

C1 Encourage mode switch to public transport¹

The Bus Strategy

The Bus Strategy aims to:

- improve reliability (including punctuality and frequency as well as stability of the Network);
- improve ticketing (in terms of simplicity and affordability);
- improve hygiene factors (including the quality of vehicles, cleanliness of buses and the driver/customer interface);
- improve perceptions of personal safety and security;
- improve integration with other modes of transport, including rail and light rail if introduced; and
- improve public perceptions of bus travel, including branding, information and marketing.

The expected outcomes of implementing these strategies are to increase bus patronage, improve punctuality and reliability, improve passenger satisfaction, provide value for money and offer service stability. LTP2 funded measures will include bus priorities, bus interchanges, better waiting and information facilities. Revenue funding will be used to support the maintenance of facilities funded through LTP2 as well as supporting better information provision and ticketing.

Yorkshire Bus Initiative

Yorkshire Bus Initiative (YBI) is a partnership between the Partnership, bus operators, South Yorkshire authorities and the City of York County Council. The objective of the scheme is to deliver a step change in the quality of the bus by investing in infrastructure, vehicles and priorities on the core network. It also aims to address accessibility by improving social networks, and interchanges with the core network.

YBI was developed during the course of LTP1 in response to specific issues regarding the speed of delivery of enhancements (both infrastructure and vehicles) and the opportunities to instigate a step change through a single large project. YBI will continue to be core part of our delivery of bus enhancements (and part of the Bus Strategy). Our proposed capital programme reflects this. The West Yorkshire authorities have also submitted a major scheme bid to further accelerate delivery of YBI and this is reflected in our approach to major schemes.

The Rail Strategy

This proposes an overarching strategy objective to maintain and further improve performance. There are a number of priority themes, which are particularly focussed towards attracting peak commuters. These include Increasing peak capacity, providing additional and better car parking capacity at stations for commuters, improving transport integration at stations, improving the quality of stations and trains and enhancement of strategic links between main urban centres.

The public transport ticketing and information strategies

Metro is holding discussions with operators regarding the establishment of a new mechanism for the management of the Metrocard tickets (pre-paid multi-operator tickets administered by Metro). Metro will also be reviewing the requirement for a Transport Act 2000 Ticketing Scheme. Simplified ticketing is a key component of the draft Bus Strategy and the formal consultation includes seeking views as to what extent the aspirations for a modern, European style ticketing system can be achieved within a de-regulated environment subject to Office of Fare Trading (OFT) considerations.

The Information Strategy aims to:

- make public transport information easy to use, easy to obtain and easy to understand;
- promote and increase the use of public transport through the provision of accurate, comprehensive, impartial, easy-to use information appropriate to the customers' needs;
- ensure that customers are fully aware of the whole West Yorkshire public transport network and range of services and products, as well as providing information about individual services;
- ensure that lack of information is not a barrier to the use of public transport; and
- support national information initiatives such as Traveline and Transport Direct.

The expected outcomes of implementing these strategies are to improve passenger satisfaction, increase patronage and improve accessibility.

Travel to school by bus

MyBus has been established to encourage more young people to use public transport, and to give the parents of very young children the confidence to leave the school run to the bus driver. Previous Major Scheme funding is providing 150 new vehicles together with highways works to improve school access. The buses are fitted with seatbelts and CCTV, and each has a dedicated driver with customer-service and other training.

Early results from the first ten vehicles show mode shift from car of 64%, the removal of 1000 car journeys per week from the transport network, equivalent to 3000km and 83 hours of travel time. All 150 vehicles will be in service by Summer 2007 and proposals are currently being developed to roll out the *MyBus* package to the majority of West Yorkshire's school services over the timescale of LTP2.