

**Report to:** Combined Authority

**Date:** 9 December 2021

**Subject:** **Bus Enhanced Partnership – Appendix 2 - EP outputs and outcomes to deliver BSIP workstream interventions**

BSIP Workstream	Output	Outcome
Bus Network Design	<ul style="list-style-type: none"> <li>• Development and delivery of a five-year network plan</li> <li>• Superbus pilots (subject to funding)</li> <li>• Expansion of the 'FlexiBus' DRT offer (subject to outcome of the East Leeds DRT trial)</li> </ul>	<ul style="list-style-type: none"> <li>• Radically enhanced bus network with improved frequencies and longer service hours on the core network in the early mornings and evenings</li> <li>• More consistent regular service provision across the wider networks which takes people where they want to go, when they need to go, and caters for the complexity of modern travel patterns</li> </ul>
Bus Priority	<ul style="list-style-type: none"> <li>• Region-wide approach to improving bus journey times and reliability</li> <li>• Development and delivery of bus priority infrastructure pipeline</li> <li>• Improvements to the management of roads and streets, particularly regarding disruptions</li> </ul>	<ul style="list-style-type: none"> <li>• Consistent, cross-regional approach to bus priority</li> <li>• Extensive network of bus lanes and other traffic management measures</li> <li>• Buses move quickly and reliably across the road network without getting stuck in congestion, improving bus journey times and representing a viable</li> </ul>

BSIP Workstream	Output	Outcome
		alternative to the private car
Fares & Ticketing	<ul style="list-style-type: none"> <li>• Continued participation in the MCard ticketing schemes and establishment of a common framework</li> <li>• Introduction of a multi-operator contactless 'tap and go' capping system</li> <li>• Reduction in the price of the MCard DaySaver (subject to funding)</li> <li>• Trial of time-limited barcode tickets</li> <li>• Mobility credits scheme to support access to employment, training and education</li> </ul>	<ul style="list-style-type: none"> <li>• Clear simple multi-operator fares and ticketing system that makes paying for bus travel more affordable, convenient and flexible</li> <li>• A fares and ticketing system that meets a wide range of different passenger needs and offers value for money for all</li> </ul>
Customer Service & Information	<ul style="list-style-type: none"> <li>• Rollout of colour coded bus stops, maps and flags across the Core Network and other services (Network Navigation)</li> <li>• Enhancements to the MCard ticketing app including live journey planning information</li> <li>• Better coordinated system to manage customer queries and complaints</li> <li>• Further rollout of onboard audio-visual technology and other accessible information</li> </ul>	<ul style="list-style-type: none"> <li>• Improved, more inclusive customer service and support so passengers have the tools to travel with confidence and the help they need if their journey does not go to plan</li> <li>• Step change in the information available to passengers, with more live, real-time and digital information that supports passengers both when planning and during their journeys</li> </ul>

BSIP Workstream	Output	Outcome
Air Quality & Decarbonisation	<ul style="list-style-type: none"> <li>• Increased number of zero emission buses in line with net-zero commitments (subject to funding)</li> <li>• All buses Euro VI emission standard or better by 2026</li> </ul>	<ul style="list-style-type: none"> <li>• More green and better vehicles operating across the network helping the region to meet its environmental objectives and net-zero targets</li> </ul>
Communications & Marketing	<ul style="list-style-type: none"> <li>• Greater visibility of the Metro brand at all stages of the passenger journey / communications channels</li> <li>• Shared marketing and comms campaigns / messaging to promote bus travel</li> <li>• Behaviour change activity programme</li> <li>• More incentives, partnerships and promotional deals to encourage bus travel</li> </ul>	<ul style="list-style-type: none"> <li>• Metro brand unifies the West Yorkshire bus network and signifies a high standard of service a passenger can expect on any and all buses in the region</li> <li>• Operators and authorities speak to passengers with one voice that demystifies and attracts people to bus and instils them with confidence to choose to travel by bus and other sustainable modes</li> </ul>