



How McArthur helped keep commuters on track during the Parramatta Light Rail opening.

BACKGROUND

On Dec. 20th the L4 rail line serving Parramatta in Western Sydney opened. The 12 km line serves destinations including the Westmead Health Precinct, CommBank Stadium, Riverside theatres, cafes and restaurants, Parramatta Square, Rosehill Gardens Racecourse and 3 Western Sydney University campuses. Around 130 000 people live within walking distance of the 16 stops, and ridership is expected to reach 22,000 passengers/day by 2026.

THE PROJECT

From Dec. 20th to Dec. 31st, 2024, our Pink Shirt teams engaged and informed commuters about the opening of the new Parramatta Light Rail. McArthur Pink Shirt Street teams were positioned at various stations across the Parramatta Light Rail-Go Live project.

In addition to providing on-the-ground advice and information to commuters, our teams produced in-depth weekly reports to TfNSW Management covering four key components - Customer Engagement, Customer Sentiment, Lessons Learnt and General Observations/Improvement Suggestions.

KEY METRICS

 **100%**
Shift fulfillment across all weeks

 **8,000+**
Customer interactions

 **2,063**
Hours completed across all shifts

 **18**
Stations covered by Pink Shirt teams



OUTCOMES AND OUTTAKES

McArthur was instrumental in the successful launch of the Sydney Metro, providing experienced Customer Service Officers, conducting comprehensive commuter sentiment analysis, and ensuring operational flexibility. Through this support, McArthur helped TfNSW facilitate a seamless transition to the new Parramatta Light Rail services.

This project underscores the critical role of adaptability, proactive community engagement, and effective multilingual communication in ensuring the success of large-scale public transport initiatives.

By fostering inclusivity, addressing diverse commuter needs, and responding to evolving challenges, these elements contribute to a seamless and accessible transit experience for all passengers.

The partnership between McArthur and TfNSW demonstrates the significance of strategic planning and precise execution in public transport projects. The launch of the Parramatta Light Rail marked a pivotal moment in NSW's transport infrastructure and a new level of convenience for Sydney commuters in the Parramatta and Western Sydney areas.

