

## **Bus 2018 – Agreed Scope**

Buses 2018 is a programme of initiatives to improve services for bus passengers in West Yorkshire jointly delivered jointly by bus operators (as represented by the Association of Bus Operators In West Yorkshire) and West Yorkshire Combined Authority. The initiatives must;

- Be deliverable before the end of 2018;
- Provide tangible benefits to the customer;
- Be deliverable within the current legislative framework;
- Minimise any additional governance requirements; and
- Not constrain any party in terms of the longer term strategy

The initiatives are identified as follows.

### Ticketing

To deliver a wider range of multi operator ticket products:

- Through WYTCL, provide a carnet ticket (“Day Saver”) that is attractively priced to benefit passengers for whom period tickets aren’t suitable;
- Through WYTCL, facilitate MCard products to be loaded onto any ITSO card off-bus;
- To also allow operator only products to be loaded onto M-cards; and
- To inform the delivery of the Innovate UK funded Smarter Travel Solution.

To enable passengers to choose the best value ticketing product

- Create an online ticket selector tool (or app), to allow bus users to select the best ticket for them. Users would select the mode, passenger category, period, travel area and payment method. The tool to be capable of development into providing point to point fares to allow most appropriate online or app ticket purchase. Where feasible, this facility to be provided within the Innovate UK Smarter Travel Solution

Lead – WYTCL for ticket products, WYCA for online fare selector

Timescales - carnet ticket – 18 April 2016, interoperability of products – Late 2016, online fare selector – early 2017

### Network Stability

- To build customer confidence and growth by limiting the uncertainty caused by service changes delivering a stable and trusted bus network as:

Lead – ABOWY – (Arriva)

Timescales - for implementation from January 2017 onwards

### Young People

There are four key items that previous experience and research shows are important to young people and their approach to bus travel.

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- 1 – Freedom and Independence
- 2 – Value for Money
- 3 – Relevance in terms of Communications method and style
- 4 – Relevance in terms of Lifestyles and Destinations

To achieve growth from this sector, any message should relate to some or all of these areas. However, to ensure our promotions are particularly relevant to WY users, it is suggested that young people are engaged in our plans, most likely through the following...

- 1 – Youth Parliament
- 2 – Millennials Forum
- 3 – Representatives from local educational establishments

To engage with young people to adapt the bus service to increase its appeal to younger people:

- Deliver additional promotional campaigns managed through the WYTCL marketing group to young people
- To enable the Pay as you go payment mechanism onto the Young Persons Photocard ;
- Engage better with young people through bi-monthly meetings with members of the Youth Parliament through WYCA;
- Offer a number (target number to be agreed at the next steering group meeting) of new apprenticeships in the engineering departments of our members in addition to those already doing so.

The overall message needs to be consistent but delivered through a variety of delivery methodologies.

Lead – Ticketing – WYTCL, Promotion – ABOWY+ WYTCL, Engagement – WYCA, Apprenticeships - ABOWY

Timescales - for launch by January 2017 onwards

### Air Quality

To contribute to improving air quality

- Create and manage a dataset on the vehicle emissions standards across bus fleets in West Yorkshire.
- Aim to develop a way in which to display operator's year on year emissions improvement, reduction in fuel consumption and other activities which will contribute towards lower emissions in general.

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- Develop plans for reducing the impact of diesel buses in locations with poor air quality (e.g. Clean Air Zones);
- Develop bids for funding to further reduce bus fleet emissions and wider operations, and to encourage mode shift from less sustainable modes.

Lead – WYCA - dataset management, ABOWY – target and standard setting. WYCA/ ABOWY – bid development and Low Emission Zones input.

Timescales – dataset completed by end June 2016, target setting by end September 2016

### Punctuality & Reliability

To enhance the performance of bus services on selected corridors through

- Analysis of performance using real time data and static observations
- Create a bus operational plan for the corridor identifying the actions within the operators' power to address performance issues
- Create a highways plan for the corridor identifying the physical works, signal phasing and enforcement actions which would support enhanced performances ;
- Success on the five corridors would be starting the implementation of programme of realistic measures to improve punctuality, reliability and/or speed with the first steps such as traffic light phasing adjustments implemented within the first year.

Subject to further definition, the selected corridors are

- A647 Leeds to Bradford
- A61 Leeds North Scott Hall Road
- A65
- NW to SE Bradford (Toller Lane to Tong Street)
- A61 Leeds Wakefield (110 route)

Lead – ABOWY - operational plans. ABOWY/WYCA/ Districts – highways plans and links to funding plans

Timescales – identify corridors by end June 2016, operational plans by end September 2016, operational delivery from October 2016 timetable change date, highways plans by October 2016

### Customer Service

To contribute to improved customer satisfaction by

- Establishing consistent customer service standards across the bus network ;
- Investigating scope for a consistent customer redress mechanism across the network.
- Increase Wi-Fi provision on vehicles.

Lead – ABOWY.

Timescales – draft standards to Steering Group by end September 2016,

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### Information

To review existing passenger information provision and make recommendations for change with particular focus to;

- Review the way in which we currently display information at stops and interchanges;
- Channel shift – promotion of self service information services.
- The efficient management of raw data which supports on line journey planning and real time information

Lead – ABOWY/ WYCA working group

Timescales – Initial report of working group to Steering Group by end September 2016

### Communications

This group will be known at the Bus 18 Steering group and the work programme as

Bus 18. The steering group will:

- Aim to use a common voice in or order to present a collaborative agenda for improvements to bus services in West Yorkshire.

### Benefits Realisation

The success of these initiatives will be measured by:

- Increase sales of specific Mcard products
- Use of young people's passes and products
- Increase the number of people using the bus
- Display performance against year on year operators emissions improvements
- Performance against corridor punctuality and reliability targets
- Customer satisfaction is measured by
  - Transport Focus
  - WYCA tracker survey
  - Operator satisfaction monitoring
  - WYCA/ Operator customer feedback monitoring
- ABOWY to undertake a research study in 2016 in order to understand barriers for bus non users and the factors which would move them towards bus usage.
- Study to be undertaken again in 2018 to measure improvements.