

**WEST YORKSHIRE INTEGRATED TRANSPORT AUTHORITY**

**LEEDS PASSENGER CONSULTATIVE COMMITTEE**

**DATE: 30 MARCH 2009**

**AGENDA ITEM NO: 3.**

**SUBJECT: MEMBER FEEDBACK**

**Report of the Passenger Transport Executive**

**1. MATTER FOR CONSIDERATION**

- 1.1. To advise members 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:

- Economic Climate and the Public Transport Industry
- Low Carbon Demonstration Project
- Carbon Reduction Marketing Campaign

**Economic Climate and the Public Transport Industry**

- 2.2. It was commented that for most people using public transport is far cheaper overall than buying and running a car and, therefore, the current recession could be an opportunity to turn people's desire to save money into increased passenger numbers. Operators should grasp this opportunity by ensuring the reliability and suitability of their services and Metro should increase the advertisement of low cost tickets emphasising the low daily equivalent cost and savings compared with buying and running a car.
- 2.3. It was suggested that more should be done to promote the existing travel costs support for job seekers and that new initiatives be developed to provide cheaper fares for job seekers.
- 2.4. Comment was made that investment in public transport schemes helps to create employment opportunities.

**Feedback**

- 2.5. The forthcoming Carbon Reduction marketing campaign will strengthen key messages of cost savings and environmental benefits of using public transport.
- 2.6. Metro is arranging a meeting of key organisations to raise the profile of the ongoing work to support jobseekers using public transport. The meeting will also provide an opportunity to discuss options for taking this area of work forward once current funding comes to an end.

### **Low Carbon Demonstration Project**

- 2.7. This was welcomed as a good project and a number of possible pilot areas were suggested, including key routes in each of the districts, as well as on FreeCityBus bus routes
- 2.8. It was suggested that the pilot route could be developed as an environmental showcase with eco-shelters powered by renewable energy sources and the first bus route to trial smartcard ticketing. Additionally, the route could be branded the 'Green Line'. It was also suggested that the demonstration project could include research into travel requirements of communities within the pilot area.
- 2.9. It was suggested that co-operation with other transport authorities would help to eliminate duplication of research effort and allow a wider range of technologies to be examined.

### **Feedback**

- 2.10. The Regional Transport Board has not approved funding for this project, which means that it cannot be progressed in the form envisaged.
- 2.11. Metro is, however, considering developing a European Union funding submission to work with a range of partners to explore means of reducing CO<sub>2</sub> emissions in the public transport sector.

### **Carbon Reduction Marketing Campaign**

- 2.12. Comment was made that in order to reduce carbon emissions significantly it was necessary to improve the quality and performance of bus services in order to encourage car drivers to use public transport.
- 2.13. It was suggested that the following measures would make public transport a more marketable mode:
  - Daytime frequencies of services should be should be maintained until 7pm or 8pm
  - No price increase on fares in 2009
  - Additional MetroCard zones for cross boundary travel e.g. into South Yorkshire
  - Increase the number of Metro ticket sales outlets
- 2.14. In terms of the marketing campaign, it was suggested that bus shelter bill boards facing roads would be a good medium. The following campaign messages were suggested:
  - Travelling by bus instead of your car could save you 1400 kg in CO<sub>2</sub> emissions per annum, accompanied by information of what this equates to in measurements that people can understand e.g. trees, plastic bags.

- Cost comparisons highlighting any potential savings plus any convenience benefits such as 'every 10mins', 'faster journey times' and the ability to listen to music, read a book etc.

2.15. The following additional suggestions were made:

- More park and ride
- Introduce more 2+ car lanes
- Promote car sharing

### **Feedback**

2.16. PCC members' feedback is being considered in the development of the marketing campaign.

### **Other Issues Raised**

2.17. The following additional issues were raised.

### **FreeCityBus**

2.18. Members requested information regarding the patronage for the FreeCityBus service in Leeds and it was agreed that Metro would conduct surveys on the service and prepare a report for the next meeting.

2.19. Patronage surveys were undertaken during February and March 2009. The figures revealed that intending customers were unable to board the FreeCityBus at some times throughout the day at the rail station, Clarendon Road/Dental Hospital and Leeds University/LGI.

2.20. On most occasions those passengers that were unable to board their intended departure were able to board the following bus six minutes later. It was noted that despite requests from the drivers, on many occasions, standing passengers were reluctant to move towards the rear of the bus, which resulted in several buses departing less than full.

2.21. Overall the service continues to attract favourable comments from its users and Metro will continue to work with the operator, First, to encourage standing passengers to occupy all of the available space.

### **Ticket Barriers at Leeds Station**

2.22. It was reported that there were occasions when open barriers were left unattended and Northern agreed to investigate the matter.

2.23. Northern also agreed to investigate the suggestion for a single line queuing system for ticket sales to avoid further congestion in the ticket hall.

- 2.24. Northern have responded to this matter, advising that the ticket barriers at Leeds have been a learning curve for all staff and supervision and management have been tightened in response. Staff do have a permanent presence on open barriers but may be called along the line to assist other passengers on occasions.
- 2.25. Northern have been advised not to install any obstructions in the ticket hall, and as a result are unable to introduce a single line queuing system.

### **Beeston Health Centre Bus Stop Allocation**

- 2.26. Comment was made that the stops outside Beeston Health Centre on Cemetery Road are only served by services that continue straight through the lights onto Tempest Road (62 service) or in direction towards Malvern Road (86 service) and are not served by the 46/74 services.
- 2.27. The redevelopment of Beeston Health Centre has increased the footfall at this site and it was requested that stops stand allocation be reviewed.
- 2.28. Following a site meeting attended by First Leeds, Metro and Leeds Highways and it was decided that bus services 46 and 74 will observe these bus stops. This change will take place from the 26 April 2009 service change.

## **3. RECOMMENDATIONS**

- 3.1. That this report be noted.

Director General  
West Yorkshire Passenger Transport Executive