

From:

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To:

Lord Mayor of Brisbane
Office of the Lord Mayor
GPO Box 2287
Brisbane Qld 4001

Email: LORDMAYOR@brisbane.qld.gov.au

CC: Minister for Transport

Email: Transport@ministerial.qld.gov.au

CC: DDG Translink

Email: Sally.Stannard@translink.com.au

REQUEST FOR NAME CHANGE OF BRISBANE METRO

Greetings Lord Mayor,

RAIL Back On Track is formally requesting that the name of the 'Brisbane Metro' be changed to something that is accurate and better able to be used for promoting our bus rapid transit (BRT).

We have conducted an awareness campaign these past few weeks as to why the the name needs to be changed. We have received a lot of support for our name change suggestion, because it is the correct thing to do.

Herewith are the main reasons for the name change itemised:

1. It is not a Metro in the correct public transport nomenclature.
2. It is Bus Rapid Transit (BRT), a point recently conceded by the Civic Cabinet Chair of Transport at Brisbane City Council Cr Ryan Murphy.
3. Using 'turn up and go public transport' (TUAG) as a justification for calling it a 'Metro' is not correct.

Buses on the busways are already TUAG, CityGlider and many BUZ routes are TUAG. Citytrain in the inner Brisbane network is effectively TUAG.

We don't refer to them as a 'Metro' do we?

4. It is false marketing. Brisbane has leading BRT on our busways, which will be further improved by the introduction of the innovative world class battery electric bi-articulated buses running at high frequency. Sell and market it for what it is!

5. There is an under-current of derisive commentary on the name 'Brisbane Metro' and the message it sends. This will only increase as we approach 2032. Can you imagine the Brisbane 2032 Olympic Committees attempting to promote the 'Brisbane Metro' knowing full well it is BRT! You only have think 'Sydney Metro' to understand that. We want successful public transport in Brisbane promoted and noted, not put down.

6. Feedback we have received, particularly from transport professionals, has been very supportive of changing the name.

7. We have coined the name 'BERT' Busway Electric Rapid Transit, to differentiate the bi-articulated electric buses from the other BRT services. There may be other suitable names that could be used.

It is really up to you Lord Mayor and all the authorities now - BCC, Translink and the State Government, to address this matter with some urgency. Brisbane does not need to be a public transport laughing stock. Lets step up and promote our world leading BRT, out from the inappropriate 'Metro' cloak of derision.

Lets get Brisbane's excellent BRT, back on track!

Merry Christmas!

Best wishes,
Robert

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