



TRANSPORTEAST



Supported by

M

MOTT  
MACDONALD

ARUP

# Bus Back Better Support Programme

Support Package 3 – Low Cost and/or  
Quick Wins

15 February 2023

Mott MacDonald | Arup

# Today's presenters



**Nick Richardson**  
Subject Matter Expert



**Jonathan Mottershead**  
Subject Matter Expert



**Renesha Khakh**  
Senior Transport  
Planner



**Anna Whittle**  
Transport Planner

# Bus Back Better Support Programme

## Project Outputs

Improved delivery of BSIPs and EPs, and support to LTAs who have not received government funding in the current round. This will include:

- Enhanced evidence base through research papers on prioritised knowledge gaps.
- Knowledge sharing within and between STBs and their constituent members and between the public and private sectors.
- Better resourced LTAs through prioritised third-party support, provided in targeted areas.

## Project Outcomes

These outputs will seek results in outcomes aligned to the National Bus Strategy including:

- Increased patronage.
- Enhanced accessibility and social inclusion.
- Reduced carbon emissions and improved public health.
- More commercially sustainable bus networks.

# Bus Back Better Support Programme

- Support Package 1: Fares and Ticketing
- Support Package 2: Data Analysis, Monitoring and Evaluation
- **Support Package 3: Low Cost and Quick Win Solutions**
- Support Package 4: Building a Strong Case
- Support Package 5: Infrastructure and Road Space
- Support Package 6: Demand Responsive Transport
- Support Package 7: Rural Hubs and Integration
- Support Package 8: Funding Mechanisms
- Support Package 9: Collaborative Working
- Support Package 10: Marketing
- Support Package 11: Alternative Fuels and Low Emission Vehicles

# Contents

1. Purpose and objectives of this Support Package
2. Structure of this Support Package
3. Defining low cost and quick wins
4. Framework methodology
5. Examples of low cost quick wins



# Support Package Objectives

This support package will provide you help by:

**1**

**Defining what constitutes a quick win and/or a low-cost scheme**

**3**

**Presenting examples for different types of initiatives**

**2**

**Developing a suitable approach to identifying and evaluating low-cost schemes**

**4**

**Developing a template communication strategy that can be applied to a range of schemes**



TRANSPORTEAST



Supported by

**M**

**M**  
MOTT  
MACDONALD

ARUP

# Structure of this Support Package

15 February 2023

Mott MacDonald | Arup

# Support Package structure





# One-to-one support will be available following the Webinar

A limited number of one hour long one-to-one sessions will be available for you to speak with our experts regarding a specific issue with low cost and/or quick wins



TRANSPORTEAST



Supported by

**M**

**M**  
MOTT  
MACDONALD

ARUP

# Defining a low cost quick win

15 February 2023

Mott MacDonald | Arup

# What is a low cost quick win initiative?

**Quick to  
implement**

**Relatively  
inexpensive**

**Potential to  
increase bus  
patronage**

**Low cost and quick win  
initiatives are not mutually  
exclusive**

# What is a low cost quick win initiative?

Opportunities and challenges identified in small group sessions

	Opportunities	Challenges
<b>Quick to implement</b>	<ul style="list-style-type: none"><li>• Better enforcement of existing agreements</li><li>• Better publicity of existing initiatives</li><li>• Revisit procurement arrangements</li><li>• Implement schemes where the LTA owns the land</li></ul>	<ul style="list-style-type: none"><li>• Staff resource</li><li>• Third party support</li><li>• Land ownership</li></ul>
<b>Relatively inexpensive</b>	<ul style="list-style-type: none"><li>• Utilising funds from outside transport</li><li>• Incentivising third parties to contribute</li><li>• Creativity with existing budgets to maximise benefits</li><li>• Work collaboratively with other departments</li></ul>	<ul style="list-style-type: none"><li>• Existing budgets can be low / uncertain</li><li>• Ongoing maintenance costs</li><li>• Political system influences funding</li></ul>
<b>Potential to increase bus patronage</b>	<ul style="list-style-type: none"><li>• Work with different groups e.g. Visit England to increase leisure trips</li><li>• Undertake trials to test the success of ideas</li></ul>	<ul style="list-style-type: none"><li>• Getting the key people needed to deliver an initiative together</li><li>• Getting someone to take ownership of an idea</li></ul>

# What is a low cost quick win initiative?

Areas of focus in this Support Package

**1**

**Branding, communications and marketing**

**2**

**Service information**

**3**

**Bus stop accessibility and quality auditing**

**4**

**Bus stop improvements and hubs**

**5**

**Improving bus journeys**



TRANSPORTEAST



Supported by

**M**

**M**  
MOTT  
MACDONALD

ARUP

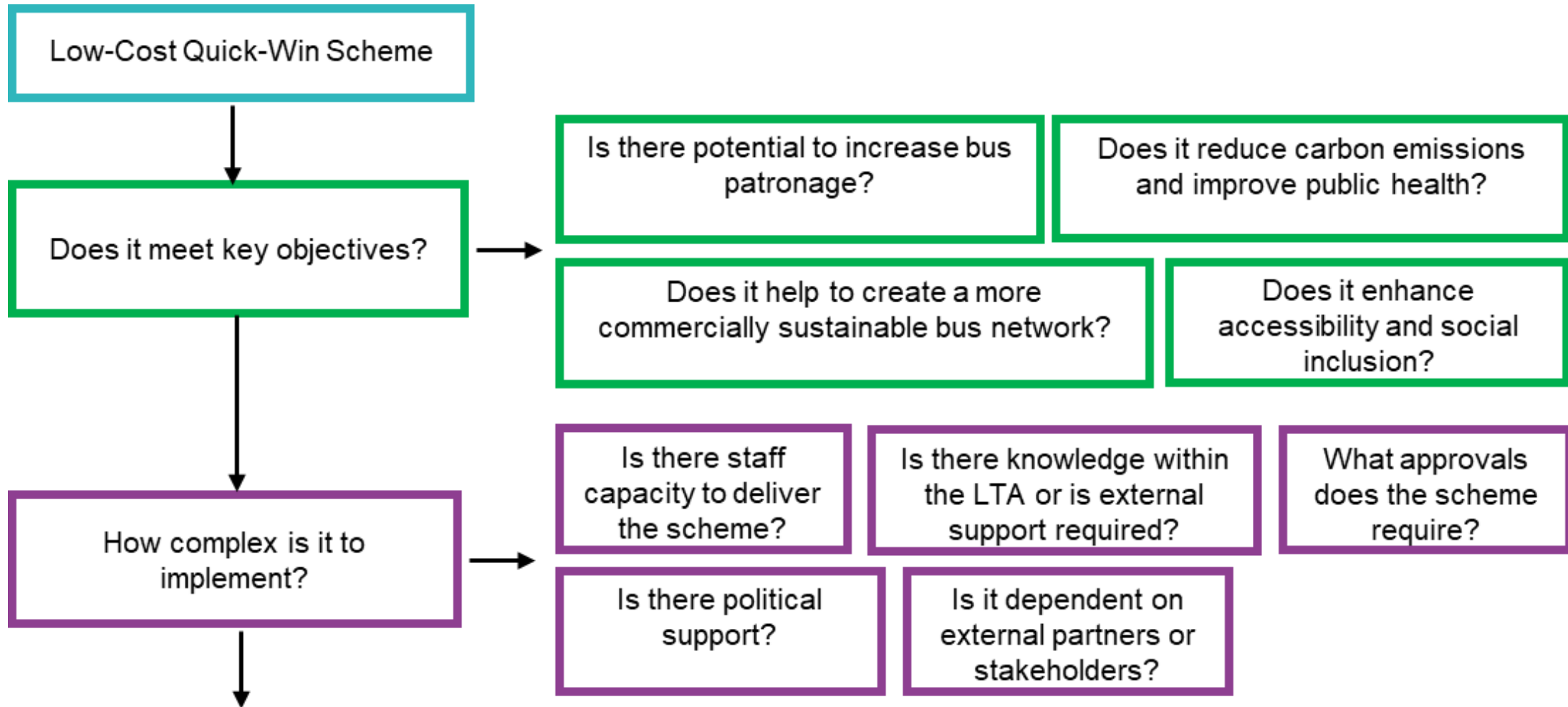
# Framework methodology

15 February 2023

Mott MacDonald | Arup

# Framework Methodology

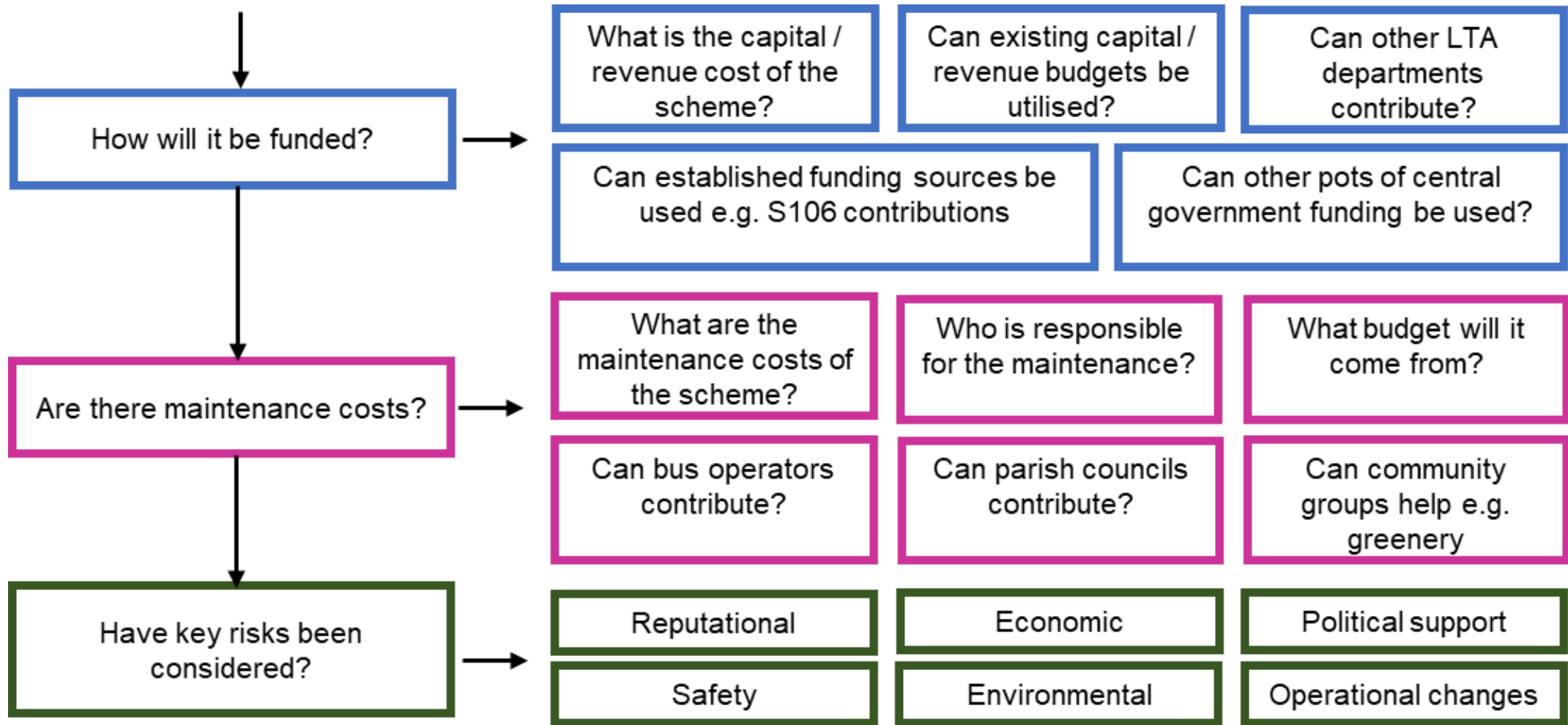
Identifying and evaluating schemes





# Framework Methodology

Identifying and evaluating schemes





TRANSPORTEAST



Supported by

**M**

**M**  
MOTT  
MACDONALD

ARUP

# Branding, marketing and communications

15 February 2023

Mott MacDonald | Arup

# Branding, marketing and communications

Getting your foundations right

1. ■ Having **recognisable branding, targeted marketing and a good communications strategy** is essential in:
- Maintaining existing bus passengers
  - Attracting new bus passengers
  - Facilitating a modal shift from private vehicles
  - Keeping bus passengers informed of changes

2. ■ Successful networks have placed **communications between service providers, highway authorities and bus users** at the core of their activities

# Branding, marketing and communications

Components of a successful branding scheme

**1**

**Appeal to local interests**

**3**

**Include route branding**

**2**

**Make relevant to the community**

**4**

**Expand over time to reduce costs**

# Branding, marketing and communications

Marketing and promotion considerations

**1**

**Demystify services and attract users**

**2**

**Highlight benefits to users**

**3**

**Engage with customers where they spend time**

**4**

**Undertake market segmentation**

**5**

**Focus on aspects that appeal to potential users**

**6**

**Emphasise key features**

# Branding, marketing and communications

## Developing a communications strategy

What's required in a communications strategy?	Further detail
<b>Establish objectives</b>	<ul style="list-style-type: none"><li>• Identify why there is a need to get this information (or message) across</li><li>• Identify the desired outcomes</li></ul>
<b>Identify and understand the target audience and stakeholders</b>	<ul style="list-style-type: none"><li>• Target towards specific audiences and stakeholders</li></ul>
<b>Determine key information and messages</b>	<ul style="list-style-type: none"><li>• Create a clear message to ensure accurate and consistent information which can then be conveyed to stakeholders</li></ul>
<b>Have targeted outreach and planned messaging – choose the right channels</b>	<ul style="list-style-type: none"><li>• Information must be communicated with the customer or a stakeholder on a platform they are likely to use</li><li>• Customers should be able to respond back to the provider on platforms</li><li>• If using multiple platforms, the message or information needs to be consistent.</li></ul>
<b>Set a timescale</b>	<ul style="list-style-type: none"><li>• Communicate information or messaging for an appropriate time period</li></ul>
<b>Enable feedback and monitoring</b>	<ul style="list-style-type: none"><li>• Rapid responses help build customer confidence and feedback can be requested on multiple platforms</li><li>• Feedback options should be highlighted and marketed on websites, on buses themselves and on social media.</li></ul>

# Branding, marketing and communications

## Who to target in a communications strategy

Key Groups	Attributes
<b>Young people</b>	<ul style="list-style-type: none"><li>• Do not have access to independent transport</li><li>• Less likely to have a driver's licence</li><li>• Likely to be environmentally conscious</li><li>• Use social media and smartphones</li></ul>
<b>Employed people with limited disposable income</b>	<ul style="list-style-type: none"><li>• Likely to have fixed travel habits</li><li>• Concerned about the cost of travel</li></ul>
<b>Households with limited or no car availability</b>	<ul style="list-style-type: none"><li>• Urban areas tend to have lower car ownership</li><li>• People in single car households may also be isolated during the day if the car is being used</li></ul>
<b>Older age groups</b>	<ul style="list-style-type: none"><li>• Often reluctant to give up driving as a primary mode of transport and likely to travel less frequently</li><li>• May have concerns about safety, security and anti-social behaviour</li><li>• Less likely to access information through smartphones</li></ul>
<b>Major trip attractors e.g. hospitals</b>	<ul style="list-style-type: none"><li>• Tend to have parking pressures</li></ul>

# Branding, marketing and communications

## Attracting new users

Attributes of Bus Travel	Further Detail
<b>Improvements in bus journey times</b>	<ul style="list-style-type: none"><li>• Such as routes with priority measures or fewer bus stops</li></ul>
<b>Making buses convenient</b>	<ul style="list-style-type: none"><li>• Increasing services in urban centres where car movement is restricted</li></ul>
<b>Car vs bus price</b>	<ul style="list-style-type: none"><li>• Marketing prices in comparison to the cost of fuel and parking to show buses as a cost-effective option</li></ul>
<b>Facilities</b>	<ul style="list-style-type: none"><li>• Highlighting information about the features on the buses, such as Wi-Fi and charging points which can be used during journeys</li></ul>
<b>Fares</b>	<ul style="list-style-type: none"><li>• Promoting affordable bus fares and tickets to attract new bus users</li></ul>
<b>Environment</b>	<ul style="list-style-type: none"><li>• Promoting green buses, the CO<sub>2</sub> savings, and benefits of buses to incentivise bus travel</li></ul>
<b>Marketing</b>	<ul style="list-style-type: none"><li>• A successful marketing and promotion scheme should be informed by data and statistics to support bus information and increase trust and confidence in buses</li><li>• Marketing provides deeper research that influences the offer in a targeted way</li></ul>



# Branding, marketing and communications

## Case Study

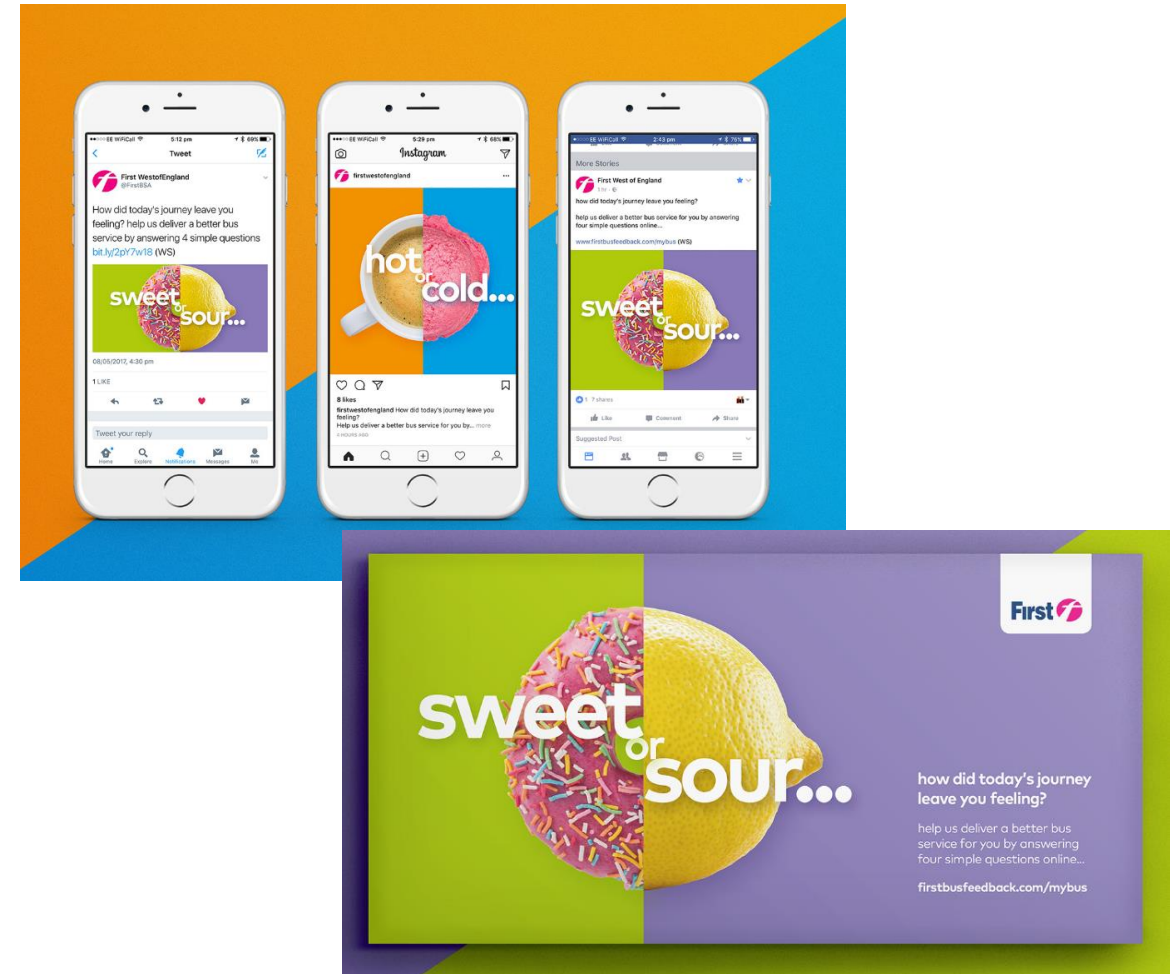
### First Bus (Bristol) Customer Feedback Campaign

The scheme aimed to look at 'How was your journey today' and gather surveys results from customers:

- In transit through paper tickets and in bus posters
- Post-journey via social media, and their website

The aim was to ensure that people who used the service that day would be able to give back their feedback:

- 'What service did you travel on?'
- 'How satisfied were you with the journey?'
- 'How likely are you to recommend the service to a friend?'
- 'Why?'



# Branding, marketing and communications

## Case Studies

### Brighton and Hove

Brighton and Hove Buses, part of the Go Ahead Group, has several components within their communication plan:

- Contact centre open 7 days a week
- Can be reached by email, phone and SMS
- A physical shop within the city
- Various social media platforms from which they can communicate with their customers and vice-versa.

### The branding for Brighton and Hove Buses is also important.

The buses are recognisable, colourful and many have the key attractions of the city on the sides of the bus.



# Branding, marketing and communications

## Key lessons

1.

Having a communications strategy is important

2.

All strategies should have clear branding

3.

Use a variety of multi-media platforms to communicate with customers

4.

Implement quick feedback systems

5.

Develop marketing suitable for both current and new users



TRANSPORTEAST



Supported by

**M**

**M**  
MOTT  
MACDONALD

ARUP

# Service information

15 February 2023

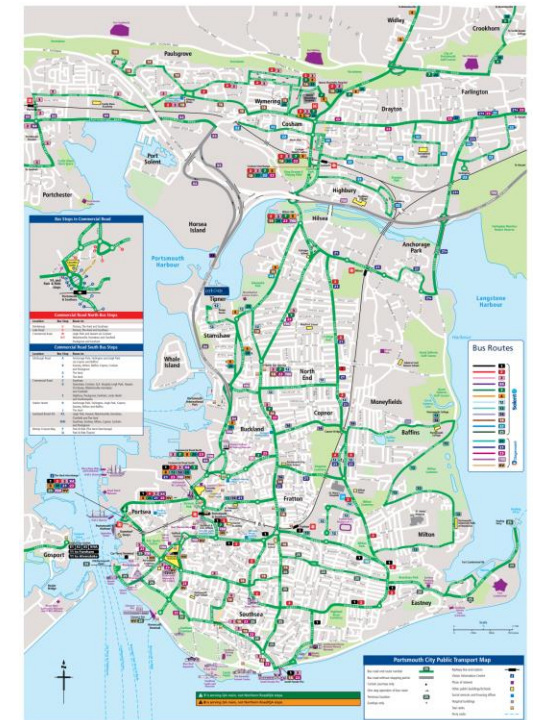
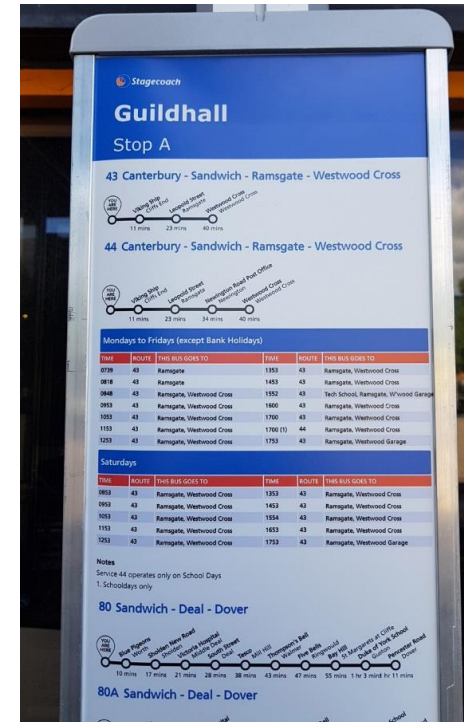
Mott MacDonald | Arup

# Service information

## Getting your foundations right

Service information is important in making potential customers aware of the offer:

- **Traditional formats** - timetables as stops and online which are easy to understand and read, maps should be linked to timetables
- **Interactive maps** – customers can find out about services, routes, departure times, journey/arrival times and fares in one place
- **New media and digital communications** – apps include bus information which is accessible on the go, can alert about problems and enable two-directional exchange of information



PDF Timetables, maps and fares: [Select a PDF to view]

To Steyning [Major stops] 31/01/2023 [Update]

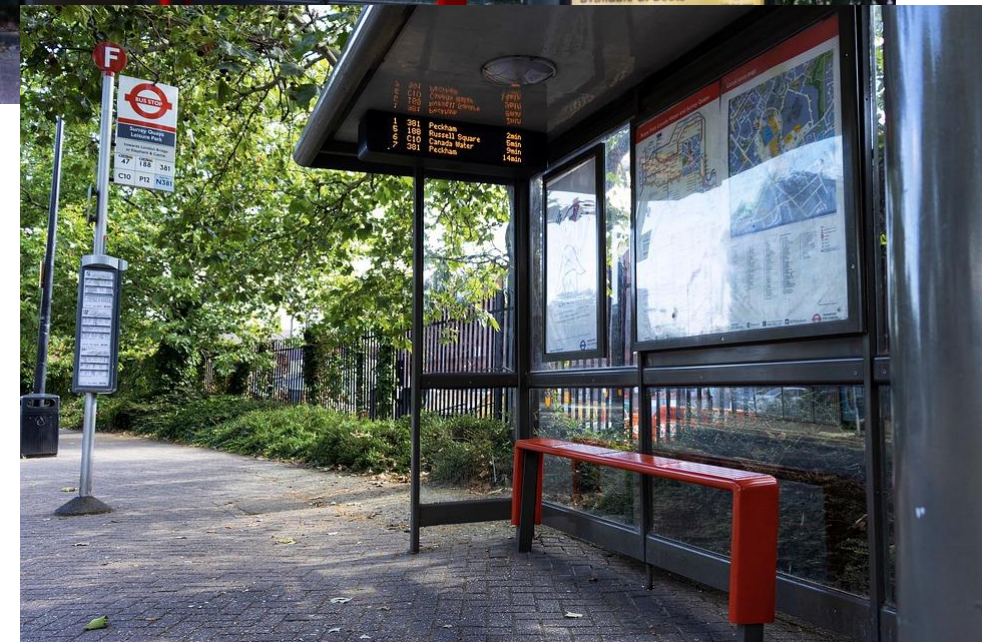
To Rottingdean [All stops]

	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2			
Longhill School Grounds	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Rottingdean White Horse	-	05:46	06:06	06:25	06:43	06:58	07:13	07:30	07:50	-	08:08	08:28	08:48	09:08	09:28	09:48	10:08	10:28	10:48	11:08	11:28
Bottom of Cowley Drive	-	05:52	06:12	06:31	06:49	07:05	07:20	07:38	07:58	08:08	08:17	08:36	08:56	09:16	09:36	09:56	10:16	10:36	10:56	11:16	11:36
Cowley Drive Shops	-	05:54	06:14	06:33	06:51	07:07	07:22	07:40	08:00	08:10	08:19	08:38	08:58	09:18	09:38	09:58	10:18	10:38	10:58	11:18	11:38
Downs Hotel	-	06:02	06:22	06:42	07:00	07:17	07:32	07:51	08:11	08:21	08:30	08:49	09:08	09:28	09:48	10:07	10:27	10:47	11:07	11:27	11:47

# Service information

Legibility

**Improving legibility can be a simple win, the first being the level of information presented and the second being the extent to which it can be read and understood**



# Service information

## Building on foundations

### Traditional formats at bus stops

- Information must be up to date, legible, simple and clear
- Timetables should have distance and timing measures

### Websites and online service information

- Must be easy to navigate
- Get feedback from users
- Include links to other operator timetables
- Include live interactive maps
- Provide information on leisure activities and bus routes serving them

### New media

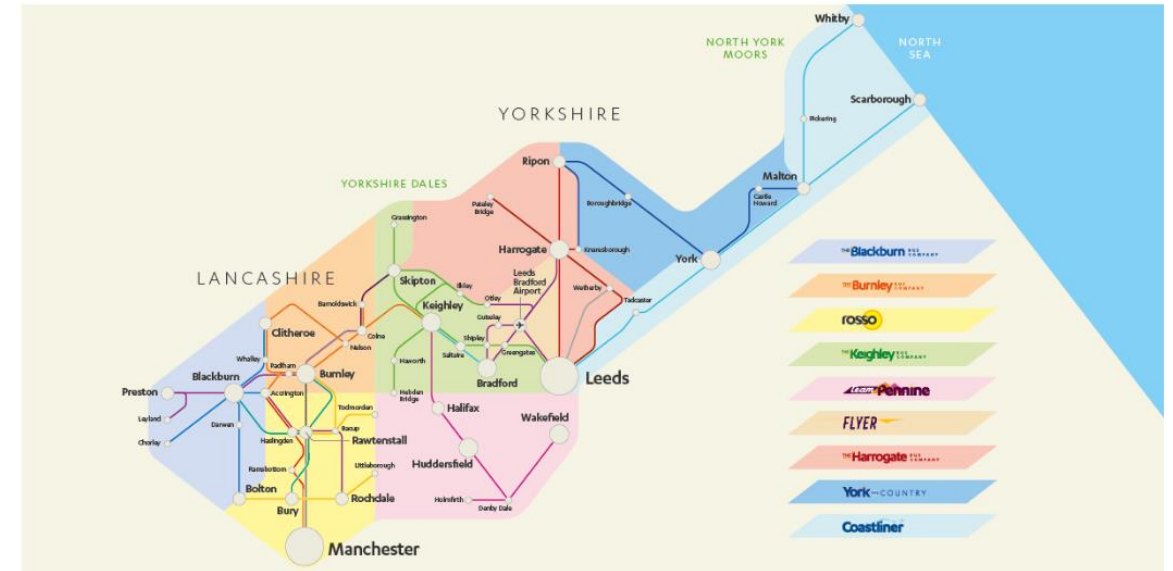
- Apps should be advertised on websites and social media
- Should be consistent with information on websites
- Enable users to search for buses whilst on the move
- Easy to navigate
- Get feedback from users
- Provide live information

# Service Information

## Case Study

### Transdev

- Transdev provides a variety of service information on its website and app
- Route maps are all colour coded
- Buses themselves have lots of on-board service information, such as next stop information, announcements and countdown timers



Transdev. (2021) Technology and innovation. Available from: [Technology and innovation - Transdev \(transdevbus.co.uk\)](https://www.transdevbus.co.uk/technology-and-innovation)

Transdev. (2021) *Welcome to Transdev across the north*. Available from: [Welcome to Transdev across the North - Transdev \(transdevbus.co.uk\)](https://www.transdevbus.co.uk/welcome-to-transdev-across-the-north)



# Service information

## Key lessons

1.

Bus stops should be well lit with physical timetables and information

2.

Websites should have a clear timetable, network map and live information

3.

Apps should include live information, timetables, maps, mobile tickets and feedback systems

4.

Updates to in-bus service information can improve the journey and increase patronage

5.

Customer feedback is useful in understanding what needs to be improved



TRANSPORTEAST



Supported by

**M**

**M**  
MOTT  
MACDONALD

ARUP

# Bus stop accessibility and quality auditing

15 February 2023

Mott MacDonald | Arup

# Bus stop auditing

## Importance and common challenges

### People are attracted to high quality services

Having a good quality bus stop that is accessible to all users makes the bus a more attractive option for everyone.

### Establishing a baseline for improvement

Local authorities and bus operators need to measure and rank bus stop quality, to effectively prioritise improvements to their bus stops.

### Accountability

Access to a standardised bus stop audit template would facilitate a targeted programme to raise the standard of bus stops.

### Universal access for all passengers

Bus stops in the UK, especially in rural areas, often lack essential elements to ensure accessibility and passenger comfort.

### Bridging the gap between urban and rural areas

Rural and suburban bus stops often fall behind the standard of other European countries

### Provide the basics

Ensure all bus stops provide **level boarding**, timetable information and are sheltered.

# Bus stop auditing

## Key considerations

Three main elements need to be considered to develop a good quality bus stop:

1. Access to the bus stop (walking / wheeling / cycling)
2. Bus stop surroundings / vicinity / wider public realm
3. Actual bus stop design

The bus stop itself is only one part of the picture that must be optimised. Improvements to a bus stop must not be limited to the shelter and boarding area. Clear and accessible routes to the bus stop and inviting public space is equally important.

Rural bus stop with no access routes, timetable information, level boarding, or shelter (Staffordshire)



A higher quality rural bus stop, with clear up-to-date timetables, but with no level access routes (Gloucestershire)

# Bus stop auditing

Ensuring accessibility **to** bus stops

1

Bus stops should be visible and well spaced. They should be around 400 metres apart, ensuring as many destinations are within reach as possible

2

Important destinations (hospitals, shopping centres, etc.) and transport nodes should be served directly

3

Adequate crossings near bus stops, with well-lit pedestrian paths and cycle route connections

4

Clear wayfinding to and from bus stops for the surrounding area and destinations.

5

Integration of other modes at the bus stop to allow for access by other means (car, micromobility, cycle parking, etc.).

# Bus stop auditing

Ensuring accessibility **at** bus stops

1

Sufficient road space to allow buses to pull in parallel to the kerbside.

2

Kerb of sufficient size and at correct height to allow for the bus platform to line up and the accessible bus boarding ramp to be deployed.

3

Space available on the footway to ensure clear manoeuvrability of a wheelchair.

4

Level access routes extend directly into the bus stop waiting area for seamless journeys.

5

Accessible service information in different mediums (audio / braille / etc.)

# Bus stop auditing

## Building on your foundations – audit templates

### Possible indicators

- Passenger numbers / Catchment area of bus stop / Social importance of bus stop
- Accessibility of stop location for disabled and mobility impaired users
- Service frequency and average waiting time
- Availability of footway, cycleway, crossings to reach bus stop
- Kerbside access / level access
- Level of street lighting
- Connections to other modes of transport (intercity buses and coaches / rapid transit / railways / car sharing / etc.)
- Close to hospitals / schools / other centres of activity
- Primary modes of access to bus stop (walking / wheeling / cycling)
- Type of passenger / typical frequency of bus usage (to inform level of information required)
- Type of road on which the stop is situated (rural byway / 'A' road / urban street / etc.)
- Co-operation with advertising providers / other services to improve bus stop with external funds

# Bus stop auditing

## Key lessons

1.

All bus stops should meet certain minimum requirements (as far as possible)

2.

Bus stops should be prioritised to help direct investment of provision

3.

A database of bus stops and their features should be created

4.

Collaboration is key for bus stop improvements

5.

Bus stop audit templates could be consistent across LTA and STB boundaries





TRANSPORTEAST



Supported by

**M**

**M**  
MOTT  
MACDONALD

ARUP

# Bus stop improvements and hubs

15 February 2023

Mott MacDonald | Arup

# Bus stop improvements and hubs

## Importance of improving bus stops and creating hubs

Improvements to the passenger experience at bus stops are essential to growing bus patronage

Opportunity to create bus 'hubs' – providing seamless connections to rail and active modes

Hub locations can increase the reach of bus services, allowing connections from a wider area by other modes

Not all bus stops will require the same level of infrastructure – this will vary with location, ridership - but all stops should aim to provide the following:

- Height and type of kerb that is accessible for all users
- Ample space for pushchairs, wheelchairs and trolleys
- Clear and consistent naming to avoid confusion
- A space that feels and is secure (including lighting / CCTV)
- Shelter and seating where space permits
- Accurate travel information (including timetables and maps)
- Easy to read maps and signage to key local landmarks
- Where possible, co-located seamlessly with other modes

# Bus stop improvements and hubs

## Situational prioritisation for stop improvements

Exemplary bus stop looks different in different contexts. Some amenities are only appropriate at key locations with high ridership.

- **Rural locations:** shelter and level boarding area
- **Suburban locations:** better real-time information
- **Town centres:** visible, welcoming, provide for all passenger needs



Rural bus stop in Germany, with shelter, clear and consistent branding, and timetables.

# Bus stop improvements

Financing and justifying bus stop improvements

Know who is responsible for bus stops

Charge operators for using bus stops

Advertising companies can finance shelters

Mandate operators to adhere to certain standards

Integrate with other services

Passenger improvements can have quantifiable impacts

# Bus stop improvements and hubs

Moving towards hubs

Incremental upgrades can slowly create 'super bus stops' or 'bus hubs'

Bus stops can become key destinations

Co-location with services can bring community benefits

Clear branding and better visibility attracts passengers

# Bus stop improvements and hubs

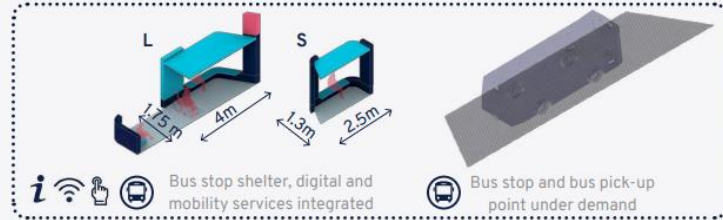
## Moving towards hubs

### Design Strategy: Kit of Parts

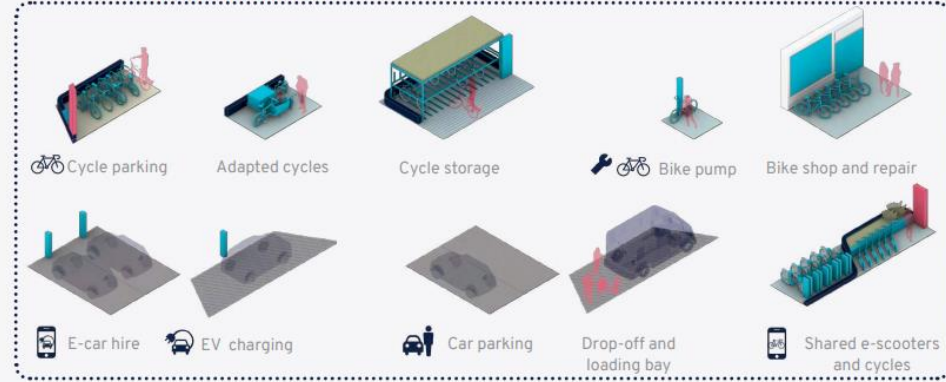
#### Mobility Modules

Mobility Modules respond to current and future mobility demands. They include shared services and units that promote active travel and electric transport, facilitating interchange.

##### Core Modules

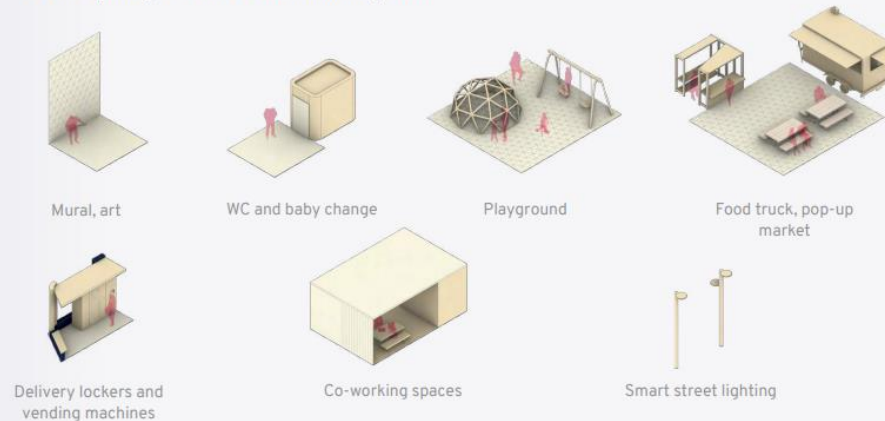


##### Extra Mobility Services



#### Community Components

Community Components react to the neighbourhood's needs supporting the mobility modules and creating a sense of place in the hub. These are community influenced projects that can seamlessly integrate with the Future Mobility Hubs.



#### Environmental Elements

Environmental Elements are interventions that allow the Future Mobility Hubs to integrate with their surrounding environment to create healthy places.



# Bus stop improvements and hubs

From bus stop to mobility hub

**1**

**Combination of modes**

**2**

**Services beyond transport**

**3**

**Enhanced public realm**

**4**

**Integrated into walking and cycling routes**

**5**

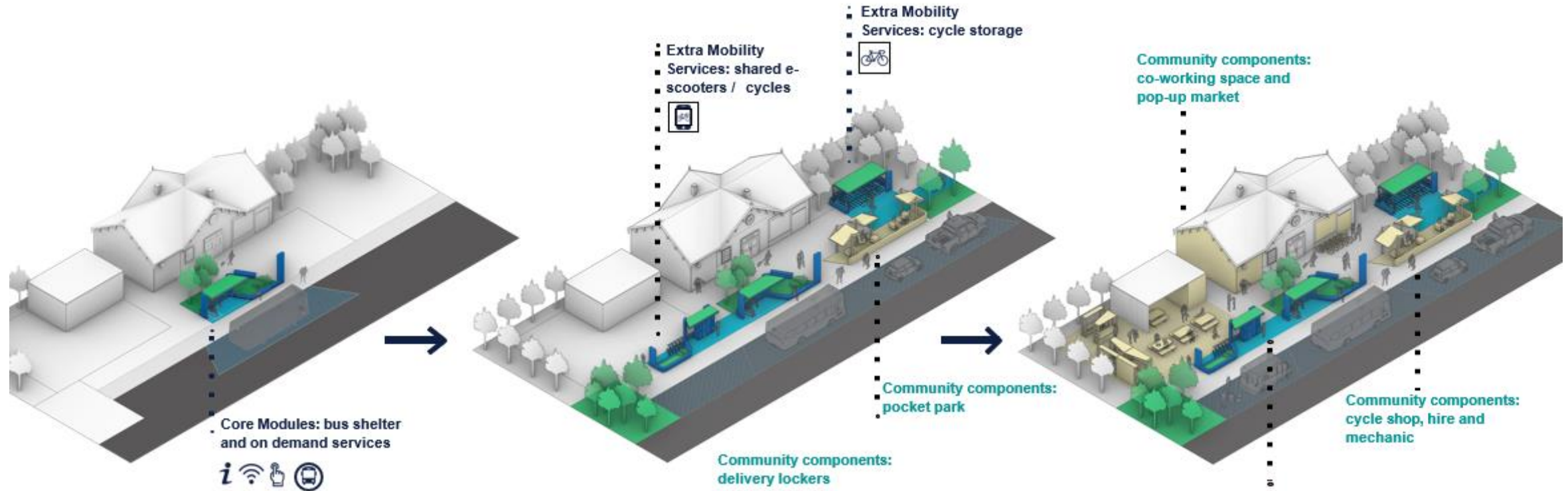
**Good street design**

**6**

**Clear branding**

# Bus stop improvements and hubs

From bus stop to mobility hub



Phased growth of a simple bus stop into a comprehensive hub for the community

ARUP (2021) *Future mobility hubs*. Available from: [Future mobility hubs - Arup](#)



# Bus stop improvements and hubs

## Key lessons

1.

Focus on existing bus stops that already have 'hub-type' features

2.

Many stops already have multimodal elements but are not treated as hubs

3.

Hub systems increase the attractiveness and visibility of buses in rural areas

4.

Co-location with modes and community uses can achieve more

5.

Hubs can be developed incrementally over a longer period



TRANSPORTEAST



Supported by

**M**

**M**  
MOTT  
MACDONALD

ARUP

# Bus journey reliability

15 February 2023

Mott MacDonald | Arup

# Bus journey reliability

Importance of improving the bus journey

Bus journeys are important in enticing potential passengers to use services

Any improvements to services in terms of speed or reliability will be valuable

Unreliable timetables could make bus an unrealistic mode of travel

Timetables should account for common areas of congestion and be realistic about journey times

Time spent waiting at bus stops is perceived as more taxing than time spent on vehicles

Operators should be aware of congestion hotspots and monitor typical bus performance in those areas

**Do you have examples  
of where you have  
worked collaboratively  
with operators?**

# Bus journey reliability

## Improving reliability

Physical priority measures and bus-only lanes can improve reliability - but can be expensive.

However, substantial gains can still be made via non-priority methods:

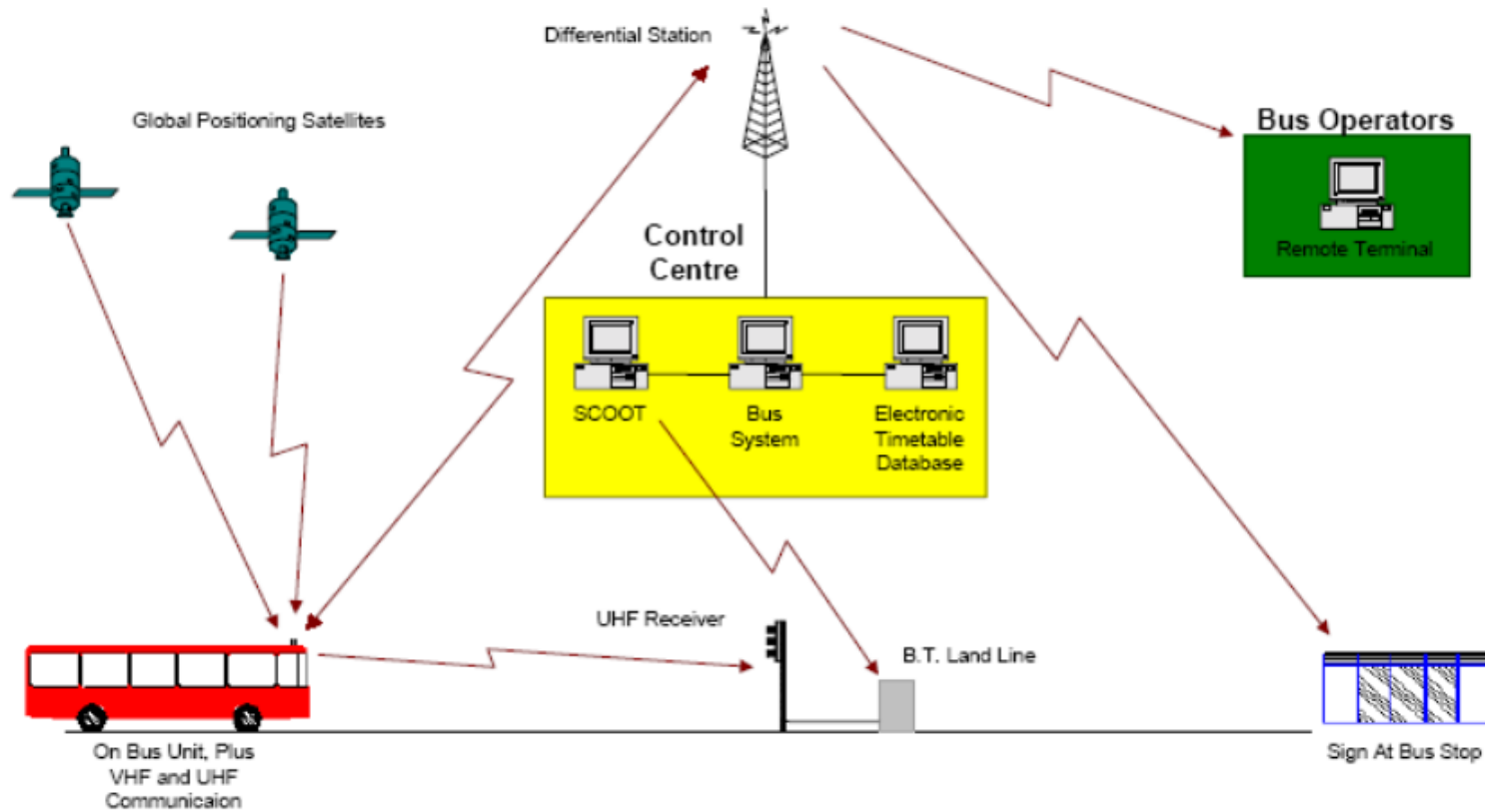
- Traffic Signal Priority (TSP) can give buses priority at signals
- Green signal phases can be extended or brought forward

It is noted that TSP is more effective in urban areas, but can still be useful in rural areas, especially areas of tourism congestion.

# Bus journey reliability

Improving reliability

## Bus Location and Priority



Typical system architecture for a TSP installation

TfL (2009) *Review of bus priority at traffic signals around the world*. Available from: <https://content.tfl.gov.uk/interaction-of-buses-and-signals-at-road-crossings.pdf>

# Bus journey reliability

## Case Study

### TSP Impact

- Significant improvements have been made with respect to:
  - Delay reduction
  - Journey time reduction
  - Patronage levels

City	Impact
<b>Delay Reduction at Junctions</b>	
Aalborg	5.8 sec / bus / junction
London	4 s/b/j
Southampton	9.5 s/b/j
Auckland	11 s/b/j
<b>Journey Time Reduction</b>	
Aalborg	4%
Cardiff	4%
Genoa	8%
Gothenburg	14%
Helsinki	11%
Stockholm	10%
Los Angeles	7%
<b>Passenger Levels</b>	
Helsinki	increase of 11%
Stuttgart	increase of 10%
Los Angeles	increase of 13%

# Bus journey reliability

## Case Study

### TSP in Oxfordshire

- BSIP proposed TSP installation at all 147 signalised junctions in Oxford
- To then be expanded to all junctions in other main towns within the county
- Journey time savings of four minutes estimated on a round-trip
- Alongside other priority measures estimates a 10% overall journey time reduction
- An increase in passenger numbers is expected to cover the cost of TSP installation within one year
- Cost of around £9,000 per junction and £6,500 per signalised crossing.



Image Source: OxLep



# Bus journey reliability

## Key lessons

1.

Bus journey reliability and journey time reductions are essential to growing passenger satisfaction and patronage

2.

TSP only makes sense where there are established junctions with congestion problems

3.

The greatest impact from TSP can be made in urban centres with many traffic signals

4.

Return on investment can quickly be gained by speeding up services, increasing ridership and reducing scheduling pressures

5.

Many previous applications of TSP have led to large measurable delay reductions, journey time reductions, and patronage increases



TRANSPORTEAST



Supported by

**M**

**M**  
MOTT  
MACDONALD

ARUP

# Conclusions

15 February 2023

Mott MacDonald | Arup

# Key opportunities

Branding, marketing and communications

**1**

**Consider a shared regional resource**

**2**

**Raise the profile of existing schemes**

**3**

**Work with third parties**

**4**

**Collaborate working**

# Key opportunities

## Service information

**1**

**Better enforce existing agreements**

**2**

**Adopt a regional approach**

**3**

**Learn from other sectors**

**4**

**Better utilise existing material**

**5**

**A national position from DfT**

# Key opportunities

## Bus stop auditing

**1**

**Review bus stop locations**

**2**

**Ensure bus stops are located close to key destinations**

**3**

**Improve the visibility of bus stops**

**4**

**Provide level boarding locations**

**5**

**Improving accessibility to bus stops benefits all passengers**

# Key opportunities

## Bus stops and hubs

- 1** Prioritise stops owned by LTAs or with existing features here
- 2** Include standards in bus passenger charters
- 3** Get sponsors for bus stops
- 4** Build stops around community buildings
- 5** Try to source maintenance funding
- 6** Start with simple improvements
- 7** Utilise regional authority systems
- 8** Highlight benefits to local businesses and communities

# Key opportunities

Bus journey reliability

**1**

**Make real-time information available**

**2**

**Changes to traffic signals**

**3**

**Free streets of congestion**

**4**

**Bus-only signals and turning movements**

**5**

**Implement non-physical priority measures**

# One-to-one support will be available following Webinar

A limited number of one hour long one-to-one sessions will be available for you to speak with our experts regarding a specific issue related to low cost quick wins



# There are many crossovers with other Support Packages

- **SP2:** Data analysis, monitoring and evaluation
- **SP 7:** Rural hubs and integration
- **SP9:** Collaborative working and bus forums
- **SP10:** Marketing



TRANSPORTEAST



Supported by

**M**

**M**  
MOTT  
MACDONALD

ARUP

# Thank you