



The IRTP proposes investigatory pilot studies aimed at progressively implementing more demand responsive services. Queensland Transport will work with the bus and taxi industry to explore, trial and promote opportunities for more flexible demand responsive services.

ACTIONS:

- SIG 5.19 Increase coverage of public transport services by using smaller on-demand services.
- KA 5.20 Continue reforms to public transport service contracts

Supporting public transport

Many issues affecting the quality of public transport are outside the control of public transport providers. Improving quality across the total public transport journey requires the support of governments, developers and land use authorities through:

- land use decisions which ensure housing and trip attractors are located within an easy walk of public transport routes;
- appropriate planning and funding for strategic public transport infrastructure like interchanges, busways, rail links, commercial activity at stations as well as coordination between modes;
- local area improvements like quality public transport stops and pedestrian and cycle connections;
- giving priority to public transport in major commercial and retail developments;
- road management decisions to provide bus priority lanes and traffic signal priority; and
- regulatory conditions which encourage service coordination, innovation, improved service quality and the use of business skills by operators.

ACTIONS:

- KA 5.21 Convene a task force to prepare a public transport coordination model and guidelines
- A 5.22 Publish guidelines on the attributes of a seamless public transport system
- KA 5.23 Implement a system of bus and transit priority measures
- S 5.24 Designate on town plans, centres which will become the focus of public transport services, and consider measures to increase activity at public transport stations
- S 5.25 Investigate commercial floor space limits for developments which are not on line haul public transport routes

Public transport reforms

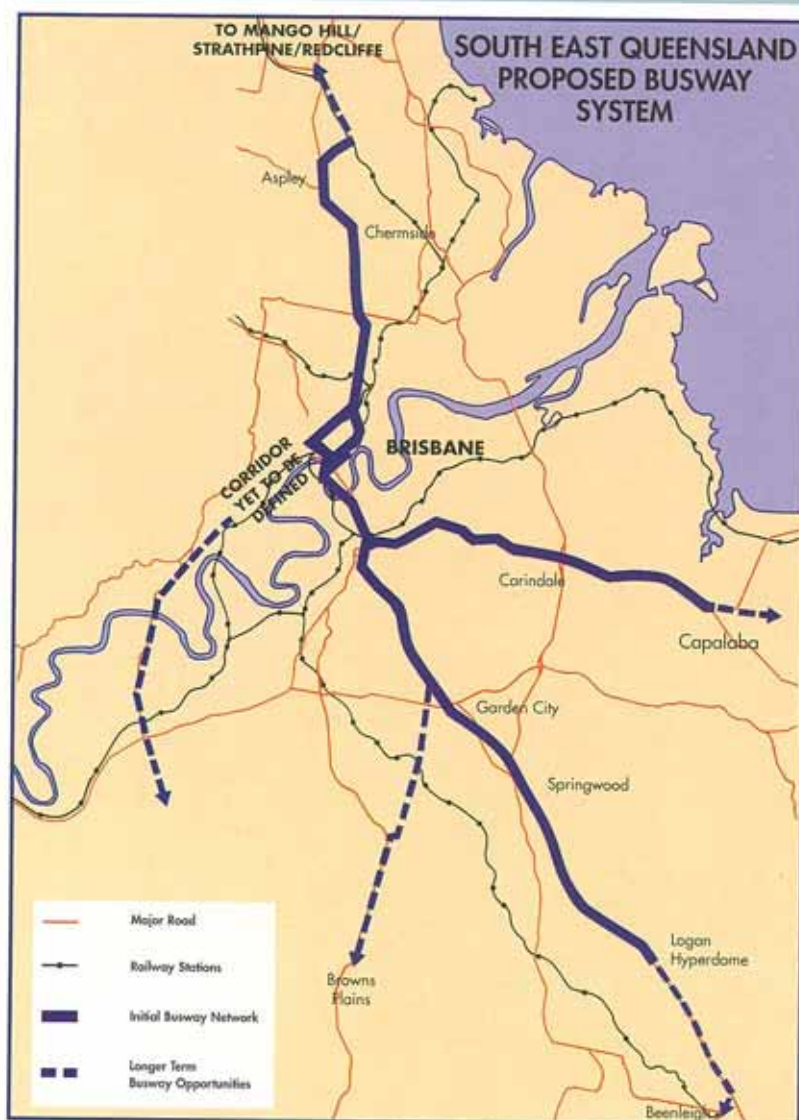
While government has an obligation to ensure the community has a high quality, well coordinated public transport system, the providers of services will be either private sector operators or government-owned businesses operating in a commercial framework.

Public transport operations should be regarded as a commercial business aimed at attracting maximum patronage.

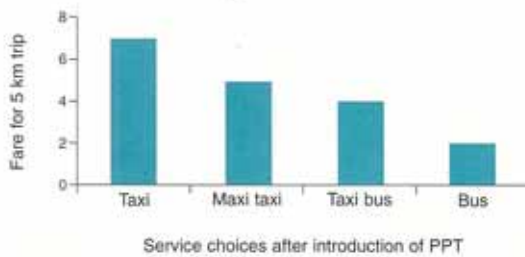
Recent changes to passenger transport contract arrangements have already seen an improvement in the level of bus service enjoyed by residents of some parts of the region. Bus service contracts now place the onus on the contractor to continuously improve services and encourage a customer focus. The IRTP strategies take these reforms to their next stage, so the benefits of a coordinated public transport system are fully realised.

ACTIONS:

- KA 5.26 Ensure the public transport system is a seamless entity from a passenger's perspective
- A 5.27 Ensure public transport services keep pace with urban development



Public transport choices



Personal Public Transport (PPT) re-orientates public transport services towards flexibility, passenger accessibility and passenger convenience. It offers new forms of multihire services with a price structure between current taxis and scheduled services.

On demand “personal public transport”
Transit 21 Signature project

Currently, choices in public transport include either a fixed route bus or train at one end of the spectrum, or taxis at the other end of the spectrum. Public transport in the 21st century will be very different. In consultation with bus and taxi operators, the Transit 21 Signature project will aim to introduce maxi taxis and taxi buses which provide more public transport choices. This would provide many benefits:

- new residential and commercial developments can have access to public transport from the first day of occupation (albeit not traditional scheduled services);
- maxi taxi or taxi bus vehicles can service low density and rural residential areas which are not viable for scheduled bus services, and with cheaper fares than taxis;
- data from the use of on demand services will indicate if a scheduled bus service should be introduced;
- the fleet will be able to run feeder services to rail and busway stations, increasing the catchment of the line haul system, and reducing the need to construct park and ride facilities;
- maxi taxis and taxi buses will have access to transit lanes, which will allow the vehicles to skip congestion;
- the versatile fleet can more readily match services to individual needs; for example, requirements for low-floor buses;
- community groups that currently own vehicles to transport people with special needs will have access to a fleet of suitable vehicles;
- the passenger task peaks in the morning and afternoon, and the delivery task peaks in the middle of the day. The fleet of on-demand vehicles can be used to serve both tasks;
- the need for families to own a second car is reduced, avoiding the high overall costs of car ownership; and
- personal security is enhanced because of door-to-door service.

The combination of improvements to the rail and bus network, and the improvements to the taxis, maxi taxis and taxi buses will help to achieve the IRTP targets for public transport.

