

3rd international conference on

SMART **URBAN TRANSPORT**

featuring **Sydney's Liverpool to Parramatta T-way**
27–29 May 2003 • Parramatta • Australia

Session 3.
Designing transit services to meet market needs

State Transit's Better Buses Program

Lyall Kennedy

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Sydney Australia



Transport Roundtable Australasia Pty Ltd

<http://www.transportroundtable.com.au/sut3>



State Transit's Better Buses Program

Lyall Kennedy
Director Business Development



State Transit Bus Statistics



- Fleet – 1900 buses*
 - ◆ 450 fully accessible
 - ◆ 355 CNG
- 87 million km per annum
- Staff – 4,000+
- Patronage –
207 million per annum




*As at April 2003



Service Design Principles




- Direct**
- Simple**
- Multifunctional**
- Accessible**
- Frequent**



Process

- Research
- Establish Project Manager
- Service Design
- Community Consultation
- Internal Consultation
- Analysis of Feedback
- Finalising Network
- Implementation
- Post Implementation review



Better Buses Program



Better Buses

A Proposal for:

- ✓ more direct services to major retail and employment centres
- ✓ 5 new city bus services
- ✓ cross regional services to Chatswood, Macquarie and Parramatta
- ✓ improved frequencies

Sydney Buses 

Newcastle Buses

Present you with convenient, convenient, one-hour buses. Please contact us for more information. For the details, frequency and timetables, contact us.

Further Information

Click on the links below and any information about the Newcastle Bus Plan can be obtained by visiting our website at www.newcastlebus.gov.au or by calling 13 2000.

BUS PLAN

have your say!

Please indicate your interest in these questions with a tick (✓).

The proposed changes are:

- Provide you with a direct link to your regional district (Y/N)
- Provide you with a better link to the University (Y/N)
- Provide you with a better link to John Hunter Hospital (Y/N)
- Provide you with a better link to your work (Y/N)
- Provide you with better weekend services (Y/N)

Please send your comments and suggestions here. If you require more details, call the toll-free number. Photographs of the bus are available.

NEWCASTLE BUS PLAN


A Proposal for:

- ✓ More direct services to major retail centres including Garden City, Glendale Supercentre, Charlestown Square, Lake Macquarie Fair and Stockland Mall
- ✓ More direct services to major employment and education centres including Newcastle University and John Hunter Hospital
- ✓ Cross regional services to Ballina, Charlestown, Glendale and Willabook
- ✓ Some routes for daytime and evening services.


Newcastle Buses 

Community Consultation

AREA	RESPONSES
North West	2,300
Newcastle	3,300
East	3,500
North	3,800



We'd like to hear what you think!



Community Consultation

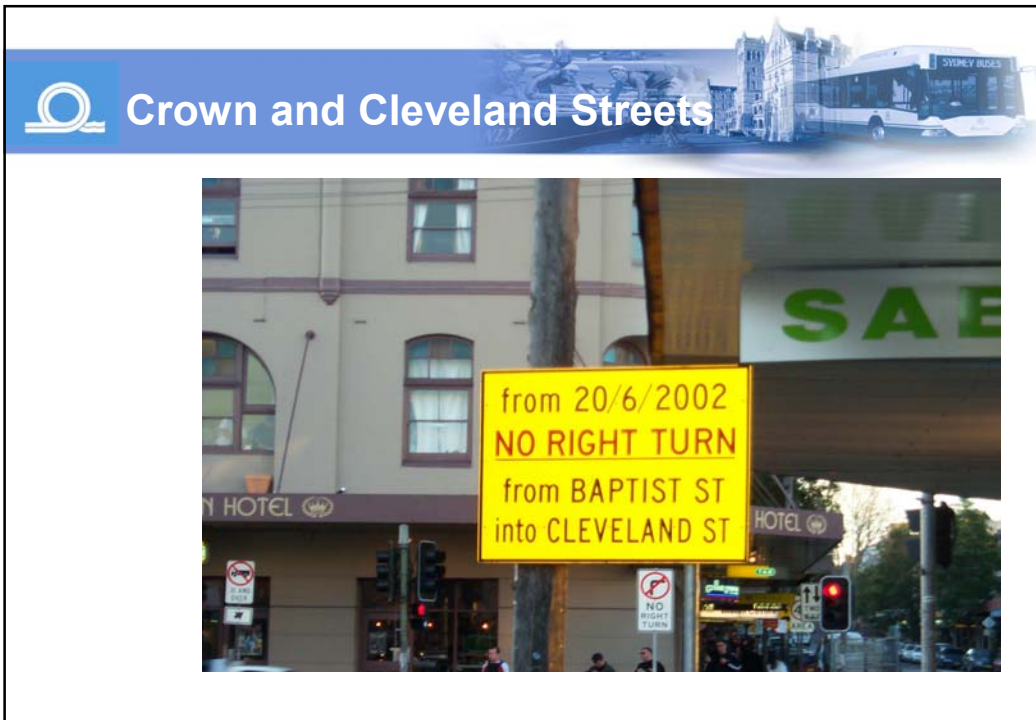
have your say!

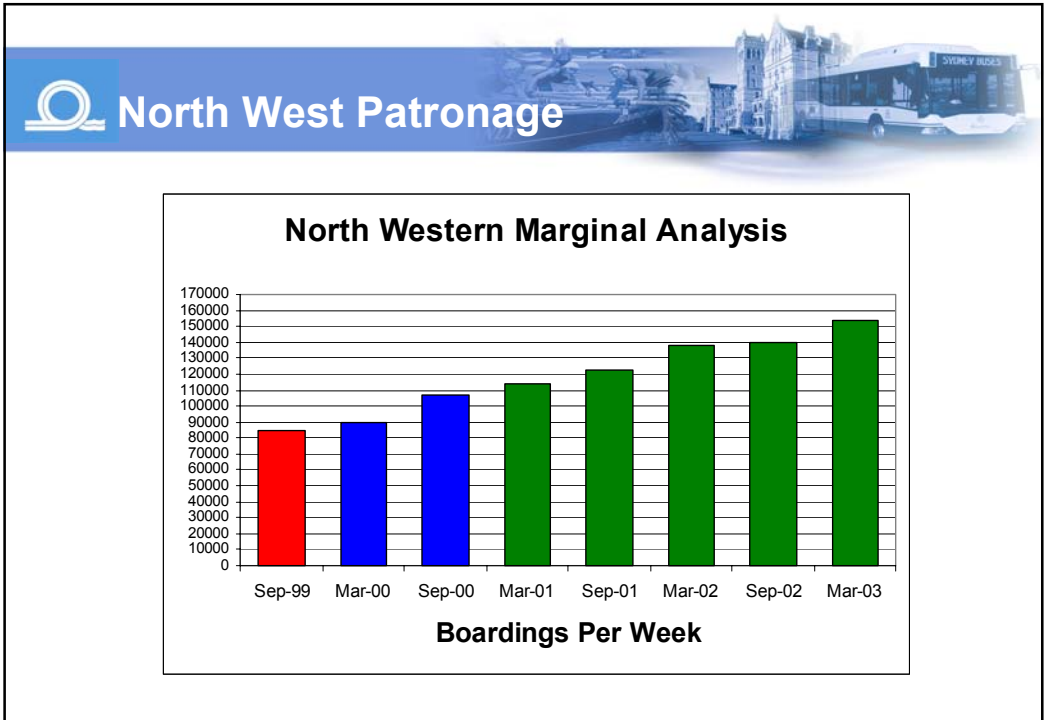
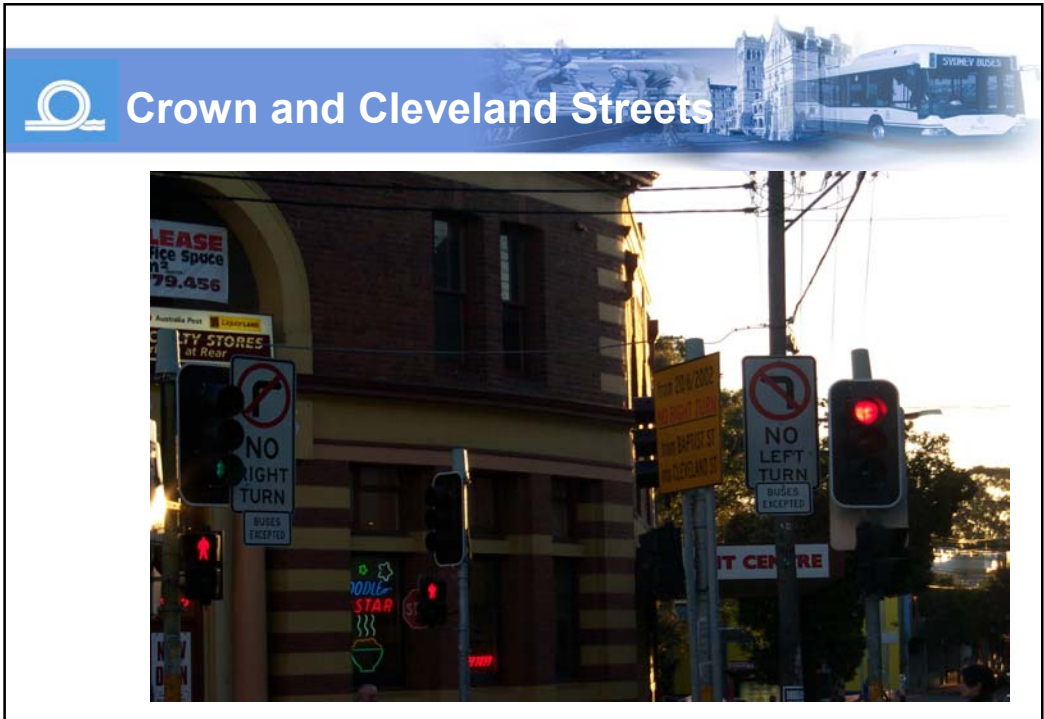
Area	Brochures distributed	Distribution Method	Responses received	Follow-up surveys distributed	Returned Surveys	Survey Response Rate
North-west	92,000	Letterbox	2,300	Not done	N/A	N/A
Newcastle	310,000	Newspaper	3,300	5,700	2,556	45%
Eastern	100,000	Newspaper	3,524	2,938	1,764	60%
North	99,000	Letterbox	3,792	3,274	2,025	62%



Crown and Cleveland Streets









Productivity Improvements

JULY - APRIL	North West		East		Newcastle	
	2001/02	2002/03	2001/02	2002/03	2001/02	2002/03
Pass/Km	2.6	2.7	3.3	3.5	1.4	1.4
Pass/Trip	35.3	37.4	37.9	40.1	27.8	30.8

About the Author

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Lyall Kennedy is the Director of Business Development at State Transit. He leads a staff responsible for strategic transport planning, service development, scheduling, passenger information and responding to new business opportunities such as the Transitway operation. Lyall has 27 years experience in the transport industry. This experience has been in both the private and public sectors of the bus industry as well as State Rail. He has undertaken many roles from bus driving to general management. Lyall has combined his practical experience with tertiary qualifications having a Bachelor of Economics degree and a Masters of Transport Economics. He has also completed the Certificate of Transport Management.



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