Centenary Bus Services Community Research Outcomes

Research rationale

Brisbane City Council understands the travel needs of Brisbane’s residents and visitors are ever-changing and, in early 2018, Council received four petitions with 356 signatures from the Centenary community seeking a review of bus services. The particular focus was on better connectivity to local train stations and access to the Sumner Park Industrial Estate from Wacol.

Council believes any significant network change should involve community engagement. This is to ensure any changes adequately reflect and align with the community’s interests. For this reason, Council’s response to the petition was to undertake community research.

While public transport is clearly a Queensland Government responsibility, Council is a major investor in public transport and is committed to our vision of being an accessible, connected city and getting you home quicker and safer with more transport options.

How the community participated

During August, September and October 2018, Council undertook three aspects of community engagement. Council’s research was focused on understanding the community’s views and experiences using public transport in Centenary to determine whether there are opportunities to better meet the community's public transport needs.

<table>
<thead>
<tr>
<th>Community research</th>
<th>Online engagement</th>
<th>Face-to-face engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>The first aspect involved field-based community research, including face-to-face and telephone interviews. This research occurred during late August and early September.</td>
<td>The second aspect involved an online survey and platform on Council’s Your City Your Say website. The online survey remained open from 8-26 October</td>
<td>The third aspect involved face-to-face information kiosks at Mt Ommaney Shopping Centre. These sessions occurred during early to mid-October</td>
</tr>
</tbody>
</table>

567 community research responses 393 online survey responses 46 attendees to information kiosks 6 correspondence submissions received
Research methodology and considerations

Centenary characteristics*
- Lower density, higher car ownership, higher average age and higher household income than other parts of Brisbane
- Population expected to increase 0.3% from 2011 to 2036 compared to 1.1% for Brisbane
- Population – 38,896 (3.3% of Brisbane City Council)

*(Australian Bureau of Statistics Community Profile Centenary Suburbs Region, 2016)

Bus network challenges
- Two distinct geographic areas separated by the road network and bounded by the Brisbane River
- Road network constraints that make logical and direct routing challenging
- Infrastructure constraints at the key local interchange at Mount Ommaney, including congestion, capacity and layover
- Topography and terrain issues make simple and logical routing difficult to achieve
- Rail line poses access challenges – distance, road congestion and end-to-end journey time, including walking times from CBD station locations
- Low density, demographics, terrain and demand mean services provide dual functions of mass transport and community accessibility

Survey questions
The survey questions were focused on identifying how the community currently uses the existing public transport network and to understand any opportunities for improvement. These included:

- customers’ final destinations
- travelling time and frequency of travel
- reasons for use or non-use of public transport
- any concerns with the bus services
- levels of satisfaction with the bus services
- transfer activity and expectations from customers
- service preferences (frequency and transfers)
- walking distance vs frequency of services
- interest in bus feeders to rail stations and station preferences
- factors that would motivate greater usage of services.
Community research

Current usage and views

- 58% travel to CBD and inner city (39% to CBD)
- 5% travel to Indooroopilly, 7% travel to Mt Ommaney and 3% travel to UQ
- Average overall door-to-door journey time is 47.3 minutes
- Over half (54%) of residents never use bus services
- 59% of bus users are satisfied with current services
- When asked to outline the main issues with current services, 87% of residents indicated no concerns

Transfer expectations

- Extensive transferring already occurs
- On the last trip, 29% made a trip with one or more transfers
- Residents consider it acceptable for trips to involve one transfer, rather than needing a direct service
- 7% would not use services that would require transfers
- 62% would accept one transfer
- 31% would accept two or more transfers
- On average, residents expect their overall journey to be faster if it includes a transfer rather than being a direct service

Interest in improvements

- The key driver for encouraging greater public transport use for both users and non-users was frequently followed by shorter journey time.
- There is support for new or improved bus services that connect to the local rail stations. Particularly current non-users of bus services and eastern suburbs bus users.
- There is support for new or improved express services to the CBD via Legacy Way and the Inner Northern Busway. Particularly peak period commuters and western suburbs bus users.

For both users and non-users, the key driver for encouraging greater public transport usage is improvements in frequency and wait times, as outlined below.

<table>
<thead>
<tr>
<th></th>
<th>All residents</th>
<th>Bus users</th>
<th>Non-users</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Frequency/reduce wait time</td>
<td>32%</td>
<td>34%</td>
<td>29%</td>
</tr>
<tr>
<td>2 Nothing would encourage further uptake of services</td>
<td>14%</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>3 Avoid congestion (bus lane)</td>
<td>11%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>4 More/better rail connections</td>
<td>7%</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>5 Better connections to other areas</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
</table>
Online survey

The majority of respondents were from the western suburbs, primarily travelled during peak hour and were of a younger demographic than the market research respondents.

Key conclusions

- 50.1% travel to the Brisbane CBD and inner City (39% to CBD)
- 12.6% travel to Mt Ommaney, 10.4% travel to UQ and 7.4% travel to Indooroopilly
- Universities have intensive demand from a small proportion of travellers with large numbers of the community never travelling there
- Indooroopilly and Mt Ommaney Shopping Centres have a diversity of travel patterns and demand from a broad range of the community
- The main constraints of services are the frequency, hours of operation, destinations not serviced and journey too long
- Length of time for journeys is the biggest impediment for non-users
- 52.9% are dissatisfied with their bus services and 22.2% are satisfied
- 44.1% are already transferring between services
- 79.3% would be interested in a new or improved service that connects to a local rail station

When asked to consider trade-offs between frequency, duration and a direct service versus multi-mode journey, the participants showed a clear preference for increased frequency of services, as outlined below.

<table>
<thead>
<tr>
<th>Item</th>
<th>Overall Rank</th>
<th>Rank Distribution</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>A higher frequency (i.e. runs more often) with at least one transfer</td>
<td>1</td>
<td></td>
<td>1,960</td>
</tr>
<tr>
<td>More frequent services during the daytime</td>
<td>2</td>
<td></td>
<td>1,950</td>
</tr>
<tr>
<td>Shorter journey time with at least one transfer</td>
<td>3</td>
<td></td>
<td>1,782</td>
</tr>
<tr>
<td>Longer journey time with no transfers</td>
<td>4</td>
<td></td>
<td>1,363</td>
</tr>
<tr>
<td>More car parking near bus stops</td>
<td>5</td>
<td></td>
<td>1,034</td>
</tr>
<tr>
<td>A lower frequency service (i.e. runs less often) with no transfers</td>
<td>6</td>
<td></td>
<td>1,017</td>
</tr>
<tr>
<td>Less frequent services during the daytime but extended over a longer period</td>
<td>7</td>
<td></td>
<td>966</td>
</tr>
</tbody>
</table>

When asked to consider trade-offs between frequency, duration and a direct service versus multi-mode journey, the participants showed a clear preference for increased frequency of services, as outlined below.
Proposals for TransLink’s consideration

Following consideration of the community research, a number of options were identified as meeting the research outcomes and delivering improved services for the Centenary community. These options are outlined below.

<table>
<thead>
<tr>
<th>Options</th>
<th>Research outcome</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Additional early morning trips on inbound Cityxpress routes 453 and 454 for people with early CBD start times</td>
</tr>
<tr>
<td>2</td>
<td>Merge three precinct and two peak rocket services and extend services into southern CBD</td>
</tr>
<tr>
<td>3</td>
<td>Promote recent addition of afternoon peak Rockets via Legacy Way Tunnel and inner northern busway</td>
</tr>
<tr>
<td>4</td>
<td>Increased middle-of-the-day frequency on Cityxpress services</td>
</tr>
<tr>
<td>5</td>
<td>Higher frequency for eastern suburbs residents to the rail station</td>
</tr>
</tbody>
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Trial of Personalised Public Transport Services

In addition, Council will proceed with a 12 month trial of two hail-n-ride Personalised Public Transport Services in areas not well serviced by public transport. The trial is expected to commence in mid-2019, servicing the following locations:

- Westlake to Mt Ommaney Shopping Centre
- Wacol Station to Sumner Industrial Estate.

Next steps

As TransLink is the overarching authority for public transport in Queensland, Council has shared these proposals with TransLink. Council will continue to engage with TransLink as it considers the recommendations put forward by Council. Pending TransLink’s approval, Council will engage with the community regarding the implementation of any bus network changes.