

**WEST YORKSHIRE INTEGRATED TRANSPORT AUTHORITY**  
**CALDERDALE PASSENGER CONSULTATIVE COMMITTEE**

**DATE: 31 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 7 pm or 8 pm
  - 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 issue was raised.

#### **Boxing Day Services**

2.18. It was suggested that consideration be given to running the popular 508 service from Halifax to Leeds on Boxing Day 2009.

2.19. This suggestion will be passed on to staff involved in planning any future Boxing Day bus services.

### **3. RECOMMENDATIONS**

3.1. That this report be noted.

Director General  
West Yorkshire Passenger Transport Executive