

WEST YORKSHIRE INTEGRATED TRANSPORT AUTHORITY
CALDERDALE PASSENGER CONSULTATIVE COMMITTEE

DATE: 30 MARCH 2010

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 and to report the action taken.

2. INFORMATION

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

- West Yorkshire's Third Local Transport Plan
- Priorities for SmartCard Rollout
- Marketing Plan

3. INFORMATION

Local Transport Plan

- 3.1. Members welcomed the plans for a diverse approach to consultation on LTP3 and the following suggestions were made:

- Hold a joint meeting of the Passenger Consultative Committees to discuss issues relating to LTP3.
- Use variety of web based media to consult.
- Ensure that non-public transport users views are gathered.
- Target a wide audience including cycling groups, disabled groups, employers and schools etc.

- 3.2. A number of suggestions were also made regarding content of LTP3.

Feedback

- 3.3. Comments made by PCC members have been reflected in the draft vision and outline strategy for the plan, which will be the subject of further consultation.

- 3.4. A special joint PCC meeting has been arranged for 15 April 2010 to give PCC members an opportunity for more in depth consultation.

SmartCard Rollout

- 3.5. Members were supportive of the move towards rolling out smartcard availability. The following suggestions were made:

- The Oyster system in London was considered a successful model.
- Price/financial benefits is a key incentive and should be widely promoted.
- It is important to get all transport providers on board.
- The system should be easy to use.
- Availability should be widespread to all areas of West Yorkshire and include supermarkets and newsagents.
- Ability to top up the cards via:
 - Internet - wymetro.com
 - Telephone - MetroLine
 - Direct debit (automatic top up)
 - Tourist information centres
 - Post Offices
 - Railway Ticket Offices
 - Bus Station Travel Centres
 - Ticket Vending Machines at Railway Stations (including unstaffed)
 - Ticket Vending Machines at Bus Stations (including unstaffed) and on street (major routes)
 - A network of retail outlets (like TfL's Oyster Ticket Stop)

3.6. Members also queried how the SmartCard system will integrate with the ITSO English National Concessionary (ENC) Permits.

Feedback

- 3.7. Members' feedback will be fed into the ongoing development of the project plan for SmartCard roll out.
- 3.8. SmartCard integration with ENC permits will be a feature of project development.

Marketing Plan

- 3.9. Members were asked to provide ideas for key themes that could be included in the Marketing Plan for the coming year. The following suggestions were made:
- Develop a Metro Messenger text messaging service.
 - Target current non-users with incentives and engage with other companies to reach target audience e.g. pubs, cinemas and other large leisure outlets, community centres, retail outlets, supermarkets.
 - Ask breweries and public houses, particularly those on major bus routes, to display public transport information posters and leaflets.
 - Ensure messages get to non-users as well as existing users e.g. car drivers sitting in traffic jams.
 - Use a tube Map style colour-coded Line Diagrams and fare information at stops.

- Market Metro ticket information on buses.
- All over ads on double-deckers.
- Handouts on bus and train and in stations, handouts with tickets.
- It was also noted that linkages with smartcard and quality contracts could prove a useful opportunity.

Feedback

3.10. The new marketing plan for the coming year is still being developed, however, the following have already been delivered or are planned:

- All over Metro Messenger advert on one Leeds FreeCity Bus.
- Metro Messenger handouts (and chocolate bars) at bus and rail stations across West Yorkshire.
- Use of road-facing panels in bus shelters to target car drivers.
- Links to local leisure outlets, restaurants etc to offer deals to Metro Messenger subscribers.
- Consideration of smarter choices approaches to targeting non-users.

4. RECOMMENDATIONS

4.1. That this report be noted.

Director General
West Yorkshire Passenger Transport Executive