

WYITA Bus Quality Contract / Partnership Expanded Requirements -

Part A WYITA Requirement – November 2009

Network

A branded, hierarchical, network in order to improve legibility and facilitate marketing and promotion.

Operators would work with Metro to categorise service types and develop an appropriate brand, which could sit alongside an operator's brand, for each service type.

Operators to jointly develop and fund marketing and promotional campaigns (particularly on integrated ticketing) to increase bus patronage.

A more integrated network to improve overall efficiency and reduce costs/ release resources for re-deployment elsewhere.

Operators to work with Metro on an integrated network of services with:

- Coordinated frequencies on common corridors*
- Removal and reallocation of wasteful competition through a “target network” approach*
- Redeployment of saved resources to either improve accessibility ,bolster frequency, reduce fares or other network improvements*
- High frequency network to be maintained 7am to 6.30pm with longer hours where there is demand (such as major hospital visiting)*
- Frequency of early morning, evening and Sunday services to be standardised in relation to daytime frequency*
- Integration of bus services with other modes where other modes are the best option*
- Schedule services where applicable to meet last trains*

Network stability through route changes no more than once a year, with a rolling programme of minor timetable adjustments to improve schedule adherence

Operators to agree to implement this strategy through a partnership agreement. The agreement would also include an agreed consultation protocol giving greater and earlier consultation to local communities and Metro on service changes.

Fares and Ticketing

ITSO smartcard ticketing, with simple fare structures, 'transfer tickets', incentives to purchase longer period tickets.

Operators would commit to a timetable to equip buses with ITSO smartcard readers and depot equipment, with completion within a period of three years.

Operators would commit to develop the approach to product range and media type set out in Parts C and D.

Increased off-bus payments and auto top-up on smartcards.

Operators to commit to a strategy that significantly increases off-bus payments and introduces auto-top up (or equivalent) arrangements to incentivise customer loyalty with significantly greater incentives for longer period ticket purchases.

An integrated single suite of tickets (no operator only products)

Operators commit to withdrawing the majority of operator only products and to developing, through the Ticketing Company, a new range of zonal, multi-operator products based on the principles as set out in Parts C and D.

Fares stability, with one change a year (except in exceptional circumstances).

Operators commit to fares stability, with a programmed date each year for fares review common across all operators. Fares would only change on other days in exceptional circumstances, such as high inflation. Metro would agree to take a 'reasonable' view of exceptional circumstances.

Simplified, affordable fares (within financial constraints) with discounted travel for young people as well as the statutory scheme for senior and disabled persons.

Operators commit to develop proposals for simplified, zonal, fares with potentially a complementary short-hop fare. Prices for longer period tickets would incentivise their take-up and use.

Vehicles

Standard, presentation and accessibility are more important than age

Operators commit to a timescale for early DDA compliance, route type suitability and branding, driver communications, ETM with ITSO smartcard reader (or mobile device for small operators), GPS tracking linked to real time system, fuel monitoring (eco driving).

Operators to commit to a programme of implementation of high quality destination displays in line with fleet investment.

Operators to commit to a timescale for the provision of internal electronic (audio/visual) passenger displays on identified high frequency premium routes.

Drivers and Staff

NVQ 2 equivalent (or better), uniforms, specific training in relation to young people, disability issues and conflict management, fuel efficient driving and staff development programmes

Operators commit to develop in partnership with Metro common training modules that would be rolled out to all staff. Operators commit to staff development programmes to reduce staff turnover and improve customer service.

Customer Service

Customer feedback encouraged through information on how to complain, 'You Said, We Did' reports, performance reports, Mystery Shopper surveys, customer satisfaction surveys, compensation policy and complaints appeal procedure.

Operators display information about how to complain in a prominent position on bus.

Operators commit to providing information on performance to be published on an annual basis. Operator commit to joint funding mystery shopper and customer satisfaction surveys. Operators commit to a common policy on compensation and a common process of appeals on complaints.

Part B. Additional Proposals arising from Operator Liaison

Improving punctuality, reliability and journey times

Operators commit to work with partners on improving punctuality and reliability of services through existing PIPs agreements with published results on performance and development of action plans to address shortfalls.

Where journey time savings are made and resources saved, Arriva have committed to consider hypothecating any these saved resources (where practicable) into network improvements.

Operators to commit to invest in a proportion of capital infrastructure to improve bus speeds to lock in benefits.

Partnership

Operators commit to work in partnership with Metro and District Councils in a structured approach. Arriva suggest a formal “partnership board” approach with agreed objectives.

Viability

Operators commit to share business performance with Metro on a Quarterly basis so that early warning can be received of potential problems in future. Operators to seek to balance necessary profitability with potential to recycle any benefits from increased bus speeds into measures to drive passenger growth.

Planning

Operators commit to working with Metro and District Councils in developing a more strategic integrated approach with a rolling programme of network reviews linked to the tendering programme but also to strategic planning and LTP3 three year implementation plans.

Marketing

Commitment to co-ordinated approaches and significant increase marketing spend..

PART C BASIS FOR DEVELOPING WEST YORKSHIRE INTEGRATED TICKETING -

Product	Minimum Requirement	Comments
Single journey	None – operators responsible for single fares	
<i>Period Tickets</i>		
Daily ticket	Bus zonal, rail zonal, multi-modal zonal	No operator only period ticket products.
Weekly ticket	Bus zonal, rail zonal, multi-modal zonal	No operator only period ticket products.
Monthly / 4 weekly	Bus zonal, rail zonal, multi-modal zonal	No operator only period ticket products.
Annual	Bus zonal, rail zonal, multi-modal zonal	No operator only period ticket products.
Pay as You Go		
e-purse	e-purse for single bus journeys	Operators responsible for single fares
	e-purse for carnet tickets	
	Daily cap	

- NB. 1. There will be a need to devise local bus fare zoning as part of this scheme
 2. There will be a need to consider the possibility of rail only products

PART D - BASIS FOR DEVELOPING WEST YORKSHIRE INTEGRATED TICKETING (with potential for new products)

	Paper	Low cost ITSO Smartcard	Personalised ITSO Smartcard	ITSO smartcard	SMS Mobile Phone	Emv
<i>Entitlement Permits</i>						
Young Persons Photocard			√			
16-18 Scholars Photocard			√			
StudentPlus Photocard			√			
ENCS pass			√			
<i>Period Passes</i>						
Annual			√			
Monthly / 4 weekly			√	√		
Weekly		√		√	√	
School Plus monthly		√				
School Plus weekly		√				
Metro Active - Day	√					
Day ticket(s)	√				√	
<i>Other Pre-paid travel</i>						
PAYG (Pay As You Go) with daily cap			√	√		√
Carnet		√	√	√		√
<i>Single Journey Tickets</i>						
Single – on bus payment	√					√
Transfer tickets	√	√	√	√	√	