

APPENDIX D

CITY OF YORK BUS STRATEGY

1.0 INTRODUCTION

- 1.1 A good quality, reliable and efficient bus service in York is a cornerstone of the City's vision of an integrated transport system. It is clear from the consultation that people in York perceive the bus system is failing at present to provide a viable alternative to the car. The bus strategy aims to reverse this view.

2.0 OBJECTIVES OF THE STRATEGY

- 2.1 The bus strategy will contribute to the objectives of the Local Transport Plan by:
- the transfer of trips from car to public transport; and
 - maintaining mobility for those without cars and for whom walking and cycling are not available travel choices

3.0 TARGETS

- 3.1 The strategy aims to achieve the following by 2005:
- at least 30% increase in total bus passengers per year compared to 2000;
 - more than 70% of citizens satisfied with public transport in York;
 - at least 95% of bus services running on time; and
 - bus speeds on priority routes to be greater than 20kph, and faster than cars

4.0 A PARTNERSHIP APPROACH

- 4.1 Central to the strategic approach to developing bus services is an extensive Quality Partnership between the Council and First York; provider of 90% of bus services in York. A jointly constituted Partnership Board will oversee the delivery of the following strategy to develop bus services. Partnership arrangements will also be extended to other bus operators in York. If a Partnership approach fails to deliver a viable local bus service, the Council will pursue a Quality Contract approach.

5.0 HOW THE STRATEGY WILL RESPOND TO CITIZEN'S NEEDS

- 5.1 During consultation, citizens identified that the following improvements were necessary to the local bus service. This is how the strategy will address them:
- **More frequent bus services** - "Metro" services running every ten minutes or more frequently on core radial routes in the City together with less frequent "Easylink" services penetrating estates and villages. "Connexions" services will link villages with interchange points to access "Metro" and other longer distance bus services;
 - **Better reliability** - traffic management, giving buses priority at key points on the road network where buses are being delayed;

- **Lower fares** - gaining commitment from bus operators to ensure fares are easy to understand and are not increased at higher rate than the cost of living;
- **Better travel information** - ensuring key bus stops are provided with easy to use timetable information and giving customers access to up to date information services by telephone, internet and printed material;
- **Better waiting facilities** - by completing a programme of works to provide bus shelters, level access and protection from obstruction by parked vehicles at key stops throughout the City. “Metro” stops will be upgraded to provide a wide range of passenger facilities. Key city centre stops will be developed to make interchange between services and modes of transport easier; and
- **Modern buses** - as their contribution to the Partnership approach, bus operators will upgrade the City’s bus fleet to modern, low emission accessible buses.

6.0 HOW CITIZENS/CUSTOMERS WILL BE ENGAGED IN THE STRATEGY

6.1 Citizens and customers will be effectively engaged throughout the following areas/mechanisms:

- Quality Partnerships will include a jointly signed partnership statement which sets out the aims and objectives of the Partnership and the standards of service customers can expect. The statement will be displayed at major bus stops.
- The publication of annual indicators illustrating how well the bus service is performing against the targets set in the strategy
- The Council and its Partners will meet with representative passenger groups such as the National Federation of Bus Users and also with local communities to discuss the performance of the bus service and any forthcoming changes in services.

7.0 HOW THE COUNCIL WILL USE ITS RESOURCES TO DELIVER THE STRATEGY

7.1 The following outlines how the Council will deliver the Bus Strategy.

7.2 **Capital schemes** - the five year capital spending programme included in the Local Transport Plan identifies bus priority schemes and infrastructure improvements which support the objectives of the strategy. Partnership funding will be sought for schemes where mutual benefit exists.

7.3 **New Developments-** using the Local Plan provisions, new developments anticipated to create significant travel demand will be required to incorporate on and off site facilities for bus services and their passengers. Planning agreements may require developers to “pump prime” new or additional bus services to meet the travel demand created by the development.

7.3 **Advertising Revenues-** the Council will use revenues generated by advertising on bus shelters and other bus service facilities on the highway to fund bus information services and bus stop and shelter maintenance.

- 7.4 **Revenue support** - the Council's revenue budget will fund bus services which are not commercially viable but are socially necessary to enable citizens to get around the City. The Council have a duty to ensure Best Value in the use of this expenditure. Supported bus services will be continually monitored using the following established assessment criteria:

Table D1: Criteria for Subsidising Local Bus Services

| | |
|----------------------|--|
| Cost / revenue ratio | services where 40% to 80% of costs could be met by revenue would qualify for support, in excess of this the service could operate commercially, less than this would indicate demand for the service was not normally supportable |
| Passengers per hour | the number of passengers boarding per hour would determine current usage of the service. Services carrying less than 5 passengers per hour would not be supported, those carrying between 6 and 10 per hour may be supported with reductions in poorly used journeys, those carrying more than 31 per hour would be capable of operating commercially. |

- 7.5 Funding will be withdrawn from services which

- have developed sufficient and sustained patronage to be considered commercially viable, or
- are very poorly used and therefore failing to deliver social benefits

- 7.6 **Rural Bus Grant**- the Council will apply Government grant funding for rural bus services using the following criteria based approach agreed with Parish Councils.

Table D2: Criteria for Funding Rural Bus Services

| Settlements 200 to 500 population | Minimum Level | Optimum Level |
|--|--|--|
| | One return daytime journey timed to allow 2-3 hours in City Centre twice weekly | One return daytime journey timed to allow 2-3 hours in City Centre daily |
| Settlements 500 to 1,000 population | Minimum Level | Optimum Level |
| Commuters | One AM journey arriving at City Centre before 8:50am one pm journey leaving City Centre between 5 and 6pm | Two AM journeys arriving at City Centre between 7:30 and 8:50am. Two PM journeys leaving the Centre between 4:30 and 6pm |
| Off Peak Shoppers | One return journey timed to allow 2-3 hours in City Centre | Two return journeys timed to allow 2-3 hours in City Centre Daily direct connection to local shopping centre |

| | | |
|---|--|---|
| Evening travellers | One return journey timed to arrive at City Centre between 6:30 and 8pm and leave between 10 and 11pm | Two return journeys timed to arrive at City Centre between 6:30 and 8pm and leave between 10 and 11pm |
| Sunday travellers | No minimum | Two return journeys timed to allow 2-3 hours in City Centre |
| Settlements 1,000 to 3,000 population | Minimum Level | Optimum Level |
| Commuters | Two AM journeys arriving at City Centre between 7:30 and 9am. Two PM journeys leaving City Centre between 4:30 and 6pm | Hourly service AM and PM peak (7am -9am, 4pm - 6pm) |
| Off Peak Shoppers | One return journey timed to allow 2-3 hours in City Centre | Two return journeys timed to allow 2-3 hours in City Centre Daily direct connection to local shopping centre |
| Evening travellers | One return journey timed to arrive at City Centre between 7 and 8pm and leave between 10 and 11pm | Two return journeys timed to arrive at City Centre between 7 and 8pm and leave between 10 and 11pm |
| Sunday travellers | No minimum | Two return journeys timed to allow 2-3 hours in City Centre |
| Settlements 3,000 to 10,000 population | Minimum Level | Optimum Level |
| Commuters | Two AM journeys arriving at City Centre between 7:30 and 9am. Two PM journeys leaving the Centre between 4:30 and 6pm | Half hourly AM and PM peak (7am -9am, 4pm - 6pm) |
| Off Peak Shoppers | Two return journeys timed to allow 2-3 hours in City Centre | Hourly service Daily direct connection to local shopping centre |
| Evening travellers | Two return journeys timed to arrive at City Centre between 7 and 8pm and leave between 10 and 11pm | Hourly service |
| Sunday travellers | No minimum | Hourly service |