

Report to: Transport Committee

Date: 5 July 2019

Subject: **Presentation Of The Core Bus Network To Customers**

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Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Does the report contain confidential or exempt information or appendices?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If relevant, state paragraph number of Schedule 12A, Local Government Act 1972, Part 1:	

1. Purpose of this report

- 1.1 To obtain Transport Committee's advice on the principles being used to develop a simplified presentation of the core bus network.

2. Information

Background

- 2.1 Feedback obtained through the consultation undertaken as part of the development of the Bus Strategy and Leeds Transport Conversation highlighted that the bus network across West Yorkshire is difficult to navigate for infrequent bus users. Targets have been set to increase bus usage, it is therefore crucial to make the system easier to understand and use for people who don't habitually take the bus.
- 2.2 Identifying bus services with the destinations they serve is a key element of this and a project is underway to provide a colour coded, map based wayfinding system which would be both available through digital and print media and visible on-street. Core Bus Network Visualisation is the working title for this project.

2.3 This project has been developed as part of the Connecting Leeds programme but will create a format which can be extended throughout West Yorkshire deliverable through the West Yorkshire Bus Alliance.

2.4 The aim of the network visualisation project is to:

- Present existing and potential bus users with a unified, accessible and easy to navigate network of the core bus services
- Promote usage of this bus network and contribute to the target of doubling bus patronage in Leeds and increasing by 25% over the region
- Ensure the destinations served by high frequency bus services are easily identify able to users and potential users through visual differentiation from other bus services

Core Bus Network

2.5 To aid simplicity of presentation, it is proposed that the presentation is limited to the “core bus network” in a similar way that mass transit systems are presented in other City Regions. The core bus network is defined as services with a frequency of 15 minutes or better or serve key destinations across the region. Appendix 1 contains a list of the core bus services.

Colour Coded Corridors

2.6 The system will be based around a map which identifies each corridor with a colour and a symbol these will highlight the key destinations on that corridor such as hospitals, universities etc. Initial principles of the designs will be made available at the committee meeting.

2.7 It is proposed that a series of maps are produced, which could enable a more detailed ‘segment’ map showing how the core bus network integrates with non “core” services, a dedicated Park & Ride map, a map for different times of day and a district/ locality focussed map.

Integration with On-Street Infrastructure

2.8 It is proposed to integrate the maps with the on-street infrastructure. The colours and symbols will be visible on bus stops and bus shelters. Appendix 2 provides an example of how the colours and symbols might be incorporated onto bus stops and shelters.

Coordination with the Buses across Operators

2.9 To further integrate legibility of the bus network it is proposed that the coordination of the colour and symbol will visible on the buses operating in the segment for example integrated into the bus destination blinds.

- 2.10 The Combined Authority is also working with the bus operators to obtain consistency on the place names used on the destination blinds to provide consistency, regardless of operator.

Consultation and Engagement

- 2.11 As part of Connecting Leeds, Leeds City Council hosted an Accessibility and Materials Day for the programme on 18 June where early feedback on the visual concepts and their usability was obtained.
- 2.12 A public engagement process for the draft Bus Information Strategy approved by the Committee in March 2019 which will be taking place over the summer 2019 period. The above principles will be incorporated into this consultation and reported back to Transport Committee in November when the final Bus Information Strategy will be considered for approval.
- 2.13 A finalised set of materials and a plan for their implementation will be presented for approval by the Transport Committee. The roll out on street will start in Leeds funded through the Connecting Leeds programme.

3. Financial Implications

- 3.1 The Connecting Leeds programme will fund the initial design works and the roll out on infrastructure in Leeds.

4. Legal Implications

- 4.1 There are no legal implications directly arising from this report.

5. Staffing Implications

- 5.1 There are no staffing implications directly arising from this report.

6. External Consultees

- 6.1 The proposals will be incorporated into the public engagement for Connecting Leeds and the Combined Authority's Bus Information Strategy.

7. Recommendations

- 7.1 That Transport Committee note and advise on the work to date in providing a simplified presentation of the core bus network.

8. Background Documents

None.

9. Appendices

None.