# Table of Contents

1. Introduction ........................................................................................................................................... 1

2. Service Marketing Mix Analysis ........................................................................................................... 1
   2.1. Service Product and Positioning ....................................................................................................... 1
   2.2. Pricing, Productive Capacity and Demand ......................................................................................... 4
   2.3. Physical and Electronic Distribution ................................................................................................ 6
   2.4. Integrated Service Marketing Communication (ISMC) ................................................................. 8
   2.5. Service Process ................................................................................................................................... 11
   2.6. Managing People ............................................................................................................................ 12
   2.7. Servicescape and Physical Evidence ................................................................................................ 14

3. Recommendations ................................................................................................................................. 16
   3.1. Distribute Accurate Real-time Information Through Integrated Technology .................................. 16
   3.2. Supplementary Service Recommendations to Address Servicescape & Positioning ................... 18
   3.3. Recommendation to Address Capacity and Demand Issue ............................................................ 19

4. References ............................................................................................................................................... 21

5. Appendices .............................................................................................................................................. 24
   5.1. Next Generation Ticketing ............................................................................................................... 24

   5.4. Service Process Blueprint ............................................................................................................... 27
   5.2. Primary Research Insight – Perception of Bus Shelters ................................................................. 25
   5.3. Primary Research Survey Questions ................................................................................................ 26
1. Introduction
On average, in a given week there are over three million passenger trips via Translink public transport services (Translink, 2016). However reports indicate that this people-processing service (Lovelock, 1983) is not trusted in the eyes of the commuters who use this service.

In fact, within Translink’s services of Bus, Ferry or Train transport, commuters unveil that buses are the most hassling and unreliable service to use, with 16% of buses across Brisbane constantly late (Moore, 2016). More alarmingly, the Translink Tracker Quarterly Report from 2015/2016 reveals that the service is not meeting the business’s structured guidelines for all services to meet the minimum requirement of 90% service on-time rate (Queensland Government, 2016). Therefore, the purpose of this audit is to review Translinks seven P’s of Marketing and identify potential reasons for these statistics. Below is a full analysis of Translink's service mix.

2. Service Marketing Mix Analysis

2.1. Service Product and Positioning
Primary research showed that Translink bus services are constantly perceived as running late (Figure 2.1.1), whilst a 2016 customer satisfaction survey indicated that only 64% of commuters found the bus services to be reliable, efficient and safe (Translink, 2016). Based on these findings it is evident that Translink need to augment their service to make it more appealing for their commuters, which in turn will enhance their current positioning (Figure 2.1.2) against competitors.
Based on the findings of Translink's competitors and current positioning (IBISWorld, 2016a & 2016b), and the similar place they share in the market it is evident that they must differentiate themselves to remain competitive. In addition, being a service focused organisation, where the target market is extremely broad (Wirtz, Chew & Lovelock, p76), it is difficult for Translink to satisfy all passengers who use the service.
However, these finding indicate that over 50% of consumers perceive Translink to be late and of low quality, which is affecting the overall positioning of their service. Based on the analysis, it is clear Translink needs to implement supplementary service innovations (Wirtz et al, 2016, p 113) to improve positioning as a higher quality service. When applying Lovelocks Flower of Service Model (Figure 2.1.3), it is clear to see that Translink offers all the appropriate facilitating services, however lacks the supplementary services therefore losing customer appeal. The model shows that they do not offer satisfactory hospitality, safekeeping or expectations, which in turn is resulting in customers using alternative transportation services.

Figure 2.1.3 - Lovelocks Flower of Service Model

The benefit of improving these extra services is that it increases the competitiveness against competitors. In addition, by conducting a customer analysis Translink can target the specific issues that consumers want resolved such as improving efficiency, which in turn, would enhance the service product as well as their positioning.
2.2. Pricing, Productive Capacity and Demand
Analysis of Translink’s pricing strategy shows they use a fixed cost-based pricing strategy with patronage and user base objectives (Wirtz, et al, 2016, p152). This strategy is used to build a user base and demand for the service in attempts to encourage people to use public transport and reduce traffic congestion (Palaszczuk, 2016). However, analysis shows that Brisbane has one of the most expensive public transport systems in Australia and the world (Stephens, 2014). Commuters advocate Robert Dow stated “Patronage is horrific, the problem Brisbane has is we don’t have the frequency and the services, yet we are charging world premium fares” (Stephens, 2014). Supporting this is a 2016 Translink survey, which revealed only 55% of passengers deem the service affordable (Translink, 2016). To illustrate this further; Figure 2.2.1 shows a breakdown of costs between zones.

In addition to the high prices, a prefeasibility study shows that in Brisbane alone the bus network is reaching capacity and is expected to continue to rapidly increase (Brisbane City Council, 2013). Furthermore, the non-monetary costs such as temporal and physical risks, due to the overcrowded buses and congested roads, are deterring customers from using the service. This proves that Translink has excess demand during

<table>
<thead>
<tr>
<th>Zones</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Zone</td>
<td>$3.35</td>
</tr>
<tr>
<td>2 Zone</td>
<td>$3.93</td>
</tr>
<tr>
<td>3 Zone</td>
<td>$4.66</td>
</tr>
<tr>
<td>4 Zone</td>
<td>$5.24</td>
</tr>
<tr>
<td>5 Zone</td>
<td>$5.96</td>
</tr>
<tr>
<td>6 Zone</td>
<td>$6.69</td>
</tr>
<tr>
<td>7 Zone</td>
<td>$7.27</td>
</tr>
<tr>
<td>8 Zone</td>
<td>$7.85</td>
</tr>
<tr>
<td>9 Zone</td>
<td>$8.43</td>
</tr>
<tr>
<td>10 Zone</td>
<td>$9.74</td>
</tr>
<tr>
<td>11 Zone</td>
<td>$10.32</td>
</tr>
</tbody>
</table>
peak-periods (reaching maximum capacity) as well as excess capacity during low-periods.

Service marketing theory theory confirms that Translink should chase demand (Wirtz et al, 2016, p270). Due to the predictable cycle of demand, this could be done by integrating high-capacity buses (banana buses) during peak hours, introducing a demand-responsive network during low demand hours, off-peak pricing and as the prefeasibility study suggests creating a new underground bus infrastructure (Brisbane City Council, 2013). By implementing such recommendations it would begin to change the perception that Translink is unreliable. This is supported by primary findings Figure 2.2.2 that found 95% of customers would use the service if it was more reliable.

**Figure 2.2.2 – Primary Research Insights**

In addition, upgrading the bus network infrastructure and creating links and tunnels underground will reduce the non-monetary costs that passengers face, and also positively impact consumer’s perception on the Translink’s pricing system for bus transport (Cagney, 2016).
2.3. Physical and Electronic Distribution

The Nature of Customer Interactions with Organisation framework identifies Translink as a service in which customers go to multiple sites of the organisation (Lovelock, 1983). Therefore it becomes imperative to ensure the convenience of the service factory locations and operational schedules (Wirtz, et al, 2016, p131). An analysis of Translink’s current distribution strategy (Table 2.3.1) through physical and electronic offerings has proven an inconvenience to customers (Translink, 2016) with primary research stating the ineffectiveness of their strategy particularly Translink’s social media presence (Figure 2.3.2).

Figure 2.3.1. – Translink’s Current Distribution of Information and Promotion Strategy

- **Physical**
  - Face-to-face assistance at transport centres
  - Bus Schedules
  - Brochures
  - Signage
  - Advertisements on bus vehicles

- **Electronic**
  - Translink website
  - Translink Call Centre
  - Twitter
  - SMS Updates
  - My Translink App

The service operates across 23 zones and 7 regions in South East Queensland.
Translink currently delivers its bus transport service through two avenues:

1) Through self-service channels via the Go Card electronic ticket system onboard buses, and

2) On the Translink website and interpersonal channels where service encounters between the bus operator and customer create moments of truth.

The Translink Customer Satisfaction Monthly Snapshot from July 2016, proved that the key performance indicator measuring information was satisfactory, however, the snapshot displayed a significant decrease from the previous period (Refer to Appendix 5.2). Primary research also confirms these findings, with 85% of those surveyed suggesting an increase in the integration of technology, particularly those that communicate real-time updates and timetable information, would be beneficial (Figure 2.3.3)

To improve the current distribution strategy, particularly within the information processes of Lovelocks Flower of Service Model (see Figure 2.1.3), there have been a number of initiatives already set or otherwise
scheduled to implemented in the near future (refer to appendix 4.1). It is recommended that Translink consider further strategies that will distribute accurate real-time information to customers enhancing the quality of the service and therefore affecting the current perception of Translink’s bus service.

Figure 2.3.3 – Primary Research Insight

2.4. Integrated Service Marketing Communication (ISMC)
An analysis of Translink’s ISMC mix reveals that the company utilises a Community and Stakeholder Engagement Framework, which was developed, to collide with the International Association for Public Participation (IAP2) guidelines, by BBS Communications Group in 2006 (UTS, 2012). However, many have questioned the effectiveness of this
framework for the service’s differentiation in target audience and stakeholder groups, and also the usability of this framework for cross-section staff of Translink (UTS, 2012).

This is driven from Translink’s extremely broad target market (as discussed in section 2.1), which encompasses a selection of market segments (all with their own demographic, geographic, psychographic and economic needs) that make targeting and satisfy each segment’s communication needs extremely difficult (Wirtz, Chew & Lovelock, p76). Table 2.4.1 will analyse Translink’s current ISMC strategy with the multiple target audiences to address the effectiveness of the 2006 Community and Stakeholder Engagement Framework in today’s environment.

<table>
<thead>
<tr>
<th>Role of Marketing Communication</th>
<th>Purpose</th>
<th>Translink’s Integration</th>
<th>Analysis of Effectiveness</th>
</tr>
</thead>
</table>
| Role One: Position and Differentiate | • Persuade target market that the service product offers the best solution to meet their needs  
• Help customer to evaluate offerings and highlight differences that matter | Translink currently are the only public transport service in SEQ and do little to market their service as the best solution due to this.  
Translink also use little advertising of their service due to this. Therefore they are not successfully differentiating themselves and in turn are losing customers to other transportation modes. | Translink are ineffectively positioning and differentiating themselves as the “go-to” transportation service.  
Marketing strategies such as advertising and publicity/PR should be integrated to deliver this role. |
| Role Two: Promote Service Personnel and Backstage Contributors | • Show customers work performed behind the scenes to ensure good delivery  
• To enhance trust, highlight expertise and commitment of employees  
• Advertisements must be realistic  
• Help set expectations about service | There is little evidence to show that Translink successfully promote the “behind the scenes” work and this is affecting the trust that passengers have with the service. | Again Translink are ineffectively promoting and highlighting the work of their staff and the work that goes on behind the scenes.  
Translink should integrate more personal communications and advertising to restore the trust passengers can have of the service as well as highlight the level of expertise they have in the industry, |
<table>
<thead>
<tr>
<th>Role of Marketing Communication</th>
<th>Purpose</th>
<th>Translink’s Integration</th>
<th>Analysis of Effectiveness</th>
</tr>
</thead>
</table>
| **Role Three: Add Value Through Content** | • Information and consultation are important ways to add value to a product | • Currently Translink bus services share little information through integrated technology systems.  
• This is especially true for suburban areas where if a bus is running late passengers have no idea how late the bus will be or if it will arrive at all. | • The result of this is that it adds no value to the passengers and is affecting the reliability and trustworthiness of Translink bus service.  
• This shows that Translink need to integrate effective, reliable and real-time updates regarding the progress of each service to ensure value is added. |
| **Role Four: Facilitate Customer Involvement** | • In high contact, high involvement services – customers need training  
• New services  
• Show service delivery in action  
• Educate | • Translink bus services use medium-involvement between bus driver and passenger and the service process is mostly done through the use of go-cards and some tickets  
• Translink have successfully educated passengers on their involvement and what they need to do to use the service. | • Whilst Translink have successfully communicated what the passengers need to do to use the service (via go-cards and ticketing machines) there is still room for improvement and educating/showing customers the service in action. |
| **Role Five: Stimulate or Dampen Demand** | • Advertising and promotions can help to change the timing of customer use and thus help to match demand to capacity  
• Serious problems for firms with high fixed costs | • Research shows that little advertising and promotion is done to help change/match capacity and demand.  
• This is due to Translink and Queensland Government wanting Translink to be first choice of service. To help manage traffic congestion. | • Analysis shows that Translink are failing to communicate the appropriate messages to customers in this role. The marketing communication strategies throughout appear inconsistent. |

Analysis of table 2.4.1 shows inconsistencies across different stakeholders and platforms. For effective marketing communication strategies, channels utilised need to be integrated, which means cohesion across all platforms and elements of marketing mix plan. In service marketing today, one of the most difficult challenges in which Translink can be seen facing, is balancing ‘diverse means of communication and communication options
that are available to support [a] brand’ (Keller, 2010). Therefore it is suggested that Translink find the appropriate platforms such as a more mobile/social media based strategy to begin sending consistent messages to consumers regarding the above five roles. In addition it is highly evident that Translinks would benefit from the integration of more advanced marketing communication systems as highlighted Figure 2.3.2.

2.5. Service Process
Translink’s current service process reveals an infusion of technology with the traditional ‘low-tech, high-contact’ paradigm to ensure competitiveness (Bitner, Brown & Meuter, 2000). This is dependent of the passenger’s interaction with the service (Chen & Popovich, 2003). Consequently for the purpose of this audit, the process most likely to be used will be analysed in which a blueprint can be found in appendix 5.4.

According to BrisbaneTimes.com.au, only 87.9% of the Translink bus service in Brisbane operated on time (Caldwell, 2016). One of the most important desires of transit riders is “arriving when planned” (Chen, Yu, Zhang & Guo, 2009) and through the primary research conducted, the perception of Translink’s bus services often running late is increasingly cultivating (see Figure 2.1.1). Fail-points in the service process include the inaccuracy of ‘real-time’ information distributed both physically and electronically (Watkins, Ferris, Borning, Rutherford & Layton, 2011), the lack of quality found in the servicescape and the effectiveness of the Go Card system. In 2010 Translink’s bus network was responsible for 8,558 known incidents where the smart card equipment had malfunctioned (Hurst, 2010). These service system malfunctions have an immediate and direct effect on customers (Chase, 1981).

Analysis of the service process blueprint shows that there are fail points concerning the accuracy of information distributed when passengers are planning their journey as well as the infusion of technology and its effectiveness in the service. Therefore it is recommended that Translink implements appropriate technologies to effectively communicate accurate
‘real-time’ information as well as ensuring the smart card system be maintained. This is in addition to the servicescape improvements mentioned later in section 2.7 Servicescape and Physical Evidence.

2.6. Managing People
In accordance to Hong, Liao, Hu & Jiang (2013) satisfied employees produce satisfied customers and hence satisfied investors. The Customer Profit-Chain Model highlights the importance of building an enjoyable environment for employees, which in-turn ensures customer satisfaction through happy service delivery (Hong et al., 2013).

Reports of Translink’s bus service reveal that customers are generally satisfied with the bus service’s staff, as compared to other service areas (Queensland Government, 2016). With a score of 76-79 out of 100, staff is identified as among the top four satisfactory areas that passengers are most satisfied with; and bus drivers are generally perceived as helpful and friendly (Figure 2.6.1). Nonetheless, when compared to other services offered by TransLink, it can be seen that customers are less satisfied with bus staff than other staff (Figure 2.6.2). This is potentially due to the need for bus driver to engage in frequent customer contact and the consequential burnout issues (Singh, Goolsby, & Rhoads, 1994). This results in a cycle of mediocrity where staff has no incentive to improve the service; and where complaints are met with indifferences (Lovelock, Chew, & Wirtz, 2012; Figure 2.6.3). The employee dissatisfaction therefore eventually turns into customer dissatisfaction.

In order to transfer from the cycle of mediocrity to the cycle of success, it is necessary for TransLink’s human resources department to take a proactive approach to create incentive for their staff. This can be done by, for instance, introducing “staff of the month” programme and link customer feedback to reward.
Figure 2.6.1. Customer satisfaction (bus) - Staff (Queensland Government, 2016)

Figure 2.6.2. Customer satisfaction (all mode) - Staff (Queensland Government, 2016)
2.7. Servicescape and Physical Evidence
As per Mehrabian-Russell Stimulus-Response Model, the service environment plays an important role in affect behaviour through arousing their affective responses (Lee, 2014). In general, the physical evidence of TransLink bus service is satisfactory; and this is reflected in the score of “comfort” in customer satisfaction (bus) survey (Queensland Government, 2016; Figure 2.7.1).
This is partly attributed to the comprehensive guideline, Public Transport Infrastructure Manual (PTIM) 2015, given by the government on the physical setting of public transport system which covers not only the interior of the buses, but also the bus stations and bus stops (Department of Transport and Main Roads, 2015). Nonetheless, from the survey conducted by our group, there are only 20% respondents who perceive the bus shelter as “good”. People who consider the bus shelter as “bad” named “small”, “non-existence for small bus stop”, “dark at night” and “outdated” to be the major areas of improvement (Appendix 5.2). There is hence a gap between the prescribed requirement and the perception of some customers. It is therefore suggested that an independent market research group should be hired to investigate the matter and improve the lighting and spatial design if necessary.
3. Recommendations

Based on the analysis conducted above, three short-term recommendations have been constructed in order to shift the perception of Translink bus services always running late and the positioning of the company.

<table>
<thead>
<tr>
<th>Recommendations</th>
<th>Service Marketing Mix Component</th>
<th>How</th>
<th>When</th>
<th>Measured by:</th>
</tr>
</thead>
</table>
| 1 Distribute Accurate Real-time Information Through Integrated Technology | Place (Distribution) | • Up-to-date Kiosk at bus terminals  
• Push Notifications on My Translink App  
• Social Media Updates  
• QR Codes on bus shelters | 2020 | The number of passengers signing in to new technology |
| 2 Enhancing Servicescape & Positioning | Product | • Improve safety and security measures at bus stops and in the vehicle for passengers  
• Improve safety and security measures at bus stops and in the vehicle for passengers  
• Improve frequencies and operating hours | 2020 | Customer Satisfaction Reports |
| 3 Recommendation to Address Capacity and Demand Issue | Process | • Integrate Banana Buses/Two Story Buses  
• Integrate Banana Buses/Two Story Buses | 2020 | Customer Satisfaction Reports |

3.1. Distribute Accurate Real-time Information Through Integrated Technology
Through the analysis of Translink’s current offerings, it is recommended that new technologies and systems are implemented to ensure that
accurate ‘real-time’ information is distributed to transit riders through various channels. According to a study conducted by Watkins et al. (2011) the perceived waiting time is 30% less with transit riders who receive ‘real-time’ information. Mishalani, McCord & Wirtz (2006) also found that the distribution of accurate ‘real-time’ information reduces the perceived waiting time, which could potentially translate into a decrease of operational cost and a rise in passenger satisfactory. Table 3.1.1 outlines the in-depth tactics necessary to be implemented.

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Purpose</th>
<th>How</th>
<th>Where</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up-to-date kiosks</td>
<td>To distribute accurate real-time information through integrated technology</td>
<td>Install kiosk which allows customer to key in bus number to show ‘real-time’ arrival</td>
<td>Bus terminals with high-traffic and pensioners</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Enable feature on My Translink App that will notify passengers of ‘real-time’ arrival</td>
<td>My Translink App</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Communicate any delays over 5mins via social media (i.e. Twitter)</td>
<td>Social Media</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Live banner showing updates of the bus services. Illustration of bus arrival times using a red, amber and green coding</td>
<td>Translink.com.au</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Install QR code below bus stop sign so that passengers with smartphones can access ‘real-time’ information</td>
<td>Suburban bus stops</td>
</tr>
</tbody>
</table>


3.2. Supplementary Service Recommendations to Address Servicescape & Positioning

This recommendation involves Translink updating their servicescape/physical evidence, which in turn will help the overall positioning of Translink as identified in section 2.1 and 2.7. As outlined in the analysis, Translink passenger perceives the servicescape of Translink to be below average. Therefore this is affecting the overall positioning of Translink's service. Table 3.2.1 outlines supplementary services that should be implemented to address and resolve this issue. These recommendations should be implemented as soon as possible to ensure the process of changing the perceptions of customers begins immediately.

<table>
<thead>
<tr>
<th>Recommendations</th>
<th>Supplementary Service Category</th>
<th>Justification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve safety and security measures at bus stops and in</td>
<td>Safekeeping</td>
<td>By ensuring that all bus stops are well lit and are under constant surveillance it allows the customer to feel safe, especially at night and when travelling alone.</td>
</tr>
<tr>
<td>the vehicle for passengers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improving the comfortability levels</td>
<td>Hospitality</td>
<td>This could be done by implementing higher quality waiting facilities (bus shelters) as well as improving the facilities on the buses and enhancing the accessibility for people with disabilities.</td>
</tr>
<tr>
<td>Improve frequencies and operating hours</td>
<td>Exceptions</td>
<td>By ensuring that buses run more frequently during work hours and/or implementing late night/early morning routes on the weekend it would enable customers to use their services.</td>
</tr>
</tbody>
</table>
3.3. Recommendation to Address Capacity and Demand Issue

The final recommendation has been designed to address the problem identified in section 2.2 and the passengers’ perception of buses constantly running late. As previously identified, Translink are dealing with excess demand during peak-periods, and excess capacity during low-periods. Table 3.3.1 outlines the following tactics that should be implemented as soon as possible.

**Figure 3.3.1. Tactics to Address Capacity and Demand Issue**

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Purpose</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrate Banana Buses/Two Story Buses</td>
<td></td>
<td>This will allow for more people on buses at a time (during peak-periods)</td>
</tr>
<tr>
<td>Implement a Demand Responsive Public Transport System</td>
<td></td>
<td>Save resources during low demand periods (late night/early mornings and weekends)</td>
</tr>
<tr>
<td><img src="http://backontrack.org/images/bus/article1.jpg" alt="Retrieved from: http://backontrack.org/images/bus/article1.jpg" /></td>
<td></td>
<td>• The outcome of this DRPT is that it allows flexibility of routes during low demand periods.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Small/medium vehicles operating in shared-ride mode between pick-up and drop-off locations according to passengers needs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Will assist in correcting the negative perceptions of bus system as well as potentially changing behaviours and making Translink the first option for late night/early morning transport.</td>
</tr>
</tbody>
</table>
It is noted that these recommendations are short-term and that long-term recommendations would involve working with the Queensland Government to have infrastructural changes made to see additional bus lanes and tunnels used to further address this demand/capacity issue, which additionally would help with the perception of buses always running late due to high traffic periods.
4. References


5. Appendices

5.1. Next Generation Ticketing
In September 2015, the Queensland Government issued an Expression of Interest to the market for the design, build, test and operation of a new automated ticketing system that will replace the existing go card system. The next stages in the procurement phase include pre-qualification, interactive workshops and request for tender with contract finalisation. Design, build, implementation and transition to the new system will occur subsequent to this.

It is expected the Next Generation Ticketing solution will offer customers easy access and the choice of a variety of contactless tokens, including mobile phones, linked to an account to pay for bus, rail, ferry and tram travel, and potentially a diverse range of transport related services.

5.2. Primary Research Insight – Perception of Bus Shelters

What is your perception of the bus shelters you wait at?

Answered: 20  Skipped: 0

<table>
<thead>
<tr>
<th>Perception</th>
<th>Responses</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good</td>
<td>20.00%</td>
<td>4</td>
</tr>
<tr>
<td>Average</td>
<td>65.00%</td>
<td>13</td>
</tr>
<tr>
<td>Bad</td>
<td>15.00%</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>20</td>
</tr>
</tbody>
</table>

Comments (4)

Showing 4 responses

small bus shelters, outdated.. not good if dark or raining
10/15/2016 10:04 PM  View respondent's answers

There are only five chairs to sit on for a bus that will vary over 40 people. The shelters are poorly lit, so at night time I feel unsafe. There are also no electronic display systems that give accurate times to the bus arrival of it is running late.
10/14/2016 11:31 PM  View respondent's answers

some small stops do not have any shelters. It is very inconvenient when the weather is bad.
10/14/2016 8:41 PM  View respondent's answers

They are only upgrading bus stops in my area recently
10/14/2016 4:45 PM  View respondent's answers
5.3. Primary Research Survey Questions

1. What is your perception of the Translink Bus system?
   - Wonderful
   - Okay
   - Below Average

2. Do you believe that Translink bus services are constantly late?
   - Yes
   - No

3. Do you regularly see social media communications or ads from Translink?
   - Yes
   - No

4. Do you perceive Translink buses to be of high quality?
   - Yes
   - No
   Please tell us why:

5. What is your perception of the bus shelters you wait at?
   - Good
   - Average
   - Bad
   Please tell us more:

6. Do you think Translink could benefit from more integrated technology?
   - Yes
   - No
   Do you have any suggestions on how they could implement this technology?

7. Would you be more likely to rely on Translink buses if you knew that they would be on time regularly?
   - Yes
   - No
   Do you have anything more to say about this?

8. Do you think there is enough underground bus tunnels and bus stops in Brisbane?
   - Yes
   - No
   If not, do you have any other comments?

9. Do you have any recommendations on how Translink bus system can be improved?