

WEST YORKSHIRE PASSENGER TRANSPORT AUTHORITY

CALDERDALE PASSENGER CONSULTATIVE COMMITTEE

DATE: 8 APRIL 2008

AGENDA ITEM NO: **3.**

SUBJECT: MEMBER FEEDBACK

Report of the Passenger Transport Executive

1. MATTER FOR CONSIDERATION

- 1.1. To advise members of the Committee of the feedback received at the last meeting of the Committee and to report the action taken.

2. INFORMATION

- 2.1. At the last PCC meeting, members were consulted on:

- Role of the Bus Watch Dog
- Promotion of Public Transport to Non-Users
- Information at Bus Stops
- Consultation on Bus Service Changes

Role of the Bus Watch Dog

- 2.2. The following suggestions were made:

- Watchdog should cover all modes.
- Operate at a national level, with regional sub-groups to ensure cross boundary travel needs and local issues do not get overlooked.
- Should have powers of an industry regulator/ombudsman and handle complaints against operators as an independent body.
- Also important to strengthen local controls and accountability and to tie in bus companies to much clearer performance related contracts and to monitor these locally.

- 2.3. Metro's input to a PTEG response was influenced by the comments received at all of the Passenger Consultative Committees.

Promotion of Public Transport to Non-Users

- 2.4. The following feedback was received:
- Tackle the features and events which turn people away from public transport; the product needs to be fit for purpose, and any marketing messages need to stress these positive messages:
 - Reliable
 - Punctual
 - Frequent
 - Up to date
 - Clean
 - Develop offers and products e.g. rail only MetroCard, transferable MetroCard, family travel card to reduce costs of parent/children groups and facilitate bus train habit, discounts and special offers.
 - Stress the environmental benefits of public transport travel.
 - Target schools and pupils to disseminate information to young people and their parents. Community Primary Care Trusts and GPs' surgeries could be used more widely as information outlets.
 - Target car users with road-facing bus shelter ads e.g. "buses every 10 minutes to the centre of Leeds", "only £3.00 return" etc.
 - Residential MetroCards should be transferable so that each member of the property could use it.
- 2.5. PCC members' comments have been fed back to Metro's Passenger Information and Marketing team and will be considered when planning new marketing campaigns.
- 2.6. In the coming year, the Metro Messenger service will be developed to include a 'community information channel' targeting community groups and organisations, health sector partners and others to disseminate information throughout the community.

Information at Bus Stops

- 2.7. Improvements in this area over recent years were welcomed; maps/diagrams are seen as an excellent development.
- 2.8. Suggested improvements include:
- Increase the number of stops at which there is a timetable
 - Timetable information at stops could be improved by using bigger print where possible, highlighting service frequencies, giving an indication of which service from the stop provides the fastest journey
 - Include additional information such as fare information, more information on real time e.g. difference between real times and scheduled times, list places where buses go to on stops and put in route order not alphabetical order, indicate where other bus routes intersect with routes of buses from stops, and provide information

on other services from near-by stops serving same destinations

- Provide destinations and route numbers in easily observable position, especially at multiple stops; include route diagram maps in timetable cases.
 - Vandalism continues to be a problem.
 - Real time electronic departure boards placed in the major bus interchanges such as Boar Lane and Infirmary Street and other key locations such as hospitals, universities/colleges, and major shopping centres like White Rose.
- 2.9. PCC members' feedback has been passed on to Metro's Passenger Information and Marketing team and will be considered when developing proposals to improve information at stops.
- 2.10. Progress in improving information at stops will be reported to future PCC meetings.

Consultation on Bus Service Changes

- 2.11. The following feedback was received:
- More consultation with local members and passengers in advance of service changes
 - More information for PCC members and passengers – on bus, at stops, in reports. Use Metro Messenger to target passengers with individual route information/new timetables.
 - When services change people want to know why.
 - Current service change dates in January and April may not allow for adequate consultation as the preceding period includes the holiday period.
- 2.12. Metro has recently updated its corporate consultation strategy and, as part of this process, a protocol for consultation on bus service changes is being developed. Members will be kept informed of progress in addressing this issue.

Other

- 2.13. There were no specific issues raised at the last meeting that could not be resolved at the meeting.

3. RECOMMENDATIONS

- 3.1. That this report be noted.

Director General
West Yorkshire Passenger Transport Executive