

WEST YORKSHIRE INTEGRATED TRANSPORT AUTHORITY

LEEDS PASSENGER CONSULTATIVE COMMITTEE

DATE: 5 OCTOBER 2009

AGENDA ITEM NO: 5

SUBJECT: CONSULTATION ITEMS

Report of the Passenger Transport Executive

1. MATTER FOR CONSIDERATION

- 1.1. PCC members views on:
 - a) 2009 Market Research Results
 - b) Personal Travel Planning
 - c) Stakeholder Communications

2. INFORMATION

2009 Market Research Results

- 2.1. Metro undertakes regular market research tracker surveys, the latest of which was carried out in summer 2009. The information gathered and tracked in these surveys is used to measure satisfaction levels with services provided by Metro, to inform marketing decisions and to track awareness levels of a range of services and products.
- 2.2. There will be a short presentation on the findings of the latest Market Research tracker survey, and PCC members will have the opportunity to give their feedback on the results.

Personal Travel Planning

- 2.3. Personal Travel Planning (PTP) is a well-established method that encourages people to make more sustainable travel choices. It seeks to overcome the habitual use of the car, enabling more journeys to be made on foot, bike, bus, train or in shared cars.
- 2.4. This is achieved through the provision of information, incentives and motivation directly to individuals to help them voluntarily make more informed travel choices.
- 2.5. There will be a presentation demonstrating alternative models of delivering PTP and members' views will be sought on how we might take this area of work forward in West Yorkshire.

Stakeholder Communications

- 2.6. Metro is currently developing a proposal to improve communications with a range of stakeholders using the Metro Messenger system.
- 2.7. Metro Messenger is currently a subscription based service with a general public audience.
- 2.8. Recent work with area committees and locality managers in parts of West Yorkshire has highlighted an opportunity to promote information on Metro's services and public transport developments to locality representatives and a wider range of stakeholders including members, key local authority officers, voluntary and community sector organisations such as Age Concern and partnership members, (e.g. Accessibility Partnership.)
- 2.9. A brief presentation will outline proposals and PCC members will be asked for their views.

3. RECOMMENDATIONS

- 3.1. That PCC Members provide feedback on the topics set out above.

Director General
West Yorkshire Passenger Transport Executive