



**PHILLIP BOYLE  
& Associates**



# Making School Transport More User-Friendly

Canberra

27 June 2018

# Introductions

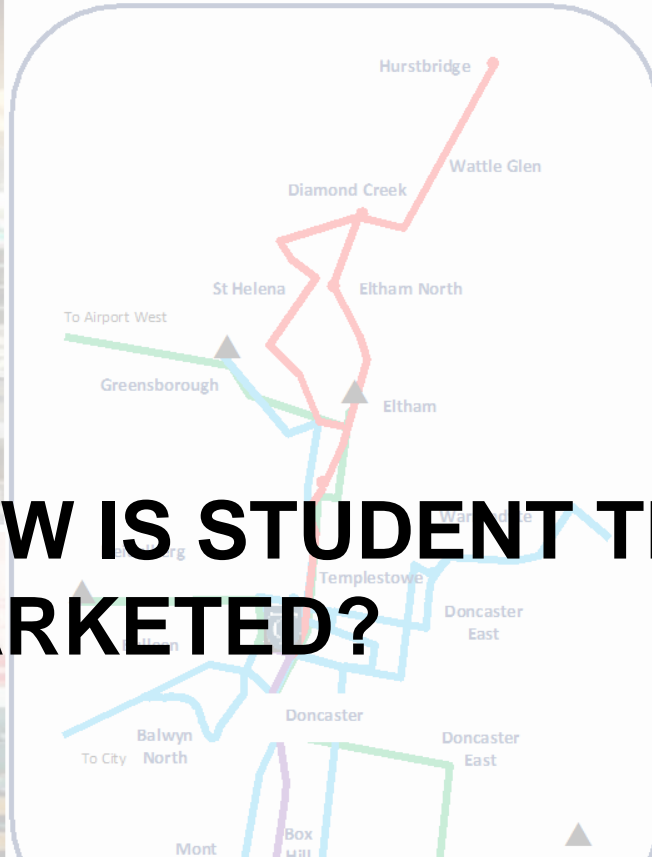
## **Phillip Boyle & Associates**

- Provider of planning, scheduling/operational scheduling throughout the world
- Conducted detailed school network studies & supported implementation
- Data collection for complete school networks
- Mapping of networks

## **Phillip Boyle**

- 29 years worldwide PT experience
- Complete redesign of complex urban & school networks

# HOW IS STUDENT TRANSPORT MARKETED?



All buses are paid for as standard PTV transport and PTV rules and regulations apply. For more detailed information go to Public Transport Victoria website <http://ptv.vic.gov.au>. Journey Planner on this website provides detailed public transport information and maps for across Victoria.

All students need to travel with a valid myki pass with a positive balance.

## Student Concession Cards

Cards are available for students at a cost. Application forms are available from the General Office or from manned railway stations or Public Transport Victoria website.


## Conditions & Regulations for Students

If you are a student aged 17 and over, you must carry a valid concession card.

# ANSPORT

Student Concession Cards are generally only available to Australian citizens and permanent residents.

## MAP LEGEND

 PTV Buses

Templestowe College

Cypress Avenue

Lower Templestowe VIC 3107

# Marketing Concepts & Student Transport

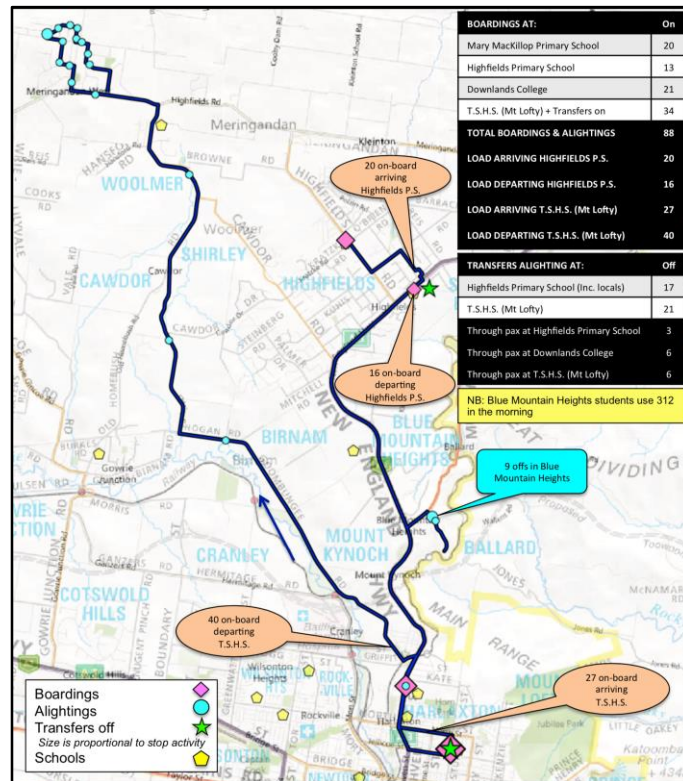
- Customer acquisition cost
- Customer lifetime value
- Customer-centric
- We have a captive market.....and then we lose them
- Pricing/fare policies

# PLANNING SCHOOL SERVICES



# Planning – Some Observations

- Dealing with different demand patterns & travel requirements than regular route services
- Understanding the interplay between regular runs & school specials
- Planning school specials requires high levels of detail
- How to maximise provision of capacity and provide mobility in an efficient manner



# Planning – Dynamic Patronage

What would you do if your product:

- Had 16% turnover each year
- Provided a captive market
- Had market growth potential of 300% in a few years?

Would you:

- Avoid new services
- Keep service levels, times & paths static?

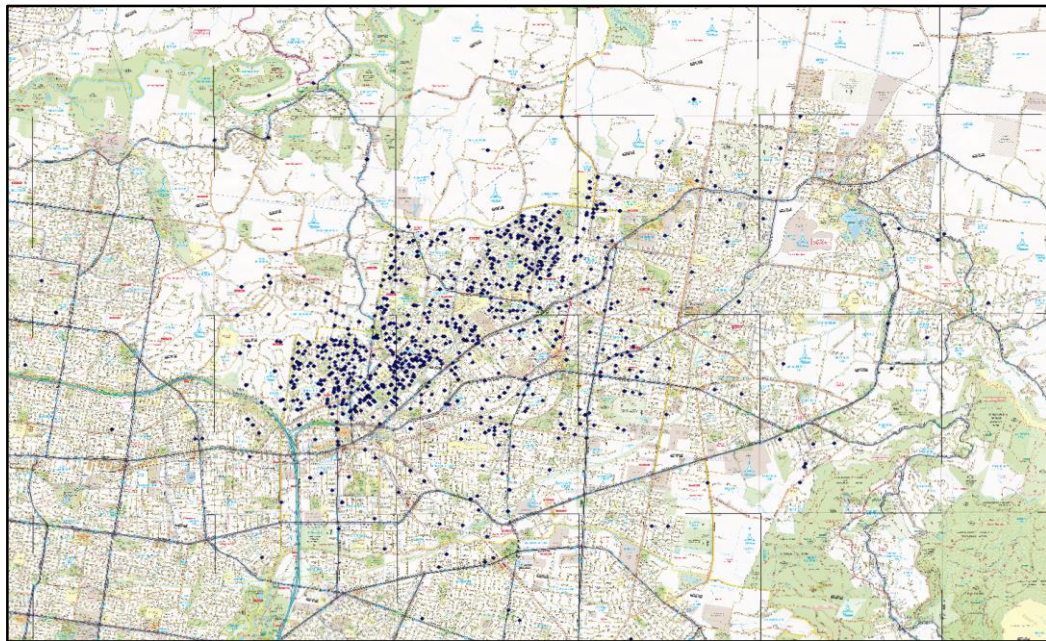
# Planning – Integration (or not)

- School special services are regularly excluded from network reviews
- Understanding the interplay between route services & school specials
- Duplication, redundant capacity and inefficient outcomes can result
- Illegible networks with different service ‘modes’ – created in isolation from each other

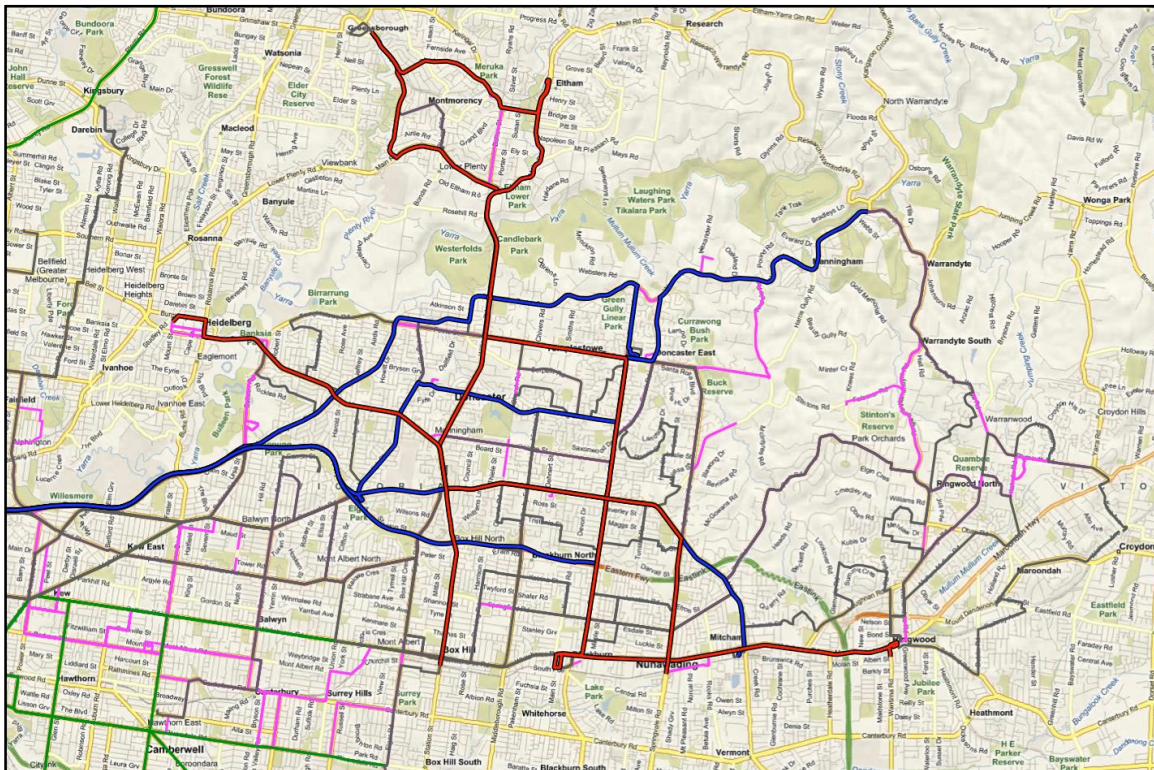


# Planning – Travel Demand is Known

1. Trip demand details are known
2. Likelihood of travel is known
3. Demand volume is known (passes)



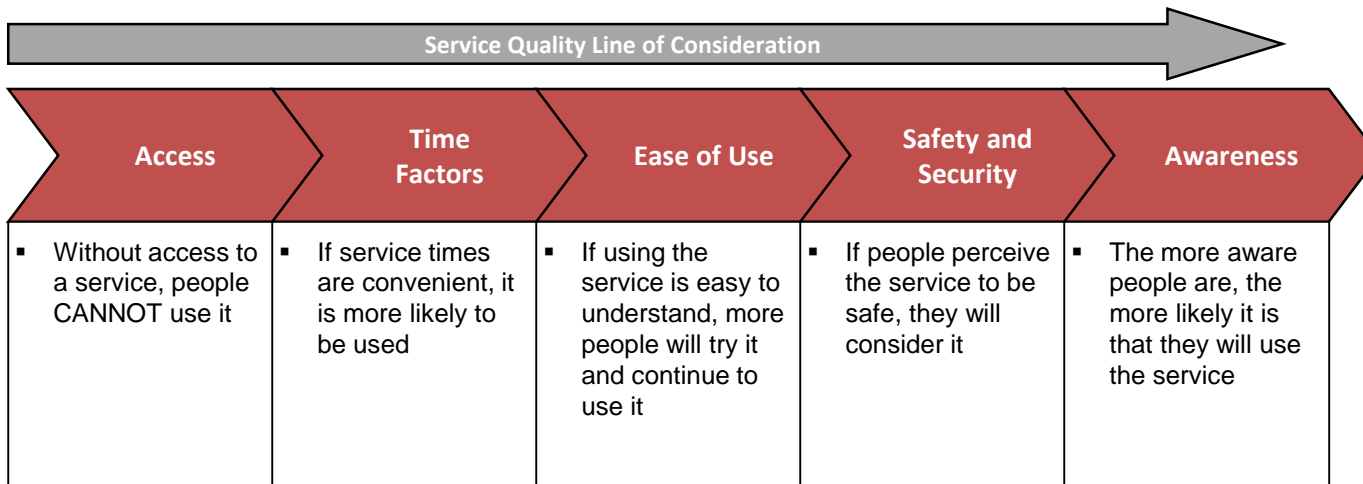
# Planning – Overlapping Networks – School/Route



# Planning – Risk of Outcomes

- Static networks not keeping pace with changing demand
- Inefficient networks
- Illegible networks
- Wasted capacity *and* insufficient capacity – within the same locales

## The public transport evaluation framework applied to school services



# A complex, multi-faceted network

[illegible]





# **SCHOOL SERVICES – INFORMATION OR.....”HOW DO I GET HOME?”**

# Information – An Overview

- Often handled differently to regular services, with multiple potential information sources
- Different levels of quality, may rely on the specific school or operator
- School special services often not included in journey planners (not in *Google Transit*), particularly outside of main cities
- Journey planners often don't reflect the subtleties or complexities e.g. connection times, acceptable walking distances
- Schools services information difficult to keep up to date
- Information for drivers (use of technology)



# My Local Example



## Maps and Timetables

### Bus Routes

Transdev Melbourne operates 46 regular bus routes across Melbourne servicing cross-suburban travel to CBD trips, connections to train stations, major shopping centres and leisure and sporting venues.

For timetable information, please select your route from the list below:

Please Select

### School Routes

Transdev Melbourne operates more than 120 school bus services. Our team, from drivers to customer service personnel, are here to help make your journey as safe and seamless as possible.

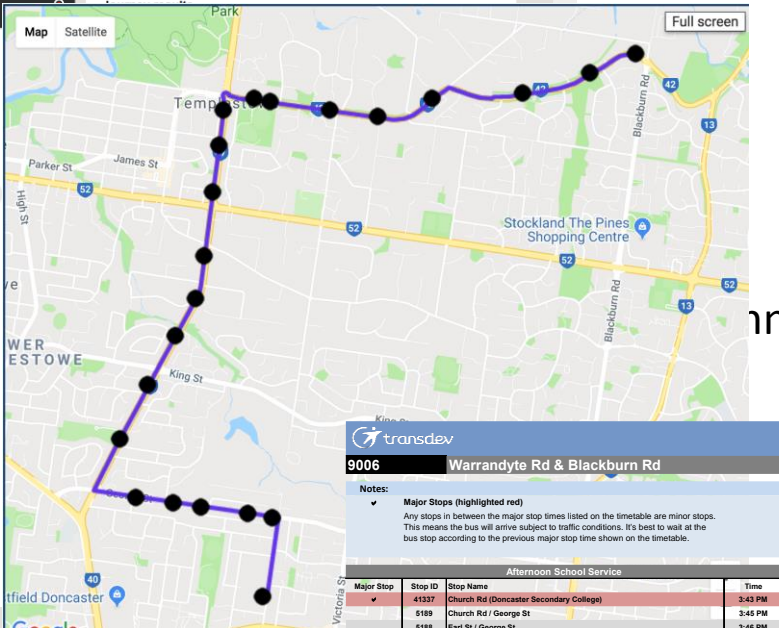
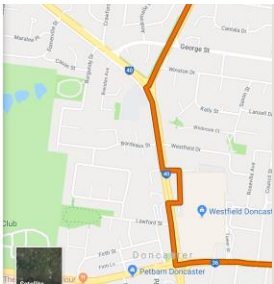
**Click here** to download our brochure about bus travel for school students, or visit **PTV website** to find out more about student ticketing options. Alternatively, you can also call PTV at 1800 800 007.

For timetable information, please select your school from the list below or **click here** to be redirected to our school routes journey planner:

- |                                    |                           |   |                                 |
|------------------------------------|---------------------------|---|---------------------------------|
| Balwyn High School                 | Fintona Girls School      | Methodist Ladies College                        | Templestowe College             |
| Box Hill Senior                    | Genazzano College         | Norwood High School & Norwood Secondary College | Tintern Schools                 |
| Braybrook College                  | Kew High School           | Trinity College                                 | Western English Language School |
| Camberwell Grammar Schools         | Koonung Secondary College | Our Lady of Mercy (Heidelberg)                  | Whitefriars College             |
| Carey Baptist Grammar              | Leibler Yavneh College    | Our Lady of Sion College                        | Xavier College & Burke Hall     |
| Caroline Chisholm Catholic College | Loreto Mandeville         | Siena College                                   | Yarra Valley School             |
| Doncaster Secondary College        | Luther College            | St Annes School                                 |                                 |
| Donvale Christian School           | Marcellin College         | Star of the Sea                                 |                                 |
|                                    |                           | Strathcona Girls Grammar                        |                                 |

Operator Website says....

Google



Depart  
Wed 4:14pm

Duration 40 minutes  
Zone(s) 2

View journey

< Earlier journeys

Key

transdev			
9006 Warrandyte Rd & Blackburn Rd			
Notes:			
Major Stops (highlighted red)			
Any stops in between the major stop times listed on the timetable are minor stops. This means the bus will arrive subject to traffic conditions. It's best to wait at the bus stop according to the previous major stop time shown on the timetable.			
Afternoon School Service			
Major Stop	Stop ID	Stop Name	Time
✓	41327	Church Rd / Doncaster Secondary College	3:43 PM
	5189	Church Rd / George St	3:45 PM
	5188	Earl St / George St	3:46 PM
	4187	Astrak Pt / George St (Ruffey Lake Park)	3:47 PM
	5185	The Boulevard / 1292 George St	3:47 PM
	5185	Ivan St / 320 George St	3:48 PM
	191	Henry St / opp 191 Williamsons Rd (Aquarena)	3:51 PM
	104	Eucalypt Ave / 160 Williamsons Rd	3:52 PM
	285	Montpellier Cres / Williamsons Rd	3:54 PM
	281	Warrandyte Ave / Williamsons Rd	3:55 PM
	597	Serpents Rd / 233 Williamsons Rd	3:56 PM
	596	Foots St / Williamsons Rd	3:57 PM
	600	Atkinson St / Williamsons Rd	3:58 PM
	601	Porter St / Williamsons Rd	3:59 PM
	5624	Hawtin St / 106 Porter St (Fitzsimons Lane)	4:00 PM
	5625	Edwin Rd / Porter St	4:01 PM
	5626	Church Rd / Porter St	4:02 PM
	44084	Tuscany Rise / Porter St	4:03 PM
	5627	Heidelberg Warrandyte Rd / Newmans Rd (Warrandyte Rd)	4:05 PM
	44085	Kilgus Rd / Heidelberg Warrandyte Rd	4:07 PM
	5623	Templemore Dr / Heidelberg Warrandyte Rd	4:09 PM
✓	44085	Blackburn Rd / Heidelberg Warrandyte Rd	4:10 PM

anner says....

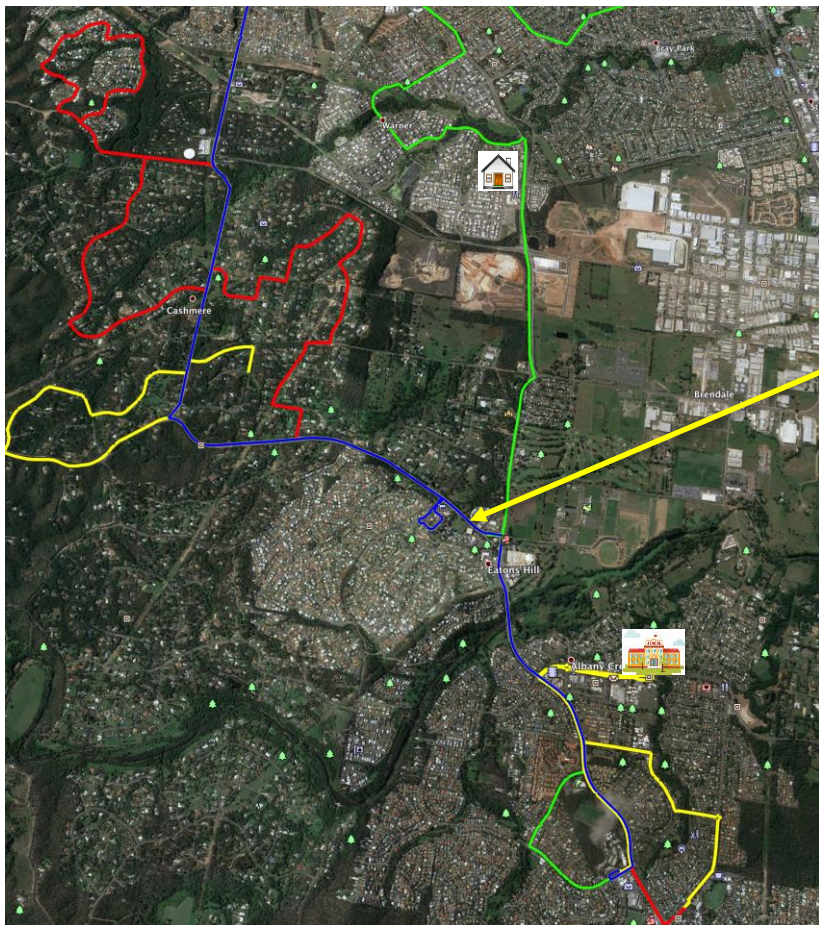
# Journey Planner at Work

Integrated,  
connected

The screenshot displays the TRANSLink Journey Planner interface. The top navigation bar includes 'Home', 'Plan your journey', and 'Journey planner'. The main heading is 'Journey planner'. Below this, the 'Plan your journey' section contains input fields for 'Glennie School (Newtown)', 'Highfields Rd, Highfields', and 'Today (Tuesday)'. It also has buttons for 'Leave after', 'Arrive before', and 'Find a journey'. The 'Your travel options' section lists three options, with the first option selected: 'Start 3:47 PM → Arrive 4:35 PM' with a travel time of 48 mins. The selected option shows a route starting with a walk of 1167m, followed by a bus ride on Route 950, and ending with a walk of 204m. A map on the right shows the route from Glennie School to Highfields Rd. The 'Zone summary' section indicates the journey travels in zone 0-0 and mentions that a taxi service may be available.

School special  
or connection  
not shown

# Journey Planner - Connections



R  
(4

Russet Burbank Pde near Delawar Rd, Warn

All Saints Parish Primary School, Faheys Roa

Wed 27 Jun

Leave after ☐ Arrive before ☒ 9:00am

Advanced options Find a journey

1	Start 7:41 AM → Arrive 8:36 AM	Travel time 55 mins
starts in 10 hours	239m > 6814 > 1379m	✓
2	Start 7:41 AM → Arrive 8:44 AM	Travel time 1 hr 3 mins
starts in 10 hours	239m > 6814 > 338 > 506m	>

1 Start 7:41 AM → Arrive 8:36 AM 55 mins go card adult \$3.25

7:41 AM Russet Burbank Pde near Delawar Rd, Warner QLD

Walk 239 m  
Travel time is about 4 mins

7:45 AM Russet Burbank Pde near Delawar Rd, Warner

Route 6814 School bus  
Bray Park, Eatons Hill Primary, Albany Creek High School  
Travel time is about 30 mins

This is a school service, please contact the operator for eligibility of travel

8:15 AM Albany Creek State High School, Albany Creek

Walk 1379 m  
Travel time is about 21 mins

8:36 AM All Saints Parish Primary School, Faheys Road East, Albany Creek QLD

Map Satellite  
Reset map  
Map legend walk transit

Zone summary  
This is a 1 zone journey, travelling in zone 2 - 2.

A taxi service may be available for your journey.

You may be eligible for the School Transport Assistance Scheme

**Journey Planner says.....'green'  
route then walk 1km**

# Schools Provide Their Own Information



## Templestowe College

### Transport Information

Getting to TC is easy. Students can access the College from a wide range of areas using a choice of Panorama school buses and Public Transport Victoria Metropolitan bus services. Buses connect to Eltham, Greensborough, Heidelberg, Box Hill, Blackburn and Ringwood train stations and to major transit points such as Doncaster Shoppingtown.

All buses are paid for as standard PTV transport and PTV rules and regulations apply. For more detailed information go to Public Transport Victoria website <http://ptv.vic.gov.au/>. Journey Planner on this website provides detailed public transport information and maps for across Victoria.

#### MYKI

All students need to travel with a valid myki pass with a positive balance.

#### Student Concession Cards

Cards are available for students at a cost. Application forms are available from the General Office or from manned railway stations or Public Transport Victoria website.

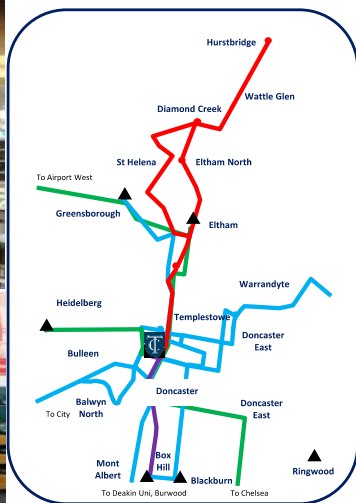
#### Conditions & Regulations for Students

If you are a student aged 16 and under (and don't travel with a Student Pass) you can travel on concession fares. You do not need a concession card.

If you are a student aged 17 and over, you must carry a valid concession card.

If you are student travelling with a Victorian Student Pass, you must also have a Victorian Public Transport Concession Card with your pass number endorsed on your concession card. The pass and concession card must be carried at all times when travelling.

Student Concession Cards are generally only available to Australian citizens and permanent residents.



#### MAP LEGEND

- PTV Buses
- Panorama Buses
- School Bus
- Smart Bus
- ▲ Train Stations

#### Templestowe College

Cypress Avenue  
Lower Templestowe VIC 3107  
[www.tc.vic.edu.au](http://www.tc.vic.edu.au)

Tel: +61 3 9850 6333  
Fax: +61 3 9852 0728  
Email: [templestowe.co@edumail.vic.gov.au](mailto:templestowe.co@edumail.vic.gov.au)



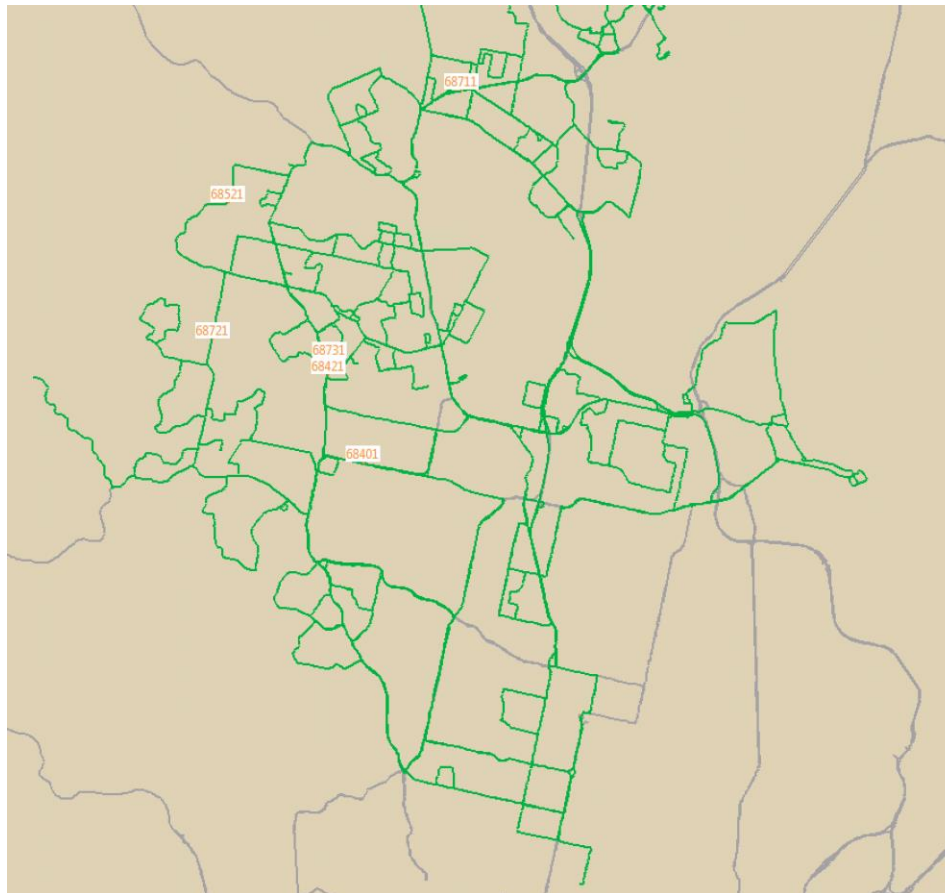


# MAKING SCHOOL SERVICES MAINSTREAM

# Mainstream or Just Successful?

- Integrated planning! Consider student journeys as part of network task and design accordingly
- Utilise the high-quality demand data available
- Drill into the relevant detail
- Be prepared to constantly adjust & upgrade the network
- Best practice involves integrated planning, quality info, treating students as valuable customers

# “Anywhere to Anywhere”





# Questions?



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