

Report to: West Yorkshire Combined Authority / Transport Committee

Date: 25 May 2018

Subject: **Bus Strategy Performance Framework**

Director: Dave Pearson, Director, Transport Services

Author(s): Kate Gifford, Chris Leahy

Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input type="checkbox"/> Yes <input checked="" 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 The purpose of this report is to seek the Committee's endorsement of a Performance Management Framework for the adopted Bus Strategy which expands on the bus monitoring set out in the Transport Strategy Performance Management Framework.

2 Information

- 2.1 The West Yorkshire Bus Strategy was adopted by the West Yorkshire Combined Authority in 2017. It sets the organisation's agenda for improving bus services across the County from 2017 to 2027.
- 2.2 The Bus Strategy is a key document supporting the West Yorkshire Transport Strategy. Following the adoption of the West Yorkshire Transport Strategy Performance Management Framework, a supporting framework is required for the Bus Strategy.
- 2.3 This Performance Management Framework will draw upon the existing Transport Strategy Performance Management Framework, reflecting the

relationship between the documents. In addition, it will provide greater detail on the use and performance of West Yorkshire’s bus services.

3 Context

3.1 The mode share target for bus is a West Yorkshire wide increase in trips of 25%, which will form the key indicator for the Bus Strategy. The report on the Transport Strategy Performance Management Framework was approved by the Transport Committee in March.

3.2 Four of the six key indicators set out in this Framework relate to bus and will therefore be used to track the Bus Strategy:

Table 1 – Agreed and proposed indicators to be included in Bus Strategy Performance Management Framework

Topic	Key indicator	Supporting indicators	How data will be collected
One system – public transport	Patronage	Change in number of trips being made by bus (broken down by ticket types enabling analysis by age group)	- Data collated quarterly through Bus 18 partnership
One system – public transport	Satisfaction with local bus/rail services	<ul style="list-style-type: none"> - Bus punctuality - Park and ride punctuality - User satisfaction with public transport (bus) - Business satisfaction with public transport (bus)* 	<ul style="list-style-type: none"> - Data collated quarterly through Bus 18 partnership. - Historic real time data (WYCA) - Bus patronage - User satisfaction (WYCA tracker survey) and Transport Focus Bus Passenger Survey - Business satisfaction through LEP Business Survey.
Smart futures	Percentage of smartcard/m-ticket transactions	<ul style="list-style-type: none"> - Confidence in using the best value for money ticket - Number of stops with RTI screen - Overall satisfaction with public transport information 	<ul style="list-style-type: none"> - Collected via Transport Strategy - Overall number of stops with RTI screen - Bus patronage - User satisfaction (tracker survey)

Topic	Key indicator	Supporting indicators	How data will be collected
Access inequality (employment)	Access to employment from deprived areas (bus compared by car)*		TRACC analysis
Access to the bus network	Households within walking distance of a regular bus service		Accession data/analysis
Effectiveness of WYCA procurement of socially necessary bus services	Effectiveness Value for money Cost Effectiveness	% of total bus passengers carried on the supported network Subsidy per passenger trip Cost per Km operated	Data obtained through contract management
The Road Network	WY mode share for bus	WY mode share	NTS data

* Indicates proposed new indicator.

Data Mining

- 3.3 As almost all buses now have smart enabled ticket machines there is now a range of data sets available to analyse patronage trends. This data is key to understanding the factors which will influence performance against the ambitious targets for increases in bus use, it is intended that specific data analysis be undertaken of the existing data that the Combined Authority holds on patronage. A data sharing agreement will be developed with the bus operators through Bus 18 to allow more complete access to data on commercial services collected from ticket machines. This will allow more detailed data analysis to be undertaken to help build up more of an insight into passenger flows and customer groups (including concessionary passengers and young people).

Connecting Leeds surveys

- 3.4 As part of the Connecting Leeds investment programme, the Combined Authority already has plans to collect three different types of data to measure the impacts of the interventions being delivered.
- 3.5 Data will be collected in the next two months as a baseline and then a second and third set of data will be collected at future dates to measure the

impacts of the investment undertaken. There are two types of survey being undertaken:

- **On bus surveys** – collecting data on satisfaction with vehicles, bus stops, travel times and the waiting environment. The surveys will be undertaken on the five investment corridors and on two control corridors that are outside of the investment programme.
- **Gateway surveys** – gathering information on public satisfaction with the appearance, safety, ease of navigation and ease of access to public transport in areas of Leeds city centre. These surveys will be undertaken at the five gateway locations and a control location in the city centre.

3.6 Corridor analysis of ticket machine and smartcard data will also take place to understand the volumes and demographics of bus travel on the route in order to target activities to stimulate higher bus use to support the target to double patronage.

3.7 A set of Green Infrastructure Indicators have also been developed that will include monitoring of cycle levels, proportions of walking and cycling into the centre of Leeds and monitoring levels of nitrogen dioxide for each investment corridor.

Management of surveys

3.8 The surveys will be managed and results will be reviewed through the Bus 18 partnership with bus operators prior to reporting to this Committee.

4 Next steps

4.1 Transport Committee are asked to endorse development of a Bus Strategy Performance Management Framework and collection of data to be reported through the Bus 18 partnership.

4.2 The next steps in the development of this Framework are as follows:

- Develop shape of the framework;
- Secure a full set of commercial data through a data sharing agreement with operators
- Select indicators – through development of a long list then undertaking a scoring process of indicators against agreed criteria;
- Agree shape of the framework and the indicators it contains with Bus 18 and Transport Committee;
- Report on indicators through Bus 18; and

4.3 Baseline figures will be presented to the Transport Committee in Autumn 2018 with performance reported to the Committee annually together with an ongoing review and update of the indicators as required.

5 Financial Implications

5.1 This work will be undertaken by the Research and Intelligence team within WYCA. Based upon similar work, costs for developing the framework are likely to be around £20,000.

6 Legal Implications

6.1 There are no legal implications directly arising from this report.

7 Staffing Implications

7.1 Developing the framework will involve substantive internal resource from the Research and Intelligence team. There will also be a small ongoing cost to update the framework on an annual basis.

8 External Consultees

8.1 No external consultations have been undertaken.

9 Recommendations

9.1 That the Committee endorse the development of a Bus Strategy Performance Management Framework as set out in this report.

10 Background Documents

None.

11 Appendices

None.