

TRIAL BUS SERVICE — ARMADALE – COCKBURN CENTRAL

649. Hon LJILJANNA RAVLICH to the Minister for Transport:

I refer to the trial bus service between Armadale and Cockburn Central.

- (1) What criteria will the minister use to determine the success of the trial bus service?
- (2) How is the Public Transport Authority advertising the trial bus service and what funds have been allocated for advertising the trial service?
- (3) On what basis was the decision made to run the trial for three months only?
- (4) On what basis was the decision made not to run the trial bus service on weekends?

Hon SIMON O'BRIEN replied:

I thank the honourable member for notice of her question.

- (1) For the trial to be considered a success and for the service to have a case for permanency, the following are the target patronage benchmarks for each trip: morning peak, 31 passengers per trip; inter peak, 21 passengers per trip; and afternoon peak, 23 passengers per trip.
- (2) The Public Transport Authority held a community information session about this service on 2 September 2010 at the Armadale Shopping City. To advertise the information session, the following promotional activities were undertaken —
 - information was posted on the Transperth website from 19 August 2010;
 - eighty posters and 1 500 passenger bulletins were placed on buses in the Southern River contract area from 19 August 2010;
 - advertisements appeared in *Comment News* on 24 August and 31 August 2010;
 - a Transperth TravelEasy message was sent on 30 August to registered recipients;
 - Transperth sent letters to relevant stakeholders in the area; and
 - signage was installed at Armadale station and Cockburn Central station on 19 August.

The following additional promotional activities will occur within two weeks prior to the commencement of the service —

- information will be posted on the Transperth website;
- posters will be placed in buses in the Southern River contract area; and
- a further TravelEasy message will be sent to registered recipients.

The costs associated with the above activities are approximately \$3 000.

- (3) Transperth is confident that a period of three months will be sufficient to gauge the potential demand for the service. The City of Armadale anticipates a high demand for the service and the introduction of the service has been comprehensively advertised.
- (4) Patronage of weekend services across the Transperth network is low, particularly when compared with heavy weekday demands. Transperth must therefore balance the allocation of resources between weekday and weekend services, and the weekend services do not return the same level of benefits to the community. If the service trial proves successful, Transperth will consider the introduction of limited weekend services.