

Demand Responsive Transport Community consultation report

July 2017



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Introduction

In September 2017, TransLink will launch a 12 month trial of Demand Responsive Transport (DRT) in selected suburbs in Logan.

In order to inform this trial and gain community input into the design of the service, we undertook extensive consultation with the Logan community from mid-May to early July 2017.

We sought input on a number of important elements of the service to ensure the DRT trial meets the needs of the community. The feedback gathered is now being used to finalise the design of the service with our service providers.

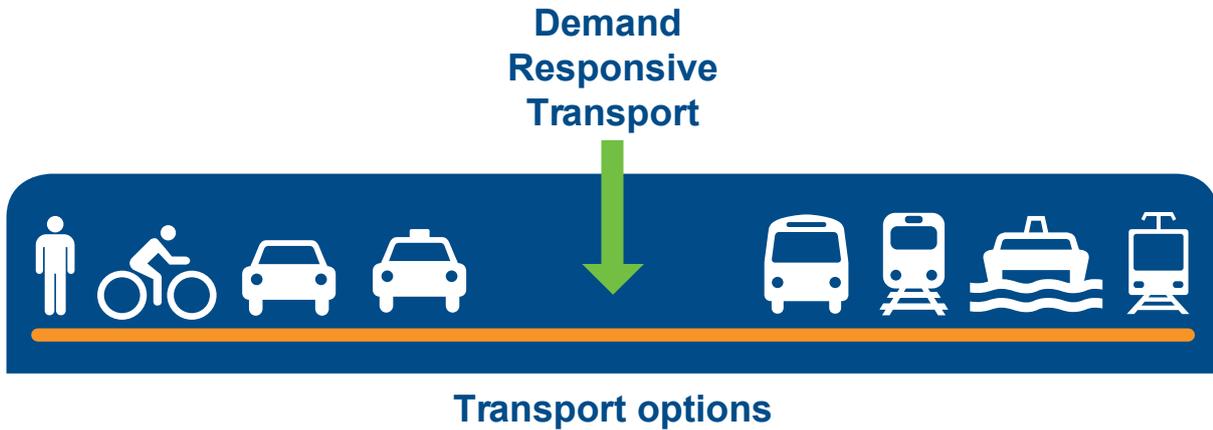
This report provides an overview of the findings from that consultation across the Logan community and with key organisations and stakeholders.



What is DRT?

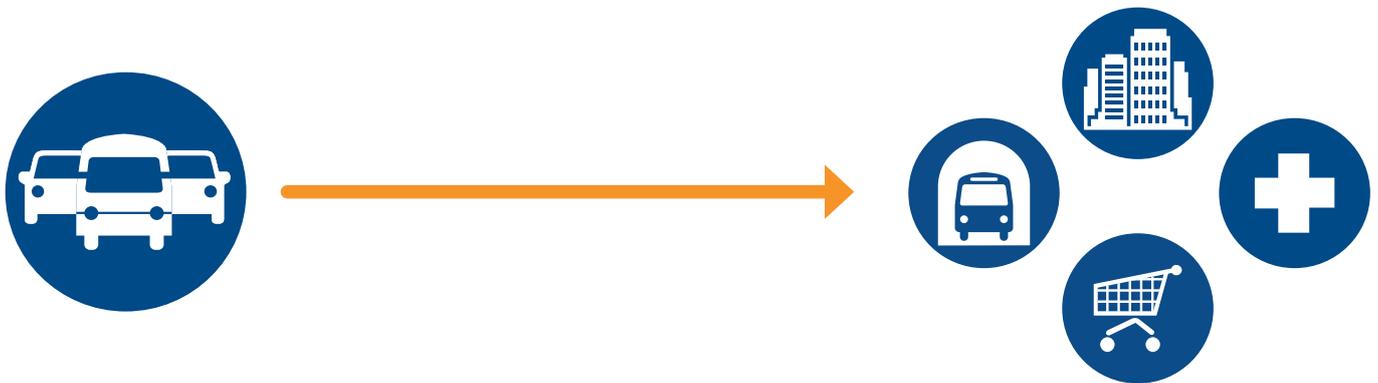
TransLink is trialling a new type of transport for Logan known as Demand Responsive Transport (DRT).

DRT is a pre-booked, shared transport service that provides an alternative to personalised transport (like taxi or ride-share) for when mass transit (like trains or buses) is not available.



The service is designed to provide short trips to major public transport stations and local facilities, such as shops, medical centres and libraries, helping to increase transport options and connection with your community.

DRT uses different types of vehicles, such as minibuses, sedans and wheelchair accessible vehicles, to match different customer needs.



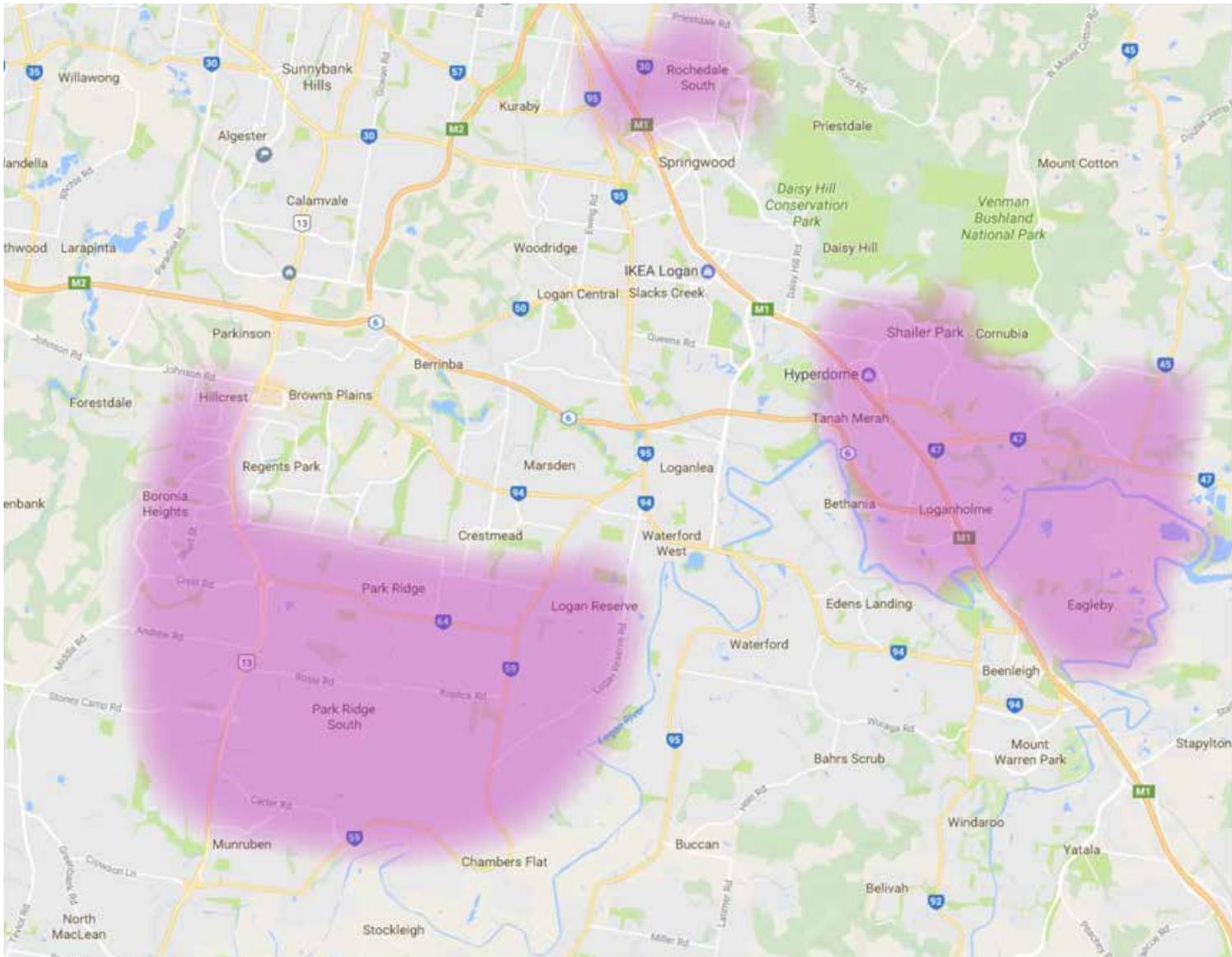
The trials will test how DRT can provide better access to local facilities for residents. We also want to learn how we might be able to use DRT across Queensland in the future.

DRT trial neighbourhoods

DRT trials will take place in Logan neighbourhoods that have been identified as needing more public transport services or better connections to local facilities such as shops, bus and train stations and park 'n' rides.

The potential trial neighbourhoods may also contain geographical features, like narrow roads or tight bends that cannot safely accommodate traditional public transport services.

Initially, TransLink proposed trial sites predominantly in the eastern suburbs, along the M1 corridor and out to Eagleby with a small area also proposed close to Browns Plains. During the process of consultation, there was strong feedback about extending the service further in to the western area of Logan - including areas near Park Ridge. As a result of this feedback, a third trial site in the west was created.



Highlighted locations are indicative only and subject to final design.



Why we are trialling DRT

DRT provides an opportunity to address a number of community issues with a new kind of public transport.

*“Young people can’t get to work locations ... at the times they need to work.”
– Logan resident*



Accessibility

Providing options for multi-modal travel and a flexible fleet of vehicles, increasing mobility for all sections of the community.



Increase social inclusion

Providing public transport options for areas with limited connections to local facilities and community hubs.



Increase connectivity

Enabling customers to connect to existing public transport hubs and reducing reliance on park ‘n’ ride facilities.



People first

Putting the customer at the centre of their travel options.

*“I would use it to attend local sporting events where public transport is limited.”
– Logan resident*

Planning the trials

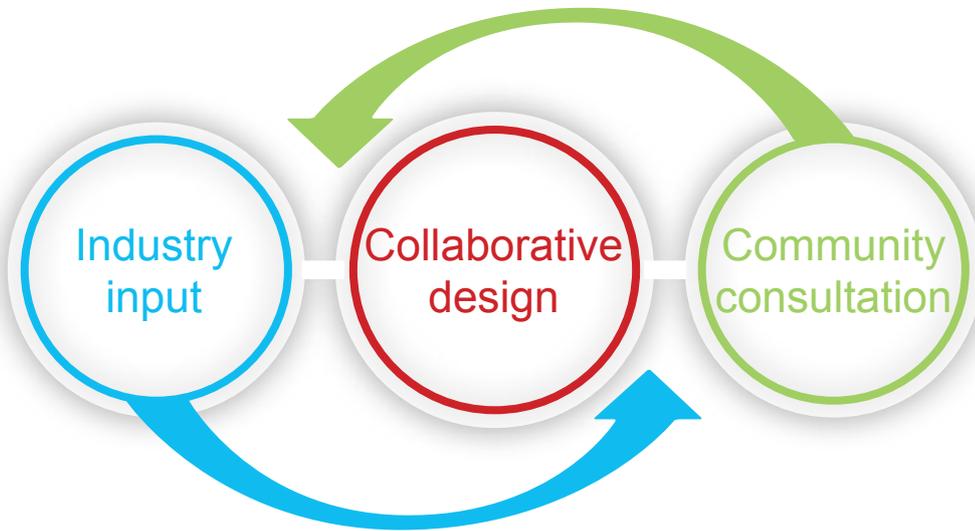
To plan the DRT trials for Logan, we used local network information, consulted with potential industry providers on possible technology and vehicle solutions and gathered feedback from Logan City Council, residents and community groups.

The planning process

In August 2016, TransLink issued a public Expression of Interest (EOI) for organisations from a variety of industries and locations to participate in the DRT Project. The interested organisations from the EOI

process were invited to propose service solutions for the trials. These service offers included booking and flexible route technology and vehicle solutions that would meet our trial goals.

Following a detailed evaluation, successful providers were selected. With these providers we are now undertaking a collaborative design process, incorporating feedback gathered from the community during consultation.



How we collected your input

On Wednesday 17 May 2017, the Deputy Premier and Minister for Transport and Minister for Infrastructure and Planning, the Hon. Jackie Trad MP, launched community consultation for the trials in Logan at the Queensland Community Alliance Logan Assembly.

The consultation period ran from Wednesday 17 May to Sunday 9 July 2017 and provided an opportunity for you to have your say on the new DRT trials and provide feedback to help us shape the final design of the service.

Detailed information about DRT and the proposed trial was made available on our 'Have Your Say' community engagement website and via brochures distributed to potential trial neighbourhoods. Residents were invited to provide feedback through a number of opportunities including:



Online

Our 'Have Your Say' website included frequently asked questions, an overview of the trials, and key consultation dates. Feedback mechanisms included an online survey, interactive map, discussion board and quick poll.

Survey

- A 'Logan Local Travel' survey was conducted both online and distributed in hard copy by TransLink Customer Liaison Officers and at community information sessions. A total of 488 people responded to the survey, providing information about your local travel habits and preferences as well as understanding and interest in the DRT trials.

Interactive feedback map

- This map is a new tool we are trialling to get your feedback on public transport. The map identified the locations of proposed drop-off points and offered the opportunity for you to place a 'virtual pin' and comment on any new locations you thought should be included as destinations in the trial. Eighty-two comments were made using the interactive map feature.

Discussion board

- Here we asked how you would prefer to book your DRT service. We had 23 people contribute to the forum, providing valuable feedback and insight on different booking channels.

Quick poll

- The quick poll was available online for approximately two weeks and gave you an opportunity to vote on your preferred method of payment for a DRT service. We used these results to test other comments provided in relation to paying for a trip by workshop attendees.



Facilitated community workshops

Eleven in-depth community workshops were held across eight locations in Logan. Each workshop ran for 90 minutes and gathered feedback from attendees regarding various aspects of the trial's design.

The workshops were run in a focus-group style and attendees at the workshops included representatives from key community groups, support providers and local residents from across Logan.



Community information sessions

Eight information sessions were held at shopping malls and community centres in Logan, introducing DRT to the community and talking to them about how they would like to use DRT. We spoke with 779 people through these information sessions.



Stakeholder briefings

We reached out to a wide range of community groups, service providers and support agencies operating throughout Logan, to get their feedback and encourage them to promote the consultation.

These organisations included:

- Church and faith groups
- Migrant and refugee support services
- Aged care facilities and support groups
- Community welfare organisations
- Disability support services
- Community recreation facilities
- Online Logan community groups



Customer Liaison Officers on the network

Our Customer Liaison Officers (CLOs) were out and about in the network over four weeks, handing out DRT flyers, conducting surveys and talking to the community about DRT. This gave us an opportunity to find out more about your thoughts on local transport in Logan.



Communication

We invited you to participate in community consultation via:

- advertising in local newspapers and on the local radio station
- flyers distributed by TransLink staff at key transport hubs and community centres
- a flyer distributed to Logan residents in the potential trial neighbourhoods
- social media posts on TransLink’s Facebook and Twitter accounts, as well as via Logan City Council Facebook and Twitter and other community social media
- the DRT e-newsletter
- the TransLink website and Have Your Say community engagement website
- community group and stakeholder newsletters and promotions
- promotion by State MPs and local Councillors

How you contributed

Throughout the consultation period we had 5,100 visits to our Have Your Say community website and more than 33,000 people reached through TransLink’s Facebook and Twitter pages. Our CLO team interacted with over 3,000 people across our Logan network. More than 1,780 members of the community engaged with us through a range of activities including:



What you told us

By having your say, you have helped us understand your thoughts and preferences in regards to many key elements of the DRT trials. This information is now being used to finalise the service design. This is a summary of what you told us.

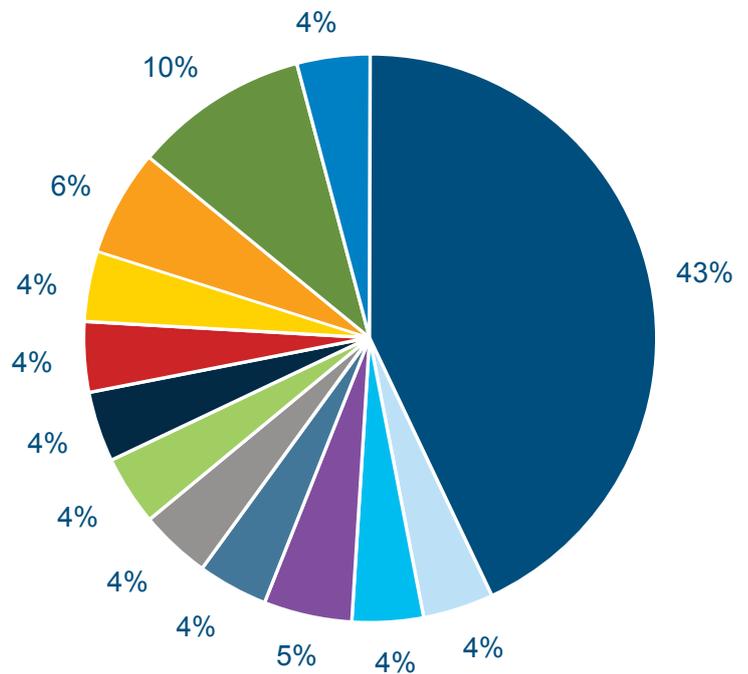
Who you are

94 per cent of people who provided feedback on the trials live in the Logan City Council area. The remaining 6 per cent live in the Gold Coast, Redland and Brisbane Council areas.

The highest number of responses were from residents in Rochedale South (10 per cent), Springwood (6 per cent) and Logan Reserve (5 per cent).

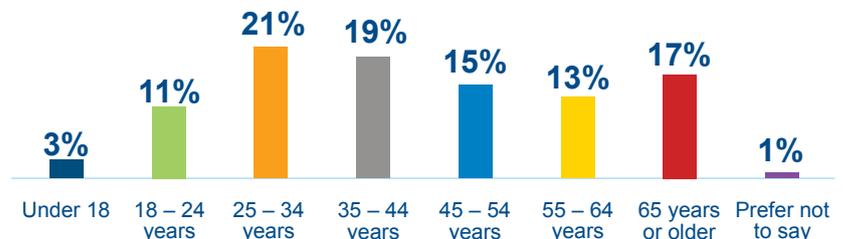
Where you live

- Other
- Jimboomba
- Brisbane Region
- Logan Reserve
- Daisy Hill
- Marsden
- Eagleby
- Cornubia
- Shailer Park
- Crestmead
- Springwood
- Rochedale South
- Waterford/Waterford West



Age range

21 per cent of you who attended an information session or responded to the survey were 25 – 34 years of age. 30 per cent were 55 years or older. More than half of you were under the age of 45.

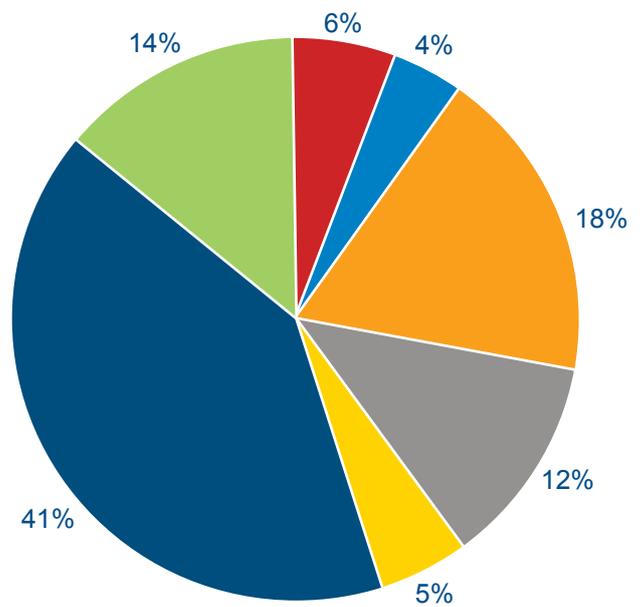




The majority of you are employed (41 per cent full-time and 14 per cent part-time) and 12 per cent are retired. Those that are retired, are predominately 70 years of age or older (45 per cent).

Employment status

- Home duties
- Other
- Retired
- Student
- Unemployed
- Working full-time
- Working part-time



Survey

How you travel in Logan

You told us that the most common ways you travel around Logan are car, bus, walking, train and as a passenger in a car. You also mentioned that you use bikes motorbikes, taxis and rideshare (such as Uber). Fifty-six per cent of you who typically use buses also have a car available for use every day while 28 per cent have no car available at all.

Getting to local bus or train stations

When travelling to your local bus or train station, driving a car (47 per cent), walking (23 per cent) and getting dropped off as a car passenger (11 per cent) were the most common ways of getting there. From comments provided, one of the key themes on parking at local stations included the lack of available spaces at park 'n' rides, in particular when trying to connect to peak services.

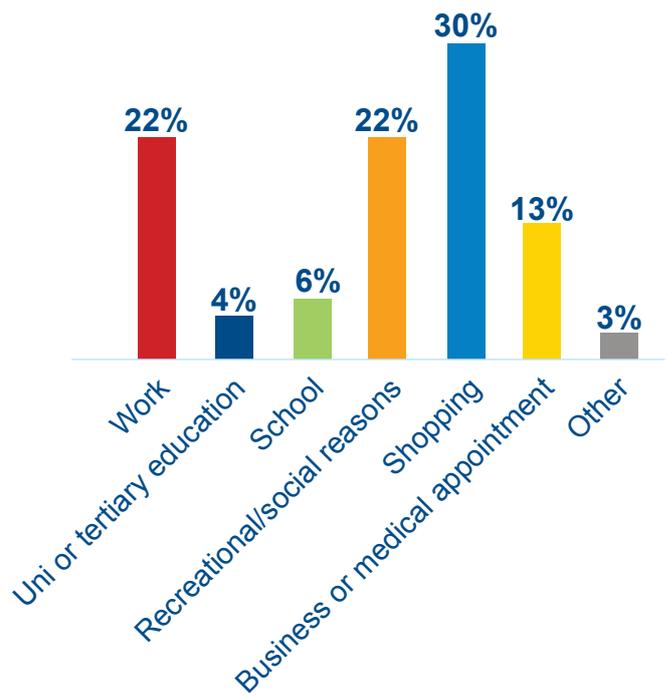
Getting to your local shops

When travelling to your local shopping centre, again driving a car was the most popular method of transport (61 per cent) followed by bus (14 per cent), walking (12 per cent) and being dropped off (6 per cent).



Travel destinations

You told us you like to go shopping in your local area and this is the most common reason for you to travel around Logan. Work and recreation activities come in a close second and combined with shopping these three make up almost 75 per cent of the reason for local travel. 'Other' activities included volunteering at local centres and community groups.



Would you consider using DRT?

Sixty-nine per cent of you had not heard of Demand Responsive Transport prior to us introducing the upcoming trials to Logan. However once explained, almost 50 per cent of you felt your understanding of DRT was good to excellent.



When would you use DRT?

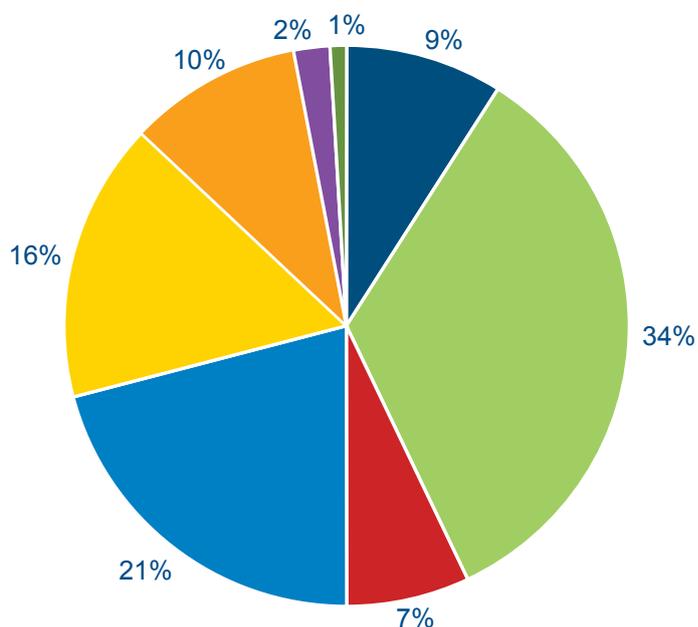
You told us that you would most likely use DRT to travel to the local bus and train stations (34 per cent) followed by the local shops (21 per cent) and to attend healthcare appointments such as the GP (16 per cent).

"I would like to be able to reach a transport hub where I can take other buses to the city." – Logan resident

"To work, the bus station and doctor's appointments." – Logan resident

When would you use DRT?

- To work locally
- To the bus or train station
- To school or university
- To the local shops
- For healthcare appointments
- To community centres for eg. library or town hall
- Recreational/social
- Other



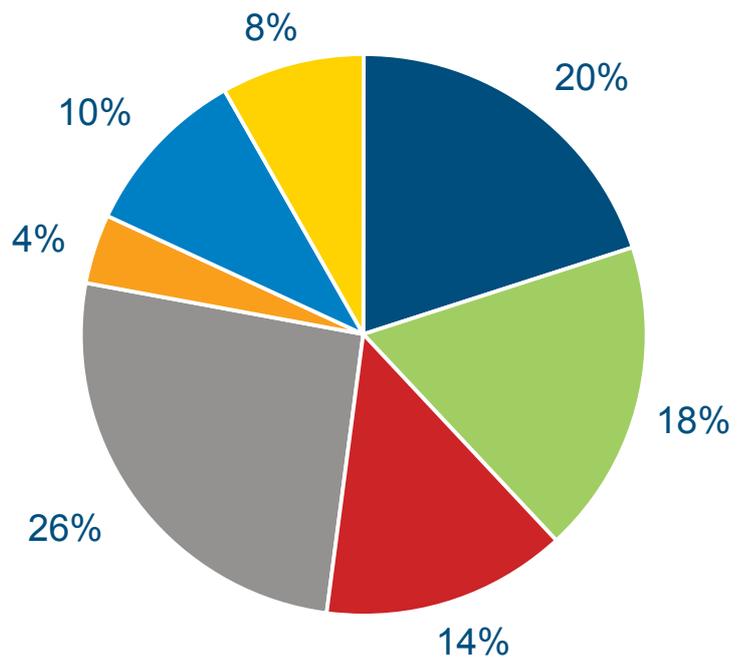
Why you wouldn't use DRT

You also provided us with some reasons why you might not use DRT in Logan. The main reasons included having access to other means of transport (26 per cent) and the trial not running in your neighbourhood (20 per cent). A number of you mentioned that while you might not use DRT when it commences, it is something you would consider in the future if your circumstances changed.

*"I have a car but my two sons don't, so they would definitely be looking at using it."
– Logan resident*

Reasons for not using DRT

- Trials are not in my local area
- Don't like the ideas of ride-sharing
- Don't like the idea of pre-booking
- Already have another means to get to the places I need to go
- Would prefer a more traditional service
- Insufficient information to make decision
- Other





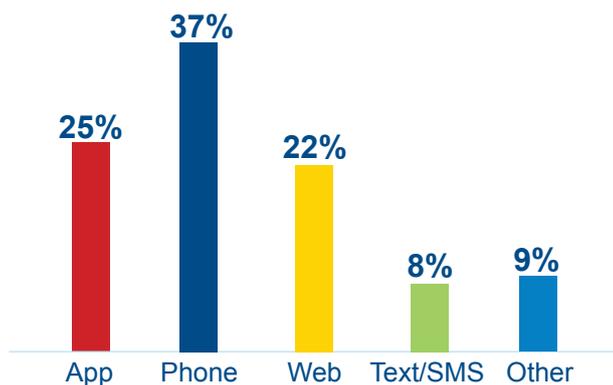
Your contribution to the DRT Design

Throughout the consultation period, we held 11 facilitated community workshops and eight information sessions at 14 locations across Logan. We also met with many key local organisations and community groups to discuss the DRT trials.

At each of these sessions we gathered qualitative information regarding booking and payment methods, fares, operating hours, trial boundaries and drop-off locations.

Attendees at the workshops indicated that they would be likely to recommend DRT to their friends and family and that they enjoyed the workshops.

Booking preferences



Booking

When we asked you how you would like to book your DRT service, 37 per cent said you would like to use a phone, 25 per cent you would use an app and 22 per cent wanted to book via an online portal.

You told us that it was very important that customers should be able to book DRT on their landline as some people don't have access to the web or smart phones.

You also told us you would like a variety of ways to book, to cater for different needs.

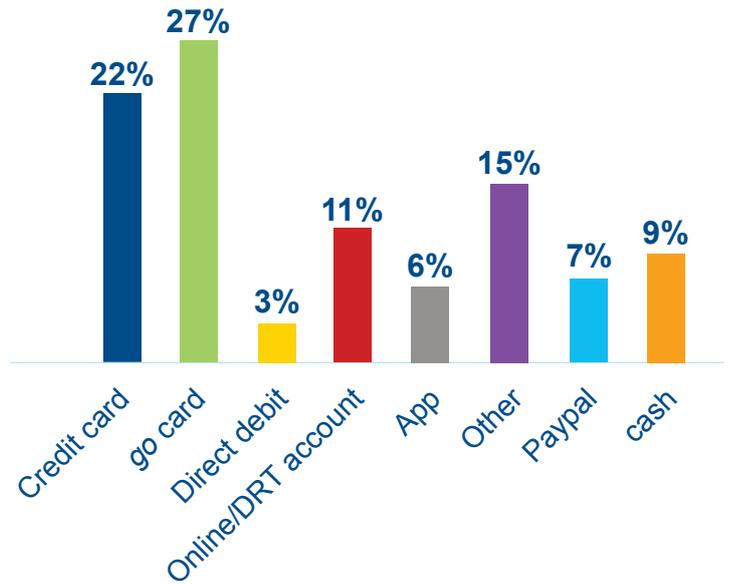
Feedback on booking a service included the ability to:

- Book recurring and return trips
- Book on behalf of others
- Make group bookings
- Make a booking 24 hours a day, 7 days a week.
- Make a booking up to a month in advance.

Payment

When asked how you would like to pay for your DRT service, the top two preferences were go card (26 per cent) and credit card (22 per cent). The 'other' category included suggestions such as Apple Pay, BPAY, direct debit and EFTPOS.

“Need to have a way to pre-pay and use cash.”
– Workshop attendee

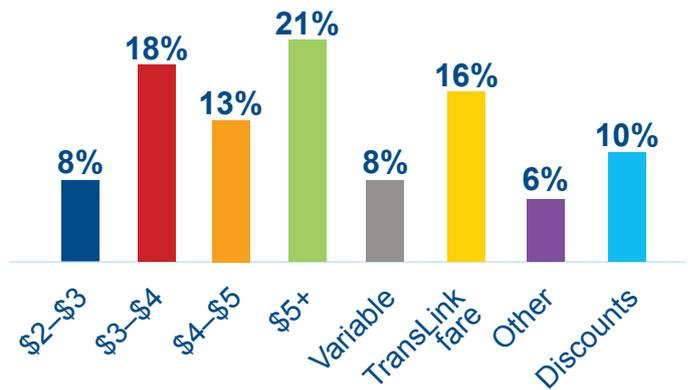


A common idea for pre-paid cash options included buying vouchers at selected outlets. You also showed significant willingness to using technology payment platforms such as PayPal and ApplePay.

“I think a phone call or phone app to book.”
- Workshop attendee

Fares

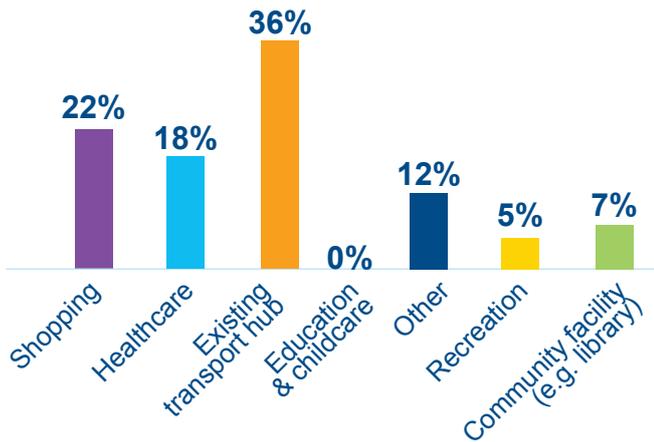
We asked how much you thought a single DRT trip should cost. More than 50 per cent of responses suggested \$3 to \$5 as an expected fare. Most of you felt that it should cost similar to a one-zone TransLink fare. The majority said it would be critical to ensure that concession entitlements were to be included in the DRT fare structure to ensure it was fair for everyone in the community.



“Can I set up a weekly schedule based on my work roster?”
– Workshop attendee

DRT Destinations

When considering your preferred DRT destination points, similar to the survey responses provided, travel to the local transport hubs (36 per cent), the local shops (22 per cent) and healthcare venues such as hospitals (18 per cent) were the most common responses. Community centres, libraries and churches were also suggested.



*“Better connection to Springwood”
– Logan resident*

*“Timed to match our other public transport.”
– Workshop attendee*

*“I’ve had to give up driving. I need to get to medical appointments and the shops.”
– Logan resident*

Other things you wanted us to consider

- Service notifications sent directly to you regarding your DRT trip.
- Assurance of trained and accredited DRT drivers.
- Seamless connection to existing public transport.
- Walking distance to pick-up points shouldn’t be too far.
- Reassurance that you will not miss your DRT service even if your bus or train is running late.
- Make DRT vehicles easy to identify with the TransLink brand.

Hours of operation

When asked about what hours the DRT service should operate the key themes you raised were, DRT services need to:

- Connect to the first and last bus or train services for the day.
- Match shopping hours including late night shopping.
- Start early enough for shift workers and trades people.
- Be available on weekends in some areas.

*“Feeder to the park ‘n’ rides would be great.”
– Logan resident*

How your feedback is being used

Your feedback is now being used to help us finalise the design of the DRT service. We are considering your input as part of the collaborative design process with our chosen service providers to help design a service that meets the Logan community's needs.

Based on what you have told us, we have already identified some key elements we will be aiming to incorporate into the final design:

- **Hours of operation** – DRT services will allow you to catch services across the day and on weekends to and from major transport hubs and local activity centres.
- **Bookings** – You will be able to book over the phone and at a later stage via the web and an app.
- **Payment** – There will be several payment options available for customers, including credit card.
- **Fares** – The cost of a one-way DRT trip will be less than the most expensive one-zone TransLink fare.
- **Destinations** – Local major bus and train stations, shopping centres and healthcare facilities will be included in your DRT destination options.
- **Notifications** – Service notifications to customers will be used to communicate details and changes about your service.
- **Branding** – All DRT vehicles will clearly show the TransLink brand.

We will keep you up-to-date with the final design of the service via our e-newsletter and at **haveyoursay.translink.com.au**.

If you're not already subscribed to our newsletter, you can sign up now at our Have Your Say website.

The DRT trials will go live in September 2017 for 12 months. During the trials, further feedback will be sought to understand how the service is working and learn about any changes that may help to improve it further.

To find out more about DRT you can visit **translink.com.au** or call **13 12 30** anytime.

