

Information Supporting Proposed 2013/14 Public Transport Levy Initiatives and Projects

The table below further explains what projects are proposed under each of the categories to provide an indicative list of initiatives for development, investigation and then implementation in 2013/14. A more descriptive outline of the initiative follows the table.

Some of these initiatives are dependant on partners such as the Department of Transport and Main Roads, transport operators and the community. As such their progression will need to meet governance and procedural requirements which may affect desired implementation timelines.

Public Transport Levy Initiatives	Indicative Budget July-Dec 2013	Indicative Budget Jan-June 2014	Total
SERVICES			
<u>New Business Services</u>			
Testing of fast, direct, peak hour services between: - Sippy Downs and Maroochydore - Caloundra and Maroochydore - Nambour and Maroochydore.	\$120,000	\$410,000	\$530,000
Test late night services Fri/Sat between Maroochydore and Nambour.	\$12,500	\$37,500	\$50,000
Opportunities to test services or extend services related to TMR initiatives. Specifically, take advantage of any of the route adjustments to suit the Horton Parade Transit Hub opening or other beneficial outcomes in the Maroochydore area.	\$90,000	\$160,000	\$250,000
<i>New Bus Services Total</i>	<i>\$222,500</i>	<i>\$607,500</i>	<i>\$830,000</i>
<u>Ongoing Trial Bus Services</u>			
Beerwah to Landsborough to Maleny Bus service trial.	\$95,000	\$95,000	\$190,000
<i>Ongoing Trial Bus Services Total</i>	<i>\$95,000</i>	<i>\$95,000</i>	<i>\$190,000</i>
<u>Flexible Travel Services</u>			
Flexilink – (Boreen Pt., Peachester, Conondale, Kenilworth, Lake Macdonald)	\$120,000	\$65,000	\$185,000
Council Cabs.	\$40,000	\$30,000	\$70,000
<i>Flexible Travel Services Total</i>	<i>\$160,000</i>	<i>\$95,000</i>	<i>\$255,000</i>
MISCELLANEOUS SERVICES AND SUPPORT SYSTEMS			
<u>Services</u>			
Investigate and develop improved bus service network for Nambour	\$12,500	\$12,500	\$25,000
Service planning and investigation including new arrangements, with TMR leading to creating a mutually agreed Sunshine Coast Public Transport Network Plan and development of short term opportunities for improvement and new business models for trial.	\$10,000	\$10,000	\$20,000
Investigate emerging locations where bus queue jumps or other priority measures will be needed.	\$26,600	\$0	\$26,600
<u>Support Systems</u>			
Refinement and presentation of a future public transport network for the Sunshine Coast.	\$50,000	\$25,000	\$75,000
Network analysis, initiative performance, develop and maintain performance measures(in house with State agencies and operators).	\$15,000	\$10,000	\$25,000
<i>Miscellaneous Total</i>	<i>\$114,100</i>	<i>\$57,500</i>	<i>\$171,600</i>
INFRASTRUCTURE			
Bus Stops supporting 2013/14 levy	\$50,000	\$0	\$50,000
Bring forward of bus stop shelters at agreed 'new' sites.	\$75,000	\$60,000	\$135,000
<i>Infrastructure Total</i>	<i>\$125,000</i>	<i>\$60,000</i>	<i>\$185,000</i>
LIGHT RAIL			
Light Rail Feasibility Study	\$150,000	\$150,000	\$300,000
<i>Light Rail Total</i>	<i>\$150,000</i>	<i>\$150,000</i>	<i>\$300,000</i>

APPENDIX A

Public Transport Levy Initiatives	Indicative Budget July-Dec 2013	Indicative Budget Jan-June 2014	Total
FREE HOLIDAY BUS			
Free Holiday Bus initiative (Christmas/New Year period only, 11 days)	\$300,000	\$200,000	\$500,000
<i>Free Holiday Bus Total</i>	<i>\$300,000</i>	<i>\$200,000</i>	<i>\$500,000</i>
INFORMATION, COMMUNICATION AND MARKETING			
Marketing of all initiatives	\$30,000	\$26,000	\$56,000
Campaign linking several Sustainable Transport related matters and engage in market research.	\$70,000	\$56,000	\$126,000
Update and dissemination of the "Guide to Public Transport on the Sunshine Coast"	\$20,000	\$20,000	\$40,000
Public Transport surveys and feedback opportunity in conjunction with TransLink and public transport operators.	\$15,000	\$15,000	\$30,000
<i>Information, Communication and Marketing Total</i>	<i>\$135,000</i>	<i>\$117,000</i>	<i>\$252,000</i>
User Focus			
Transition from paper tickets to <i>go card</i> targeting existing non <i>go card</i> users and new users: - seniors and pensioners - youth - adult workers	\$30,000	\$24,000	\$54,000
Third Party initiative support.	\$10,000	\$40,000	\$50,000
<i>User Focus Total</i>	<i>\$40,000</i>	<i>\$64,000</i>	<i>\$104,000</i>
TOTAL – 2013/14 Proposed Public Transport Levy	\$1,341,600	\$1,446,000	\$2,787,600

Funding Sources

The estimated Public Transport levy revenue for 2013/14 is \$2,787,600 based on parameters provided by the Finance and Business department.

Advice on each initiative

Testing direct peak hour services between:-

- Sippy Downs and Maroochydhore
- Caloundra and Maroochydhore
- Nambour and Maroochydhore

Test the demand for 'direct, limited stops, express' services to provide a journey with comparable time to the private car and almost half the time of the all stop bus service. The aim would be an introduction before the end of calendar year. The trial would be limited to peak times between the destinations above using the most direct route possible between stops. An example could be two each-way services in the morning peak and two in the evening peak. Consideration could be given to an each-way trip midday as well. This proposal would assist targeting work based trips in particular

Investigate and develop improved bus service network for the Nambour area

Develop options, analyse and then confirm for implementation a new service arrangement to serve Nambour and surrounding areas to replace or complement the current Route 639 service arrangements. This will be informed by the recent survey of the community. This will be subject to TMR advices and potentially commence in following years.

Test Late Night bus services between Nambour and Maroochydore

It is proposed to test the addition of three late night services (as a minimum) on a Friday and Saturday night with Nambour. These will link with existing late night services north (Route 620) and south (Route 600) of Maroochydore on Friday and Saturday nights. Night services to and from a Principal Activity Centre are an expected part of a maturing public transport service network.

Opportunities to test services or extend services related to TMR initiatives. Specifically, take advantage of any of the route adjustments to suit the Horton Pde Transit Hub opening for other beneficial outcomes in the Maroochydore area

There is potential for the support of new initiatives with planned TransLink service changes, particularly with the bus service amendments for the Horton Parade transit hub. Consideration will be given to either testing extensions of existing services terminating here, or testing a service which benefits local centres of activity or points of interest in the vicinity of Maroochydore. This takes the opportunity to bring forward service initiatives or test beneficial area services in and the Maroochydore and surrounding area.

Beerwah to Landsborough to Maleny bus service trial

The service continues as a trial and its level of patronage has grown through the year. A survey of the area served by the route to determine travel habits and suggesting an alteration to the service did occur. Feedback from the service will be considered to shape the future of this trial. There will be a need to attempt to further analyse its performance and if necessary develop an exit strategy with DTMR from this improved service.

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

Four flexilink services remain operating and patronage levels have ranged from being maintained to showing steady growth. Analysis of the usage has occurred. 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. It may be necessary to determine the future of both the Kenilworth to Mapleton flexilink as well as the Conondale to Maleny flexilink subject to the outcomes of the SEQ Bus Network Review

Trial Cooroy – Lake Macdonald Flexilink

A continuation of the new flexilink service between Cooroy and Lake Macdonald is proposed to allow time to prove demand. The service would be subject to ongoing monitoring but should continue to about the end of 2013 to gain sufficient evidence of usage.

Council Cabs

This service continued through 2012/13 and has continued to see growth throughout the year. It is proposed to continue this initiative as it is well accepted and shows growth.

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

It is currently 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 2013 to 5 January 2014 (11 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. Time will also be taken to consider options to this direct funding model as well as investigating if alternative funding initiatives and opportunities exist for similar benefits and outcomes.

Service planning and investigation including new arrangements, with TMR leading to creating a mutually agreed Sunshine Coast Public Transport Network Plan and development of short term opportunities for improvement and new business models for trial

There is considerable cooperative service planning required to configure the future 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. The aim is a mutually agreed Sunshine Coast Network Plan. Opportunities exist for service restructuring to create new services dealing with emerging areas and growth that are worthy of implementation in the near future. The aim is the increase of patronage and new users as well as changing habits and perceptions. Other business models which may suit the Sunshine Coast could be developed

Bus Stop improvements Supporting PT Levy Service Proposals 2013/14

Installation of new bus stops or upgrade of existing bus stop sites directly associated with supporting the above listed 2013/14 test services or initiatives agreed with TransLink.

Bring forward of bus stop shelters at agreed 'new' sites

Provision of shelters aimed at agreed 'new' sites not currently in other (joint) funding programs earlier than would normally have been permitted due to local growth or bus transfer opportunities.

Investigate emerging locations where bus queue jumps or other priority measures will be needed

Consider, investigate, analyse and develop a list of potential priority measure locations for attention in the short to medium term.

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

Data gathering is occurring and relationships being established to enable further data sharing to occur as needed. Continuation of data 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 and on initiatives under the Public Transport Levy.

Refinement and presentation of a future public transport network for the Sunshine Coast

Use the emerging new SCIMMM tool to assist in developing with DTMR, a high level future public transport network to inform planning outcomes in the shorter term. Take advantage of other parallel work as well to articulate a likely future 2031 public transport network to support the coast in line with the Sustainable Transport Strategy. Develop a stepped strategy to achieve the anticipated change in line with the progression of land development fronts.

Light Rail Feasibility Study

This activity is subject to Council's separate consideration. The allocations shown are guided by the report to Council for the Light Rail Feasibility Study. The funding required is provided from expected levy revenue with the balance from Externally Restricted Cash to match the Commonwealth funding agreement.

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.

Transition current users and new users from paper tickets to 'go card':-

- seniors and pensioners
- youth
- adult workers

This takes the opportunity to target specific user groups to transition from paper tickets to 'go card' and benefit from the saving. The initiative this year is for people who do not have a 'go card'. It is proposed to assist in the registration of a 'go card' and the set up for those without a 'go card' and those who wish to commence travelling by public transport. The \$20 purchase of the 'go card' giving \$10 credit for travel would be borne by the levy. (First come, first serve basis).

Considerable liaison with TransLink and process development will need to occur prior to implementation. Negotiations will look to have Council branding incorporated into these 'go cards'.

Campaign linking several Sustainable Transport related matters and engage in market research

The development of a partnered high level campaign including regular messaging and linkages to related activities in conjunction with TransLink Division (where possible) and with other Council initiatives with the specific focus of the Sunshine Coast. It will be used to target travel patterns and specific user groups and build on parallel activities which may be beneficial to public transport patronage growth. Includes market research on the Sunshine Coast and would develop improving the travel experience (vehicles, facilities, expectations, etc).

Update and dissemination of the "Your Guide to Public Transport on the Sunshine Coast"

This will see the update of the public transport user guide "Your guide to public transport on the Sunshine Coast". This enables its update with recent changes and distribution in various forms with a focus on electronic and summary forms and move away from the high dependence on the hard copy availability.

Public Transport surveys and feedback opportunity in conjunction with TransLink and public transport operators

Provide an ongoing opportunity for feedback and suggestions from the community which would feed into market research. This must also linked to existing systems and processes to ensure capture.

Create feedback opportunities, linked into existing feedback channels and conduct surveys to track community opinion of services and network.

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. It is proposed to develop for consideration suitable guidelines, methodology, management arrangements and measure outcomes to permit limited trialling of support to selected community event based initiatives.