

A better bus network for Mackay

How you shaped your new network

September 2016



Project background

The Mackay region has seen significant growth and development over the past 10 years, with a population growth of 31 per cent and new residential and commercial developments in areas such as Northern Beaches, Beaconsfield, Glenella, Ooralea, Pioneer Valley and Mackay Central Business District (CBD). To support this growth and development, TransLink, a division of the Department of Transport and Main Roads (TMR), together with your local bus operator Mackay Transit Coaches, is making improvements to your local urban bus network.

A better bus network for Mackay will launch on Monday 28 November 2016.

In July 2016 we asked you to have your say on how the proposed bus changes will support your travel in the region. Your feedback has helped us shape the final network to deliver the maximum benefit for public transport users in Mackay.





Why we are making changes to the urban network

There has been limited change to local bus services over the last 10 years. TransLink identified an opportunity to improve public transport in Mackay by increasing the frequency of bus services, extending operating hours, servicing new residential and commercial estates and providing more direct routes which decrease travel distance and journey times. We also identified a need to enhance bus stop infrastructure, ensuring new stops are Disability Discrimination Act (DDA) compliant.

How we planned your new network

Prior to consultation, TransLink reviewed the existing bus routes and timetables, to develop a new network which was more efficient, accessible, integrated and easier to use.

To develop this network, we worked closely with Mackay Regional Council and Mackay Transit Coaches to analyse where and when people travel on existing routes. We also spoke with your local Members of Parliament, test drove potential bus routes and reviewed initial feedback from the community.

The result of this planning was a network designed to be practical and get you where you need to go, when you need to travel.



How we consulted with the community

On Monday 4 July 2016, The Hon. Julieanne Gilbert, Member for Mackay, announced community consultation on a better bus network for Mackay. TransLink, together with Mackay Transit Coaches, held a three week consultation program from Monday 4 July to Sunday 24 July 2016.

The purpose of community consultation was to get your views on the proposed changes to the bus network and gather feedback to help us improve on the draft timetable and route alignments.

During the consultation period, information about the proposed network, including draft bus timetables and route maps, were available on the TransLink website, at your local electorate offices, and Council client service centres.

Five information sessions were held at shopping centres across the region, and residents were asked to have their say through a survey available in hard copy or online via the TransLink website.



How people participated in consultation

We consulted with more than 960 members of the community during the three week consultation period. This level of participation in the consultation process demonstrates just how important public transport is to the residents of the Mackay region.

More than **960** interactions over **3 weeks**



 **47,593** people reached through TransLink's Facebook page posts

455 online and hard copy survey responses



59 enquiries via phone, email, website and correspondence



Key features and benefits of your new bus network

Based on your feedback during consultation, we have made changes to some routes and timetables. When your new bus network is launched in late November, it will feature:

- 11 new and more direct routes with **more than 1,080** services per week
- an extra **18 services every Saturday** including trips to the CQUniversity campuses
- longer operating hours, **timed to better suit CBD workers**
- a service connecting Caneland Central and **Mackay Airport for the first time**
- expanded coverage to **service new and growing residential areas** including the Northern Beaches, Glenella, Ooralea and Paget
- **more frequent trips** to key destinations including Caneland Central, Mount Pleasant Shopping Centre, the CQUniversity campuses and Mackay Base Hospital
- two return services per weekday to **Marian** and **Mirani** – up from the current Thursday only return trip
- retention and refinement of **hail ‘n’ ride** services
- updated route numbers to make the network **easier to use** and create consistency across Queensland.



“I’m happy with any and every proposal that will improve bus services to our beautiful city and community.”
Mackay resident

“The most important bus service you could offer is from the Airport to the CBD to link up with the urban bus routes especially to the Northern Beaches”
Mackay resident



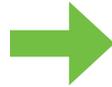
More than 80 per cent of survey respondents said they would be more likely to use bus services once changes were implemented.

What you told us and how we've listened

There were several key themes of feedback that emerged during consultation that TransLink has taken on board in creating your final network.

East Mackay – Route 302

Residents of East and South Mackay provided feedback during consultation that changes to the alignment of Route 302 would result in elderly residents having to walk further to access services.



How we've listened

From your feedback, and meetings with impacted residents, we have listened to the challenges and implications of these proposed route alignment changes. TransLink has taken this on board, and will maintain its existing alignment in some areas. This will ensure the shortest possible walk-up to services for customers with limited mobility.

Mackay Airport Services – Route 303

As there are currently no urban bus services to the airport, you told us that servicing the airport is a top priority. This trended as one of the most common themes of feedback throughout consultation.



How we've listened

TransLink has worked closely with Mackay Airport following consultation, and will trial a bus service to connect with the airport for 12 months.

Route 303 will be realigned to service the airport, providing a connection with Caneland Central where you can transfer bus services to travel to other parts of the region.

Following the trial period, TransLink and Mackay Airport will work together to determine the long-term future of this service.

Servicing of Malcomson Street East – Route 304

TransLink proposed removing services from Malcomson Street East to reduce travel time on Route 304. Survey feedback told us that direct services to the Harbour would be reduced and a large number of customers would lose access to bus services.



How we've listened

Based on this feedback, TransLink has retained a bus service down Malcomson Street East on Route 304. This will now provide access to the Harbour, Pioneer Swim Centre and Central Tourist Park Mackay. Route 304 will also now service Mount Pleasant and there will be an increase in the span of hours on weekday nights.

New routes and features

Maps of the new route alignments can be found at translink.com.au/mackay.

Route number	Route name	Replaces previous route no.	Features and benefits	Bus route changes following consultation
300	Base Hospital to Andergrove	2 and 5	Route 300 will provide a direct connection between the Base Hospital and Andergrove. To make the same journey currently, you need to transfer between Routes 2 and 5 at Caneland Central.	No changes.
301	University to Beaconsfield	6 and 9A	Route 301 will provide a direct connection between Andergrove and the two CQUniversity campuses. All services will travel via Caneland Central and Mount Pleasant Shopping Centre.	To support a trial service to Mackay Airport, the alignment of Route 301 has changed through Ooralea. All services will travel along Boundary Road, Canecutters Drive, Marlborough Street, Churchill Avenue and Bath Avenue to connect with the Bruce Highway. The Peak Downs Highway and Bernborough Road will no longer be serviced by this route. This change will ensure more Ooralea residents are able to access bus services.
302	Caneland Central to East Mackay	1	Route 302 will follow a similar alignment to the current Route 1 service. This will ensure residents from several retirement and aged care facilities in East Mackay can continue to easily access bus services.	The route has changed to maintain the existing Route 1 alignment in some areas of East Mackay.
303	Caneland Central to Airport	3	For the first time, bus services will connect with Mackay Airport. Route 303 services will be timed to support most arrival and departure times between Monday and Saturday.	Route 303 will be aligned to travel between the airport and Caneland Central as part of a 12 month trial. By changing the route, we have extended coverage through Paget and will provide a service along Kenilworth and Penn streets in South Mackay.
304	Caneland Central to Mackay Harbour	4 and 12	Route 304 services will travel along Malcomson Street, providing access to Mount Pleasant Shopping Centre as well as the nearby cinema, Centrelink and Medicare offices at Greenfields. To make the same journey currently, you need to transfer between Routes 6 and 12 at Caneland Central.	We have realigned Route 304 to travel along Malcomson Street East to better service customers travelling to the Harbour, Mount Pleasant, Pioneer Swim Centre and Central Tourist Park Mackay.
305	Caneland Central to Slade Point	4 and 4A	Route 305 will replace the current Route 4 and 4A services. Some Route 4A services are deviated to provide a service to Andergrove. We have removed this deviation from the Route 305 alignment to provide a more consistent service. All buses will travel via North Mackay and the Harbour to connect between Caneland Central and Slade Point.	No changes.



Route number	Route name	Replaces previous route no.	Features and benefits	Bus route changes following consultation
306	Caneland Central to Mount Pleasant	8	Coverage of Glenella will be improved with Route 306 services. Buses will travel between Caneland Central, the Mater Hospital and Mount Pleasant Shopping Centre via Heaths Road and Hill End Road making it easier for you to catch your bus to attend medical appointments.	No changes.
307	Caneland Central to Blacks Beach	7	The Northern Beaches is currently serviced by a single route resulting in significant travel time. The new network provides a dedicated service to Blacks Beach. Route 307 will significantly reduce your travel time, allowing you to get to and from your destination quicker.	No changes.
308	Caneland Central to Shoal Point	7	Route 308 creates a dedicated service to Bucasia, with five return trips per weekday extended to Shoal Point. The current Route 7 timetable only offers two return services to Shoal Point on weekdays.	No changes.
309	Caneland Central to Sarina	10	Coverage of Paget will be improved with Route 309. All services will travel via Paradise Road through South Mackay.	No changes.
310	Caneland Central to Mirani	9 and 11	Services to Mirani and Marian will be increased from a Thursday arrangement to a weekday service. Each day there will be four return trips between Walkerston and Caneland Central, with two return services extended to travel between Mirani and Caneland Central.	No changes.

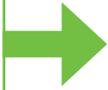
TransLink is coming to Mackay

Mackay will join South-East Queensland and Cairns under the TransLink brand in late November 2016, at the same time Mackay's better bus network launches. This means customers will be able to use the TransLink website, our 24 hours a day, 7 days a week contact centre and MyTransLink app for public transport information.

Mackay Transit Coaches will still be your local operator of bus services, but where you go to access information and the way buses will look will be slightly different.

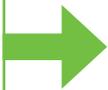
What will it look like?

Infrastructure



- Some new accessible bus stops
- New white bus stops (jpoles)
- New bus stop name plates with the TransLink logo

Passenger Information



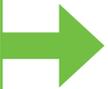
- New timetables
- New information booklets
- New flyers

Buses



- TransLink branding

Customer service channels



- 24/7 call centre
- Journey planner
- Local homepage
- MyTransLink app

What's next?

Now we have determined your new urban bus route alignments, we are finalising the locations of new bus stops which will be built to support your network changes.

You can use our interactive map online at translink.com.au/mackay to view the new routes. The locations of the new bus stops will be added to the online map in the coming months.

Due to the realignment of routes, there will be changes to some existing bus stops. Notices will be placed at the affected stops before the new network comes into operation.

When will the new network go live?

We will implement your new network on Monday 28 November 2016. We will remind you when your new routes and timetables will come into effect through:

- local press and radio advertising
- information sessions at local shopping centres
- a Mackay urban bus network booklet letterbox dropped across the region
- signs at bus stops
- posters and flyers on board Mackay Transit Coaches buses
- through the TransLink website translink.com.au/mackay.



Your guide to the Mackay and surrounds bus network

Effective November 2016



Bus stop changes

Due to the changes on this route, this bus stop will be temporarily closed for one week.
For more details visit:
www.translink.com.au
www.mackaytransitcoaches.com.au or phone 4957 3330.



