



Public Transport
Authority

Public Transport Authority Strategic Plan 2010-2014





The Transport Portfolio

The Government of Western Australia is committed to improving the service delivery of an integrated public passenger transport system and increasing the uptake of services by the public.

The Public Transport Authority (PTA) forms part of the Transport Portfolio.

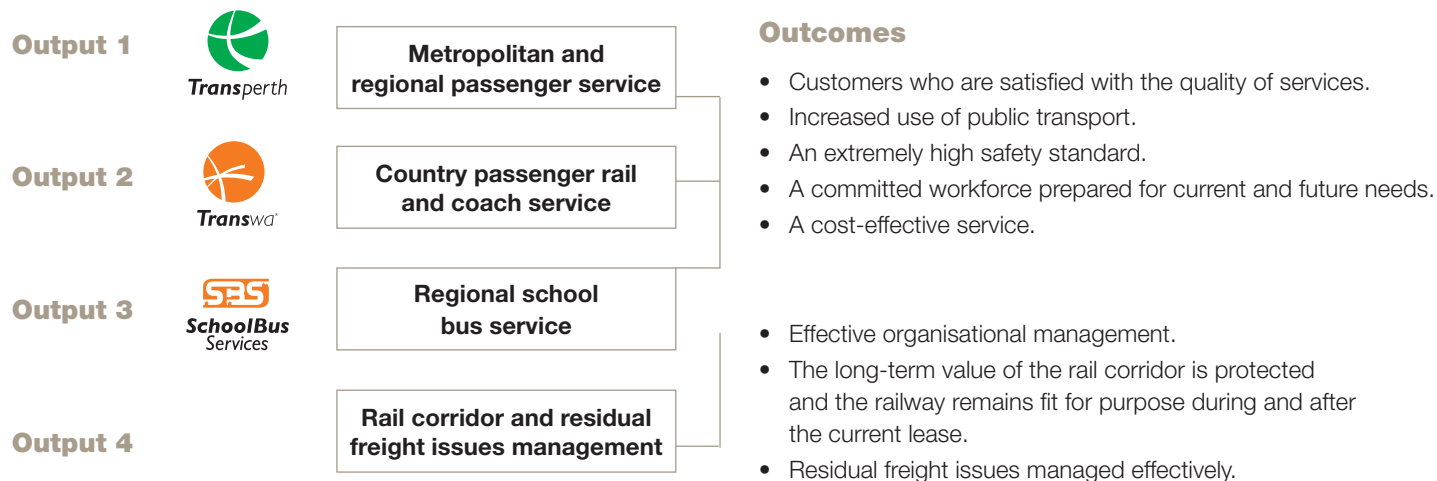
The Portfolio aims to achieve the following objectives:

1. An integrated, efficient and sustainable transport system;
2. An efficient and effective integrated transport service delivery;
3. A coordinated approach to transport policy development and implementation; and
4. Integrated State-wide transport planning.



PTA Key Agency Outcomes

Increase the use of public transport.



customer service charter

- The PTA is committed to providing a quality passenger transport service to the public.
- Our bus, train and ferry staff and contractors are focussed on delivering safe and reliable services.
- Our staff and contractors will treat customers in a respectful and professional manner.
- Our buses, trains, ferries and facilities will be clean and well presented.
- Current information about all PTA services will be available from customer service staff, brochures, timetables, our call centres and our website.
- The PTA will plan and review passenger transport services in consultation with the community to get the best results.
- The PTA will plan and provide transport systems that respect the environment and improve sustainability.
- To help us improve our services we value your feedback on our PTA Commentline, 13 16 08, or via our web links, www.pta.wa.gov.au or for specific Transperth business, www.transperth.wa.gov.au

POSITIONING
Connecting people and places.

VISION

To make public transport the number one choice for connecting more people and places.

PURPOSE

To provide safe, customer-focussed, efficient and cost-effective transport services.

Communications

The EXTERNAL brand values and brand personality used in PTA communications.

Partnerships

- We are true business partners
- We are part of the community
- We understand our customers and invest in their future
- We value recognise and encourage our employees to reach their full potential

Excellence

- We strive for excellence in our:
- People
 - Infrastructure and fleet
 - Customer service
 - Leadership
 - Safety

Communication

- We understand that quality information can flow only through a two-way process
- We value the needs and opinions of all our people
- We ensure our communication is accessible for all our people and customers

Customers

The pillars on which the PTA's relationship with its customers is based.

VALUES

RESPECT

We value and respect our customers, suppliers and each other.

RECOGNITION

We recognise each other for achievement, initiative and innovation.

INTEGRITY

We are honest and ethical.

SAFETY

We are committed to safety and protecting your future.

SUSTAINABILITY

We consider the long-term impact of everything we do - economic, social and environmental.

Culture

The values that drive the INTERNAL culture of the PTA.

PTA Key Result Areas

Customer-focussed public transport services

Key objectives

- Understand the needs and expectations of customers and potential customers, and provide choices in accordance with cost-effective practices.
- Strengthen the customer-focus culture of the PTA.
- Improve PTA safety and personal security standards, while maintaining a high level of service reliability.

Improvement strategies

- Develop a program to reinvigorate and encourage all staff to live the customer service charter.
- Analyse customer complaints, concerns and feedback and address them on the Internet through a “why is it so” section (e.g. demand vs resources).
- Roll out better passenger information at key train/bus locations.
- Recruit and develop our people to provide a high standard of customer service and to communicate effectively with passengers and staff.
- Undertake a safety culture survey.
- Undertake a strategic analysis of Passenger Satisfaction Monitor results to identify opportunities to enhance customer service.

Business performance

Key objectives

- Ensure information and knowledge systems are integrated where appropriate and support service delivery.
- Develop a rolling, 20-year plan for an integrated transport system.
- Identify market potential and maximise our business.
- Manage assets and financial resources effectively.

Improvement strategies

- Research and identify good knowledge and information systems and practices.
- Develop ways to better use data information to make decisions.
- Communicate, educate and demonstrate business excellence principles and practices.
- Integrate the Business Improvement Plan into Divisional Plans.





PTA Key Result Areas

Communications and marketing

Key objectives

- Educate and engage the community about the benefits of public transport.
- Inform and influence decision-makers on the benefits and costs of public transport.
- Deliver information to customers when they need it and how they need it.
- Improve internal and external communication across the organisation.

Improvement strategies

- Identify a range of key third-party influencers with whom we can work to promote the public transport message and contribute to relevant community debate.
- Explore and implement new communication technology to expand our customer base.
- Develop and promote internally a range of key messages to enable staff to promote public transport and the PTA.

Our people

Key objectives

- Recruit, retain and develop the right people with the right skills.
- Demonstrate, develop and deliver leadership and management skills across the organisation.
- Create a onePTA-culture organisation.
- Increase employee engagement.

Improvement strategies

- Continue holistic workforce planning process.
- Define and promote PTA values and expectations of managers, supervisors and employees.
- Enhance the current leadership development program.
- Implement the onePTA program
- Integrate and establish learning development strategies across the PTA.
- Improve the efficiency and effectiveness of PTA recruitment processes.

Asset management

Key objectives

- Identify future needs to strategically manage assets.
- Engage in greater internal and external planning coordination.
- Deliver and manage assets that are safe, accessible, reliable and managed on a whole-of-life cost basis.
- Have assets which are constructed and maintained fit for purpose and relevant to future needs.

Improvement strategies:

- Implement a strategic asset management program.
- Define coordinated asset replacement program for 20-year horizon.
- Secure and defend strategic assets, land, rollingstock, depots and facilities.
- Identify and implement strategies to improve coordination and systems and process utilisation (include lessons learnt).
- Implement the forward planning stages of the WA Government Project Management Framework 2008.
- Coordinate knowledge of capital and operating to address whole-of-life performance.

Key Performance Indicators		Measures
1	Use of public transport increases	Passengers per service kilometre
		Metropolitan service coverage
		Initial boardings
		Trips per capita
2	Service reliability is maintained at a high level	Customer satisfaction index
		Benchmarking
		Availability of rollingstock to perform required service
3	Customer satisfaction is maintained	Service reliability
		Customer perception of safety
4	Safety incidents per million passengers decrease	Notifiable occurrences
		Lost-time injury/disease (LTI/D incident rate)
		Lost-time injury severity rate
		Return-to-work rate
		Percentage of managers trained in OSH and injury-management responsibilities
		Pass service inspections (school buses)
5	Assets and financial resources are managed effectively to meet business objectives	Operating cost per passenger kilometre / or students carried
		Asset utilisation
		Monitor costs (longitudinal tracking), maintenance and upgrade costs
6	Increase in staff engagement	Absenteeism and turnover rate
7	Improve diversity across the workforce	Diversity index
8	Customer-focussed communications and marketing	Passenger satisfaction monitor
9	Obligations under the lease are adhered to	Lease breaches
		Five-year independent audit
10	Residual freight issues are managed effectively	Total cost of managing residual freight issues



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