

THE WIRE

27 September 2011

yarra trams

Issue #21



A perfect journey

Chief Executive Officer Michel Masson has passed on his congratulations to the staff who gave him, and his fellow passengers, an ideal start to a typical September morning.

During his regular commute to work, Michel boarded a tram and was immediately impressed by the driver's cheerful announcements, information on connecting services and *Zero Harm* focus, reminding passengers to be careful of cars as they stepped out of the tram.

Michel noticed a flurry of validations when clear announcements from FOC warned of plain clothes and uniformed Authorised Officers on a specific route.


The positive travel experience was only enhanced when he arrived at Federation Square to see Customer Service Staff professionally assisting the waiting crowd, guided by clear and friendly announcements on the PA system.

On reaching Collins Street, the CEO noted the regular frequency of the trams to help commuters find their way to work.

Michel would like to pass on his compliments to everyone involved with his trip, and also to all the other staff around the network who go out of their way on a daily basis to make tram travel easier and friendlier for our passengers.

Without support from frontline staff we wouldn't be continually improving on our customer satisfaction ratings and providing a better service for the public.

Compliments from the travelling public continue to come in through Customer Feedback. While there are too many to print in *The Wire* each fortnight, a dedicated feedback board at each depot is now displaying the highlights of each month's good news stories.

 SNAPSHOT	
Punctuality	83.32% (last September 83.03%)
Service Delivery	99.38% (last September 99.42%)
Tram-vehicle collisions	62 this month 715 this year
Tram-tram collisions	0 this month 12 this year
Passenger falls	10 this month 131 this year
Pedestrian knockdowns	4 this month 28 this year
Derailments	0 this month 41 this year

All figures current on 23 September 2011

Accessibility in action

Yarra Trams is committed to providing accessible transport to all. While we face challenges we also have terrific staff willing to go the extra mile and help customers with special needs.

Drivers attending training sessions have suggested ways to better help customers with special needs. Here are some of their ideas which are being incorporated into the latest edition of the Staff Guide:

- Display the correct destination and route number
- Allow time for people to board and sit down or to get off the tram
- If the customer is vision impaired, ask what their destination is
- If a customer with a visual impairment asks for a specific stop, announce it clearly when you arrive
- Accelerate and decelerate smoothly
- Make announcements when stationary at the previous stop (i.e. "The next stop is...") to give the customers time to prepare to exit
- Announce the last accessible stop on your route
- Have patience and show respect

We've made great advances in accessibility over the past decade with low floor trams, an improved accessible stop program and through driver training.

With our performance always on show to the public, media and the government, it's important that we always *Think like a Passenger*.

Patronage is up

Yearly figures on how many people use public transport are in, and it's another vote of confidence for Melbourne's trams.

For the financial year 2010/11, an estimated 512.5m trips were taken on trains, trams and buses across the state. This was a 4% increase on 2009/10.

This included an estimated 182.7m trips on trams, the highest annual figure recorded since 1958/59 when 183.3m trips were taken.

All modes had an increase during the last financial year, with trams rising 4%, trains 4.4% and buses 3.5%.

Myki usage is also on the increase. At the end of the 2010/11 year around one third of tram passengers were using the new smart card ticketing system.

The State Government recently announced that when Metcard is fully replaced with myki, ticket vending machines will be removed from trams.

Travellers will be required to pre-purchase and top up their myki card before they travel on trams.

CRUNCH TIME



More needs to be done to help cars and trams co-exist. Veronica Micic, Premium Line Project Manager, says that's the message from the magazine.

Veronica Micic is in line with the message from the magazine. She says it's a message that needs to be heard by a range of stakeholders including the public, the media, the government and other transport agencies. She says the message is that we need to go the extra mile to help cars and trams co-exist. She says the message is that we need to go the extra mile to help cars and trams co-exist. She says the message is that we need to go the extra mile to help cars and trams co-exist.

LEFT: Premium Line Project Manager Veronica Micic appears in this month's RACV RoyalAuto magazine.

Veronica discusses the need to segregate cars from trams, not only to avoid traffic issues and accidents but because Melbourne trams are stopped at red lights more than most other networks around the world.

Read the full story online at racvroyalauto.com.au

Thanks for your kindness

Staff have been thanked for their generosity in donating to people in need.

Queensland Premier Anna Bligh wrote to Yarra Trams to say thanks for your generosity in donating to the flood and cyclone relief appeal.

The \$272m raised Australia-wide is being used to help alleviate the hardship and distress caused by the floods and Cyclone Yasi.

Executive Director of the Good Friday Appeal Christine Unsworth also took time to send a note of thanks for the significant contribution that our staff made to this year's appeal.

Funds raised by Yarra Trams will help buy equipment for the new Royal Children's Hospital which opens in November.

8th September 2011

Mr Michel Masson,
Chief Executive officer
Yarra Trams
GPO Box 5231
MELBOURNE 3001

Dear Michel,

Our formal thank you/receipt is hardly enough to say a very sincere thank you for the wonderful contribution made to the Good Friday Appeal by Yarra Trams. The significant monetary contribution is fantastic and much appreciated, however I would like to extend our deepest gratitude for the opportunity to have our brand on one of Melbourne's icons - the superbly decorated Yarra tram. We receive so many positive comments from commuters. We know it is reaching many prospective supporters.



Saturday 2 to Sunday 9 October

High Street, Northcote Stage 1b

Accessible stop construction and track renewal

Wednesday 12 October to Monday 17 October

East Preston Depot

Upgrade works and track renewal



All aboard for E Class trial

Yarra Trams staff have climbed on board Melbourne's new generation tram to test how passengers will use them when they start going into service.

The 'mock-up' tram first seen in Issue #17 of *The Wire*, is a two-thirds length version of the trams which will hit the road from the end of next year.

Naturally it's important to make sure that passengers can enter and exit the vehicle comfortably and that they are able to access passenger information while on board.

To identify any potential passenger loading issues, more than a hundred staff travelled to the Bombardier factory in Dandenong to take part in a series of trials which tested the saloon design for the first time.

The Yarra Trams, Bombardier and Department of Transport staff members who took part in the trial were split into 10 teams for a virtual journey. They entered and exited the tram to simulate typical passenger loading along a peak hour journey.

The last test for the tram was to fill it with all 131 participants and measure visibility of passenger information, ability to reach a next stop button, ability to reach a safety rail and how they moved inside the tram.

The mock-up tram is open to the public for the first time at the Royal Melbourne Show until Tuesday 4 October. Yarra Trams employees are helping to staff the display and introduce Victorians to their newest tram.

ABOVE: Yarra Trams, DoT and Bombardier staff with the tram mock-up.

BELOW: How many staff does it take to fill an E Class? The loading trial in action.



A tram for safer streets

Malvern Depot tram 3506 is carrying a powerful message about street violence, asking people "Is one punch worth it?"

The *Step Back Think* campaign was launched by the friends of James Macready-Bryan who was left with permanent brain damage after being bashed in a city laneway on his 20th birthday in 2006.

Recognising that what happened to their mate could happen to anybody caught in the wrong place at the wrong time, James' friends started *Step Back Think*.

Speaking at the launch, campaign director Dan Cronin said: "It gets people to think about what damage street violence can do."

Yarra Trams is proud to lend its support to the campaign, which is also backed by Geelong footballers James Kelly, Jimmy Bartel and David Wojcinski.

For more information on *Step Back Think* visit their website at stepbackthink.org



How tweet it is



Social media is helping our *Zero Harm* focus by alerting us to urgent tram maintenance issues.

When a Twitter user sent an image of a pole on tram 3023 which had lost a bolt and was proving a safety hazard, the

details were passed on to Kew Depot.

CRMO Mario Morel reported the issue to Depot Maintenance Supervisor Ben Redfern and by the evening peak the pole had been fixed, averting any potential danger.

Other messages posted on Twitter, which allows users to post 140 character comments to their followers, have alerted us to graffiti, vandalism and customer information issues.

Passengers are encouraged to provide feedback through our call centre, but we will continue to monitor social media for comments about Yarra Trams.



ABOVE: Dan Cronin speaks at the launch of the tram alongside Michel Masson, Premier Ted Baillieu and James Kelly.

Cars passing stationary trams

Staff are urged to report motor vehicles which endanger lives by failing to stop when trams do.

Revenue Protection Manager Paul McKeon ensures that reports of cars passing stationary trams are provided to Victoria Police.

When submitting a report please be sure to include as many of the following details as possible:

- **Date and time** of the incident
- **Location** - either the route number and tram stop number or the street the vehicle was travelling on and the nearest cross street.
- **Vehicle registration number**
- **Make and model** (e.g. Holden Commodore, Toyota Yaris etc.)
- **Type of vehicle** (e.g. sedan, 4WD, taxi etc)
- **Colour of the vehicle**
- **A description of the driver** (age, gender, any physical features of note)
- **The number of passengers in the vehicle and any description of the passengers.**

If these details are provided and a report is processed, motorists can be fined up to \$292 for passing the tram.

Police can also issue a number of other fines to motorists for interfering with the running of a tram.

Tram drivers are reminded that police officers also have the ability to issue penalty notices to them for offences such as speeding or running red lights.

Your Say

To provide your feedback or submit a story to *The Wire* email panto@yarratrams.com.au