



How McArthur helped TfNSW and the city's commuters prepare for Sydney Metro's big day



TfNSW & McArthur: Sydney Metro Opening

McArthur was proud to play a key role in a historic day for NSW's transport history as the doors officially opened on new metro services extending from the city's north west, under the harbour and through the Sydney CBD, to Sydenham. Commuters will have access to an additional 15.5-kilometres of new metro rail to get them around the busiest parts of the city, with access to fast and reliable services via six brand-new underground stations and new metro platforms at Central Station and Sydenham Station.

The McArthur teams' key objective was to ensure Sydney commuters were well-informed and prepared for the opening of the new Sydney Metro line. McArthur partnered with TfNSW to provide comprehensive customer support and engagement. This effort aimed to maximize awareness, manage customer expectations, and ensure a smooth transition to the new metro services.

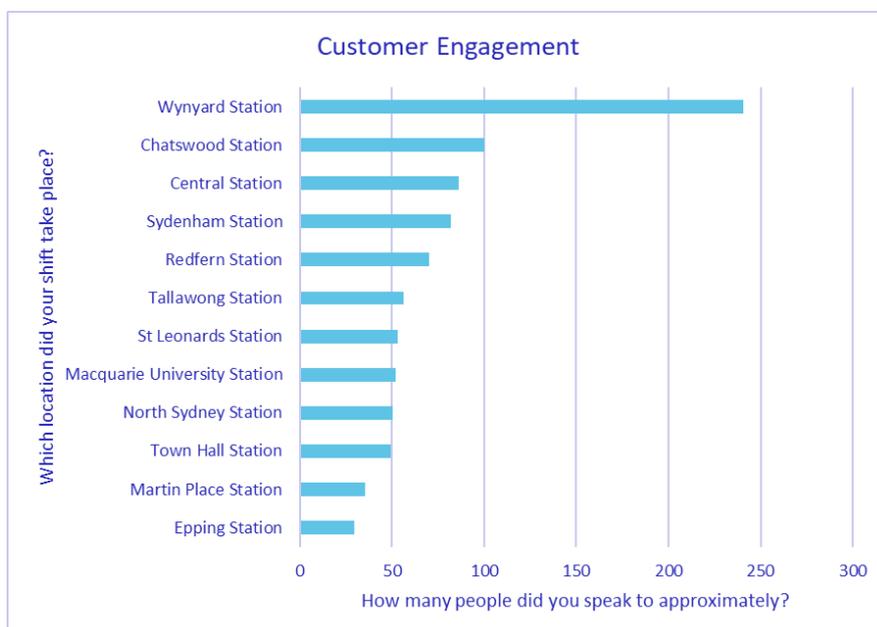


The Challenges

- Scaling operations to cover 17 key stations and transport hubs effectively.
- Managing fluctuating customer sentiment due to delays in the opening date.
- Balancing customer advisory responsibilities with research on commuter feedback and sentiment.
- Providing multilingual support to Sydney's diverse population.

Week 1 Building Foundations

During Week 1, the teams operated across a total of 12 different stations. Throughout this period, they were asked to record the number of customer interactions in their end-of-shift reports. **This data allowed us to identify which hubs/stations would be future centres of high activity, and to effectively plan for scaling teams up/down to meet fluctuating demands.**



Outcomes & Insights:

Data collected helped identify high-activity hubs, enabling resource allocation to meet varying demands.

Initial customer feedback indicated excitement about reduced travel times but concerns about the impact on existing services and delays.

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Week 2 & 3 Scaling & Community Engagement

During Week 2 operations expanded to 14 stations, increasing to 16 stations during Week 3. Teams interacted with over 11,000 and 18,000 customers in Weeks 2 and 3, respectively.



Outcomes & Insights:

Positive sentiment about the metro's potential was tempered by frustration over the uncertainty of the opening date. Key stations like Central, Chatswood, and Victoria Cross emerged as high-traffic hubs.

Week 4 Intensified Outreach

During week 4, the teams operated across 16 locations. Compared to the previous week, there was a slight increase in customer interactions, due to the fact that the team was operating over the weekend during the weekend too. Apart from Waterloo the teams were out at all locations from Monday to Sunday and spoke to over 20,000 customers during the week.

Total 'How many people did you speak to approximately?' by 'Please insert the date of your street team shift'

Please insert the date of your street team shift	Sum of How many people did you speak to approximately?
8/12/2024	2644
8/13/2024	3725
8/14/2024	2984
8/15/2024	3614
8/16/2024	2950
8/17/2024	2010
8/18/2024	2226
Grand Total	20153

Outcomes & Insights:

Over 20,000 customers engaged, reflecting increased public anticipation. While enthusiasm was high, delays continued to fuel frustration, emphasizing the importance of clear communication.

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Week 5 The Final Countdown

Operating at full capacity across 16 stations, the teams worked tirelessly to prepare commuters for the new services.

Outcomes & Insights:

Interactions peaked at nearly 28,000 during the week with overwhelming excitement as the opening approached. Teams distributed informational brochures and addressed commuter concerns.

The Grand Opening!



On August 19th, after seven years of construction and over \$20 billion invested, the Chatswood to Sydenham metro line opened to the public.

Key project metrics, outcomes and achievements:

KEY PROJECT METRICS



2,902

Shifts completed



96%

Shift fulfillment across all weeks



54,500+

Customer interactions



12,873

Hours completed across all shifts



17

Stations covered by McArthur teams



26

Languages supported

Results and Takeaways:

By deploying skilled Customer Service Officers, conducting detailed commuter sentiment analysis, and ensuring operational flexibility, McArthur helped TfNSW manage a seamless transition to the new metro services. The project highlights the importance of adaptability, community engagement, and multilingual communication in large-scale public transport initiatives.

This partnership between McArthur and TfNSW underscores the value of meticulous planning and execution in public transport projects. The Sydney Metro opening not only marked a historic milestone for NSW's transport infrastructure but also set a benchmark for customer-focused service delivery.

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Most importantly a Happy Client!

Massive THANK YOU for all the support during the five-week engagement activity and being flexible despite our ever-changing requests. Hope you are taking some time to recuperate before the next project kicks off.

Yes, we should continue with the Friday meetings as scheduled. Thanks.

Regards,

Ranjit.

Ranjit Nair

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