives with scheduled TransLink service changes, particularly with the bus service amendments for the Horton Parade bus station. Consideration will be given to trialling extensions of existing services terminating here or trialling a complimentary service which benefits local centres of activity or points of interest surrounding Maroochydore.

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Trial Peak Hour Services

Test the demand for 'direct' services with few stops to provide a journey with comparable time to the private car. The aim would be an introduction before the end of calendar year.

Beerwah to Landsborough to Maleny bus service trial

The service continued as a trial and its level of patronage has grown through the year. A survey is being developed for the Beerwah extension of the service to determine travel habits and suggest any alteration to the service route which may allow better connectivity for users. Feedback from the service will shape the future of this trial. There will be a need to develop an exit strategy with DTMR from this improved service.

Flexilink – (Boreen Pt, Peachester, Conondale, Mapleton)

Four flexilink services remain operating and patronage levels have ranged from being maintained to showing steady growth. Analysis of the usage has occurred and is reported separately. User surveys are to occur to assist in providing the qualitative data needed to consider the future of these services. It is proposed to continue these services and determine their future with state agencies and Council through the year.

Trial Cooroy – Lake Macdonald Flexilink

A proposal for a new flexilink service between Cooroy and Lake Macdonald was investigated and community feedback sought. The feedback indicated the service with some minor modifications was likely to be worthy of trial. It would be proposed for trial implementation in 2012/13 to prove demand.

Council Cabs

This service continued through 2011/12 and has continued to see growth throughout the year. Analysis of the usage has occurred and is reported separately. It is proposed to continue this initiative.

Free Holiday Bus initiative (Christmas/New Year period only)

It is proposed to repeat the free travel on all bus services, Flexilink services and Council Cabs initiative again. The period is likely to be from 26 December 2012 to 6 January 2013 (12 days). Separate information in relation to usage as well as community and user feedback is available which show the beneficial impacts of this initiative. This innovative scheme is proving a point of difference for the Sunshine Coast during its most congested period.

Service planning investigations with TTA and DTMR

There is considerable cooperative service planning required to configure the public transport network for local areas and between new centres as well as taking advantage of new road connectivity. This also caters for the investigation program reported elsewhere.

Bus Stop improvements Supporting PT Levy Service Proposals

Installation of new bus stops or upgrade of existing bus stop sites to directly support the above listed 2012/13 bus service proposals. Once these requirements are identified any remaining funding may be applied to any prioritised sites listing with a preference to those with partnered funding.

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Implement “One” public transport system across Sunshine Coast

Maintain the support for the early progression of this initiative to enable the use of ‘go card’ across all bus services on the Sunshine Coast. It removes a significant obstacle for travel, system understanding and cost inequity. The benefits for the Sunshine Coast are enormous for clarity of use of the public transport network, reduced cost in using public transport but also for marketing the network and use of public transport.

Network analysis; initiative performance; develop and maintain performance measures (in house with State agencies and operators)

Data gathering is occurring and relationships established to enable further data sharing to occur as needed. Continuation of data gathering and analysis to monitor the public transport travel characteristics and inform service improvements. There exists further opportunities to understand the travel patterns and demand on the Sunshine Coast.

Light Rail Feasibility Study

This activity is subject to Council’s separate consideration. Some of the funding potentially required is provided from expected revenue with the balance from the Public Transport Levy Reserve to match the Commonwealth funding to date.

Marketing of all initiatives

Considerable effort is required to ensure all the initiatives being undertaken through the public transport levy are known to users, potential users and the community at large.

Communicating Sustainable Transport (Elements of the Draft Communications and Marketing Plan)

The development of the Sustainable Transport Communications and Marketing Strategy will be progressed with Council and the community. It will be used to maintain partnerships with TransLink for Sunshine Coast wide communications program targeting travel patterns and specific user groups.

User Information development and distribution

This will see the provision of a public transport user guide previously discussed as the Get Around Guide. This enables its completion and distribution in various forms.

Third Party initiative support

This enables Council to support initiatives proposed by third parties which are in line with the Policy and potentially have a Sunshine Coast wide benefit. An example may be a further approach by the University of the Sunshine Coast for continuation of the U-Pass initiative.