



LEGISLATIVE ASSEMBLY

FOR THE AUSTRALIAN CAPITAL TERRITORY

SELECT COMMITTEE ON ESTIMATES 2023-2024

Mr Mark Parton MLA (Chair), Ms Jo Clay MLA (Deputy Chair),
Mr Michael Pettersson MLA

ANSWER TO QUESTION ON NOTICE

MR MARK PARTON MLA: To ask the Minister for Transport and City Services

Ref: Portfolio area, Transport Canberra and Business Services

Hearing Date: 18 July 2023

In relation to: Transport Canberra Customer Satisfaction

Regarding the Ministers plan to improve customer satisfaction. Both Light Rail and Bus Operations Satisfaction currently sits at 85%.

- 1) TCCS has undertaken customer surveys annually to gauge public transport satisfaction. Was there a survey in 2022-23?
 - a. How many responses were received in the latest survey 2022-23.
 - b. Please provide the figures for how many people were surveyed, and how they were surveyed, in actuals for 2018-19, 20-21, 21-22.
- 2) How many customers complaints have been received by Transport Canberra in the reporting period for:
 - a. Buses failing to arrive at stops.
 - b. Service cancellations
 - c. Service changes
 - d. Raising London Circuit bus service changes
 - e. Weekend service timetables and waits.
- 3) How much has been spent by Transport Canberra on advertising campaigns or consultants for Marketing, Communications and Engagement activities in the reporting period?
 - a. Please provide a list of projects totalling \$25,000 and over.

CHRIS STEEL MLA: The answer to the Member's question is as follows: –

- 1) Yes, in 2022-23 TCCS undertook two annual customer satisfaction surveys to gauge customer satisfaction across Transport Canberra and City Services. Participants were only required to respond to transport specific questions if they are recent users.
 - a. There were 1,000 participants that participated in each survey.
 - b. Figures have been provided below for how many people were surveyed from 2018-2023. The methodology on how the surveys were conducted is also listed below.

TCCS Annual Customer Satisfaction Survey						
Year	2018	2019	2020	2021	2022	2023
Participants	1012	1001	1000	1000	1000	1000

TCCC Customer Satisfaction Survey

- Colmar Brunton 2018 – 2019
Surveys were conducted by Colmar Brunton via landline and mobile numbers utilising a computer-assisted telephone interview (CATI) approach.
- Winton Sustainable Research Strategies 2020 – 2023
Surveys were conducted via landlines, mobile phones numbers and a small online sample component.

YourSay Survey

- From 2019-2023, surveys were conducted online via www.yoursay.act.gov.au through the panel, online public surveys, discussion forms, focus groups and other activities.

Travel Impact Survey

- Winton Sustainable Research Strategies 2022-2023
Surveys were conducted with samples of landlines, mobile phones numbers and a small on-line sample component.

- 2) Transport Canberra collects customer feedback and reports against the following categories in relation to complaints.

	2018	2019	2020	2021	2022	2023 YTD
Total Complaints - TC Buses	4996	8054	3105	2724	2443	1985
Service Delivery - Early/Late Running	856	1007	462	371	289	198
Service Delivery - Failed to Operate	545	378	160	160	177	225
Network	216	1757	183	35	46	241
Weekend		98	31	19	9	6
Raising London Circuit [disruption]						6

Note: 2023 YTD – 1 Jan to 25 Jul 2023

- 3) A total of \$541,175.69 was spent during the 2022/2023 financial period on marketing, communication and advertising related expenses for the following activities:
- Rethink your Routine behaviour change campaign (to encourage public transport use in relation to the disruption in the city)
 - COVID-19 communications
 - Summer holiday timetable
 - Temporary Woden Bus Interchange
 - Term 1, 2023 Bus Timetable
 - Driver recruitment campaign
 - Rail Safety Week
 - Park and Ride campaign
 - Always on public transport promotion on AM and FM radio
 - Operational communications in relation to bus and light rail travel (bus stop signage, wayfinding, diversions, passenger information, event signage, flyers, handouts, promotional materials, printing)
 - Ticketing branding and marketing services

a. Please see list of projects totalling \$25,000 and over:

Consultants for projects during 22/23 totalling \$25,000 and over		
Transit Graphics	\$76,862.73	Specialised public transport graphic design consultants used to develop timetables/signage/map/service disruption related material for public transport.
Tilt	\$261,092.86	Whole of government media buy agency – ceased March 2023.
CRE8IVE	\$54,120.00	Marketing, communications and branding consultants procured to develop the MyWay+ brand and marketing strategy.
Universal McCann	\$36,336.75	Whole of government media buy agency – April 2023 onwards.

Approved for circulation to the Select Committee on Estimates 2023-2024	
Signature: 	Date: 31/7/23
By the Minister for Transport and City Services, Chris Steel MLA	