

# WEST YORKSHIRE PASSENGER TRANSPORT AUTHORITY

## CALDERDALE PASSENGER CONSULTATIVE COMMITTEE

DATE: 11 OCTOBER 2005

AGENDA ITEM NO: 6

### SUBJECT: CONSULTATION ITEMS

#### Report of the Passenger Transport Executive

#### 1. MATTER FOR CONSIDERATION

- 1.1 Feedback on the real time passenger information system.

#### 2. INFORMATION

##### **Retailing Options**

- 2.1. The Metro range of prepaid tickets are currently sold at bus stations, rail stations, post offices and various other smaller agencies. Concessionary permits are issued from bus stations and post offices.
- 2.2. Whilst the current arrangements have been in place for many years and have worked well, changes in lifestyles and the closure programme of post offices means that Metro need to evaluate existing arrangements.
- 2.3. Metro is keen to explore whether the current retail network meet the requirements of customers and also whether more comprehensive and efficient arrangements can be developed. At the same time it is also intended to examine the way concessionary permits are issued and examine alternatives.
- 2.4. PCC members' views are sought on various options for retailing Metro prepaid tickets and issuing concessionary permits.

##### **Real time Passenger Information**

- 2.5. Progress with the implementation of the system to provide 'real time' passenger information on buses has been reported to previous PCC meetings. PCC members have assisted at various stages of the project and their input has been useful and much appreciated.
- 2.6. The first phase of the project includes the provision of information via SMS (text message), the internet and WAP. Initial promotional material sent out in June 2005 and a TV feature in September. Leaflets have been distributed, advertisements placed on bus-sides and information included in Metro's bus stop timetable displays.

- 2.7. Usage of the SMS service has risen considerably during September and now averages 800 users per day. Feedback has been encouraged and is mostly positive, with suggestions for further enhancements.
- 2.8. There will be a brief update on the project and PCC members will be asked for:
  - Any initial feedback
  - Ideas for subsequent promotion, especially to non-users of public transport
  -

### 3. **RECOMMENDATIONS**

- 3.1 That PCC members comment on the topics set out in this report.

Director General  
West Yorkshire Passenger Transport Executive

VP

10 October 2005