



Passenger Relations Plan

Red Bus Services is dedicated to delivering services that are reliable, convenient and meet the needs of our customers. This Passenger Relations Plan sets out our commitment to deliver, monitor and continuously improve passenger satisfaction and the quality of service we provide. Red Bus Services will provide customer service in line with the standards set by Transport for NSW and is committed to NSW Government's vision – 'The customer is at the centre of everything we do'.

INFORMATION AND FEEDBACK

Objective: To treat our passengers in a polite, friendly and respectful manner and to respond to customer inquiries in a timely manner.

Initiative		Activities
Customer Commitment		Our Customer Charter is displayed inside all buses and can be found on our website. A hard copy can be provided on request.
Customer Enquiries	Promote and assist 131500	<ul style="list-style-type: none"> Red Bus will promote 131500 Transport Info. Red Bus will provide 131500 Transport Info with passenger information that will include advice on accessible services, fares, timetables and journey planning. Red Bus will assist and provide information to 131500 Transport Info when changes are made to services.
	Red Bus Telephone Service	<p>Red Bus telephone service will operate between 7:00am and 5:00pm weekdays and 8:00am and 5:00pm on weekends to assist customers. Out of hours the calls will be diverted to 131500.</p> <p>Customers can email info@redbus.com.au at any time. Red Bus Services will respond within 2 business days.</p>
	Red Bus website	<p>www.redbus.com.au is an access point for inquiries. Customers can;</p> <ul style="list-style-type: none"> Contact us via this site; Download timetables; Access route descriptions for school and route bus services; Promote feedback; Find out about services in their area.
Customer Feedback	Provide prompt and informed responses to passengers	<p>Ensure that a response to passenger comments are in accordance with the Bus Services Contract including the following response KPI's.</p> <ul style="list-style-type: none"> All complaints to be reported to 131500. 70% of complaints are resolved within 2 business days. 95% complaints resolved within 30 business days. 100% of all complaints are responded to within 2 business days. <p>All passenger comments received by Red Bus will be provided to Transport for NSW to be included in the 131500 customer enquiry</p>

		database.
Timetable Information	Ensure that existing and potential customers have ready access to bus timetable information	<ul style="list-style-type: none"> • Provide electronic versions of all our services on Red Bus Services website. • Ensure that printed versions of the public timetables are available at the depot, on the buses and for mailing to customers on request. • Provide timetable information at designated bus stops and ensure that damaged information is promptly replaced.
School Services	Provide accurate information to assist school passengers	<ul style="list-style-type: none"> • Develop and maintain a detailed list of school services for each school as per TfNSW Bus Service Contract. • Liaise with individual schools to ensure that the information provided is correct and updated in a timely manner when there are adjustments to services and assistance is given.
Service Disruption Information and Emergency Situations	Inform passengers of any service disruption	<ul style="list-style-type: none"> • Where practical, include information on website of service changes due to diversions as a result of road works or road closures. • Provide passenger with alert posters in buses and at major stops advising passengers of service changes or short term disruptions to services. • Where practical, inform Traffic Management Centre of any disruptions to services.
Service Desk	Provide a convenient contact point for customers to speak to a company representative.	<ul style="list-style-type: none"> • Contact details will be provided on the company's website and on printed material. • The service desk will be staffed between office hours, Monday to Friday 8:00am to 5:00pm and Weekends 9:00am to 4:00pm. On Weekends the service desk can be closed due to operational issues, we suggest ringing before arriving at the depot.

INCIDENT MANAGEMENT

Objective: To respond swiftly and effectively to all incidents that may affect our passengers so that the impact is kept to minimum.

Initiative		Activities
Service Disruption Information and Emergency Situations	Emergency and Incident Management	<ul style="list-style-type: none"> Emergencies will be dealt with in accordance with the Bus Industry Confederations "Bus and Coach Operators Incident Management Guidelines" March 2004 or any successor document.
	Inform passengers of any service disruption	<ul style="list-style-type: none"> Where practical, include information on website of service changes due to diversions as a result of road works or road closures. Provide passenger with alert posters in buses and at major stops advising passengers of service changes or short term disruptions to services. Where practical, inform Traffic Management Centre of any disruptions to services.
Lost Property	Re-unite passengers with lost property	<ul style="list-style-type: none"> Ensure that policies and procedures are maintained to log lost property in accordance with the Bus Service Contract. Provide contact details for passengers to register, or enquire about property lost on services, or at bus stops. Provide secure storage facilities for lost property for a period of 3 months.
Missing Children	Ensure that children travel safely on buses and if lost are reunited with their parents or guardian as soon as possible.	<p>There are two types of situations in regards to lost children and both need to be dealt with differently;</p> <p>1. In the event of a lost child (ie a child remaining on the vehicle when all other students have alighted from the bus) the driver immediately contacts depot management by two-way radio or mobile phone.</p> <p>Depot management will assist the driver in identifying the child and attempt to contact the parents/guardians and the school to arrange for the safe return of the child to its home. Should depot management be unable to contact the parents/guardians the local police are to be contacted?</p> <p>2. In the event of a parent/guardian contacting</p>

		<p>the depot and informing the Depot Management that their child is missing. Depot Management will use their best endeavours to locate the child by contacting all buses by two way radio that have left from that particular school to see if the child has boarded an incorrect bus or has forgotten to get off the bus.</p> <p>(a) If the child is located Depot Management will organise an appropriate place for the child to be collected. The parent/guardian will need to identify himself or herself to either Depot Management or driver when collecting the child.</p> <p>(b) If the child is not located Depot Management will take contact details from the parent/guardian in case the child is on a bus. Depot Management will counsel the parent/guardian and advise them to contact the school and the police for further assistance.</p>
--	--	--

CUSTOMER RESEARCH & CONSULTATION

Objective: To involve stakeholders in the planning and development of bus routes to encourage travel.

Initiative		Activities
Service Evaluation		<ul style="list-style-type: none"> Red Bus staff will be monitored to assess compliance with company's standards in the areas such as; staff helpfulness and courtesy, vehicle cleanliness etc. Review feedback comments to notice any areas of the operation that may need improvement. Conduct regular Focus Groups of transport users and non users. Undertake customer surveys to determine the level of customer satisfaction with the service levels currently provided. Identify areas of potential improvement in route design, hours of operation, or frequency of service.
Service Review & Development	Service integration - Improve connectivity with other transport providers and modes to provide a seamless transfer arrangement where practical.	Establish effective communication with service providers such as railways and other bus operators servicing common facilities or adjoining regions to assist passengers with their journey.
	Assist the community with their travel needs	Work with stakeholders to deliver transport solutions that encourage increased travel on public transport services by older people, persons with mobility challenges and culturally and linguistically diverse members of the community.
	Ensure that the community receives the highest quality bus service, within commercial constraints and road use restrictions.	Continually review passenger loading data and operational data to ensure services meet patronage demand and address fluctuations in passenger loading and traffic conditions.

MARKETING

Objective: To promote to the community our network coverage and service frequencies, while also promoting a positive image of bus travel with Red Bus Services.

Initiative		Activities
To increase public awareness of available transport options.	Promotion of bus services	<ul style="list-style-type: none"> • Advertise in local print media. • Participate in cooperative events promoting bus use. • Market new residents, new school students and University students.
	Distributions of information	<ul style="list-style-type: none"> • Distribute timetables at variety of outlets, including drivers, depots, community facilities, councils, shopping centres, real estate agents etc. • Display bus service information at all bus stops. • Distribute regional maps to community centres and real estate agents. • Display timetable, regional maps and other information required on website. • Target marketing initiatives such as letterbox drops and local media campaigns.
Staff Training	Staff to provide exceptional customer service	Maintain a staff training program that promotes a culture of providing a high level of service to the customer, including consideration for passengers who may be unfamiliar with the transport system or have special needs.
Marketing Activities		Align and support company marketing activities with those undertaken Transport for NSW.
Promote a positive image in the community		<ul style="list-style-type: none"> • Where possible assist the community. Providing free bus charters for organisation such as; Make a Wish Program, Starlight Foundation, where possible. • Develop positive relationships with Central Coast journalists and radio personalities.