



# Plymouth Passenger Transport Strategy

## **Public Transport Information Strategy**

**Plymouth City Council**

**Provisional Local Transport Plan  
2006-2011**

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## 1. Introduction

- 1.1 In accordance with the Transport Act 2000, Plymouth City Council has a statutory obligation to develop a Bus Information Strategy. This is an implied requirement for all transport authorities under sections 139-141 of the Act, and an important part of the overall Passenger Transport Strategy set out within the City Council's Second Local Transport Plan (LTP).
- 1.2 In the Act, Information is defined as:
  - Information about routes and timetabling of local services to, from and within the authority's area;
  - Information regarding fares for journeys and local bus services; and
  - Other information about facilities for disabled persons, travel concessions, connections with other public transport services and any other information the City Council regards as appropriate for its area.
- 1.3 The Act also empowers the City Council to require certain standards for the bus operators' information provision and, where operators fall short of these standards, to recoup from the operators any costs associated with meeting them.

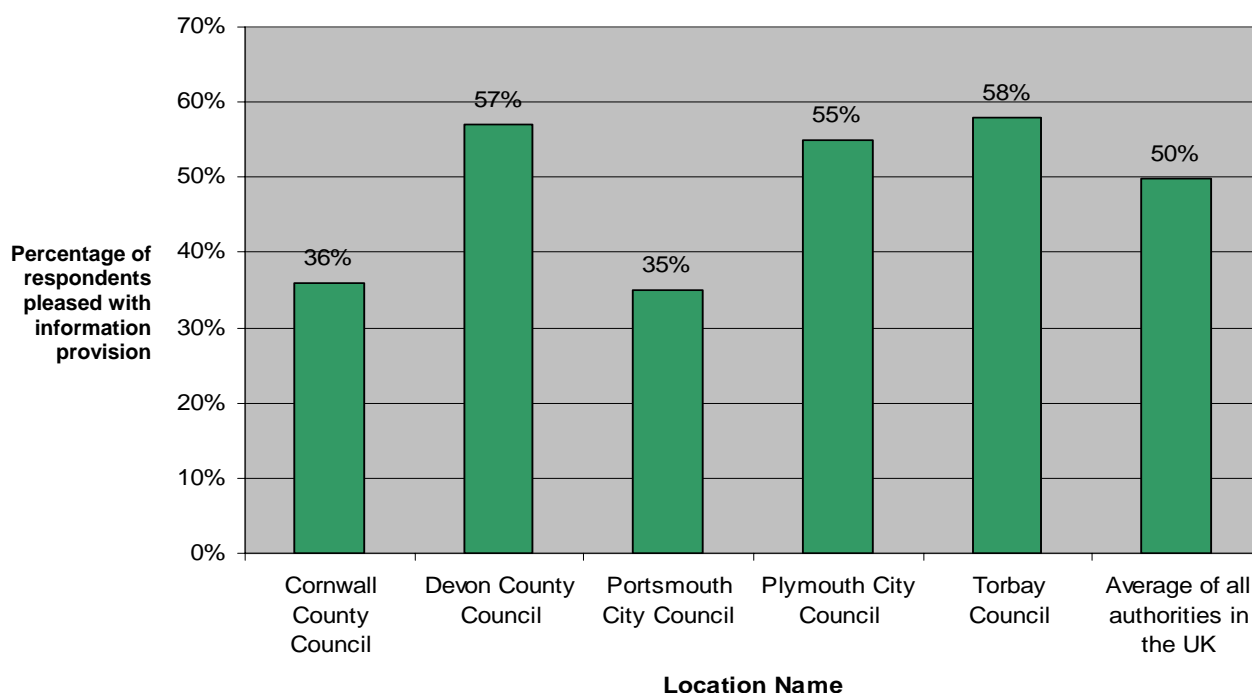
## 2. Objectives

- 2.1 The objectives of the Public Transport Information Strategy are to support the overall Public Transport Strategy to deliver a public transport network capable of delivering high quality services in pursuit of providing a sustainable public transport network to meet the aspirations of the travelling public in the future:
- 2.2 The key objectives that make up the Public Transport Information Strategy are as follows: -
- Address poor availability and difficulty in the use of information
  - Support the integration of public transport services in the Plymouth sub-region and promote public transport as a viable alternative to the car by improving the ability of individuals to make informed choices on travel modes by developing an integrated network and promote “seamless” journeys by public transport where it is not possible to provide direct services;
  - Extend access to accurate and unbiased travel information for all residents and visitors to the City;
  - Increase security and reduce uncertainty for those using public transport for their journey;
  - Develop partnerships and address organisational implications;
  - Ensure consistency in presentation and approach;
  - Provide information across all modes within Plymouth and across boundaries;
  - Support economic and social regeneration by increasing understanding and knowledge of what journey opportunities are available;
  - Make specific provision for people with special needs;
  - Address the needs of service providers; and
  - Promote use of sustainable transport modes.

### 3. The Current Provision of Public Transport Information

- 3.1 The focus has been to promote overall availability of public transport information and the integration of Public Transport modes within the City of Plymouth.
- 3.2 Best Value Performance Indicators (BVPI) provide information on how effectively local authorities deliver high quality services at a reasonable cost. One of the indicators monitored relates to the ability to deliver high quality public transport information.
- 3.3 **Figure 3.1**, overleaf, shows the results of this BVPI. Residents were asked in a nationwide survey to state their view of public transport information in their respective authority. This figure benchmarks residents' opinions about public transport information in a number of local authorities in the South West of England, Portsmouth (a City similar in size and geography to Plymouth) and against the national average.
- 3.4 In general, Plymouth's residents support for public transport information in the City is in line with other regional partners and substantially above the national average.

**Figure 3.1- Regional Benchmarking on residents' satisfaction on the provision of public transport information (BVPI 103)**



#### Development of TravelineSW

- 3.5 The first Local Transport Plan (LTP1), produced in 2000, stated the importance being placed upon high quality public transport by the Council, together with its commitment to provide first-rate information on these services for the public. This Plymouth City Council Plymouth City Council was the lead authority in the development and setting up of South West Public Transport Information Ltd (SWPTI) the company that has administered the delivery of regional 'traveline'. This information is key to the delivery of Transport Direct and demonstrates the support the City Council gives to the delivery of ITS based public transport projects.

South West Public Transport Information Ltd (SWPTI) is a company jointly owned and run by 18 Local Authorities (including all in GOSW area and 3 in Hampshire within the GOSE area) and 14 major regional Bus Operators. Established in 2000 as part of the 10 year plan to deliver the Government's traveline initiative for the South West, SWPTI has developed to become one of the UK's leading traveline regions, demonstrably sustaining positive partnerships between the LA's and private sector. In the 2004/05 financial year £45,000 of LTP funding was allocated to SWPTI.

This consortium was set up to deliver traveline and subsequently the Department for Transport's Transport Direct<sup>1</sup> initiative in the South West. The South west was the first Region to provide data to bus stop level rather than timing point level.

Traveline South West is a public transport information service for all public transport journeys, including national rail, coach and local bus, and combinations of all three, which start or end in the South West region or in Hampshire. Traveline South West provides information for all bus stops through a regional call centre (including a Minicom facility), Internet site and newly launched SMS message service.

Through its representative on the board of SWPTI the City Council is moving forward in delivering fares information, inter-operable timetable information and electronic registration of services. The 'traveline' information feeds many of the City Council's electronic transport initiatives powering Web, SMS, RTPI, i+ terminals, call centre and punctuality monitoring, accessibility planning and micro-simulation modelling software, and drives forward the City's RTPI system and real time SMS projects.

For those with learning disabilities and site problems, travelineSW and the operator's individual travel shops can provide the information they require.

Plymouth City Council actively works with its neighbours in Cornwall and Devon in providing several bus services and information for the public via SWPTI. A recent example of this is the Tamar Link bus services, which received support from Cornwall County Council and Caradon District Council. The City Council will continue to work with its neighbours and will promote cross boundary services, which are vital for Plymouth's continuing prosperity.

## **Website**

3.12 Journey planners are available on the Internet through traveline SW. This provides impartial information on journey planning and costing.

## **Real Time Passenger Information**

3.13 The City Council was one of 19 local authorities to successfully secure £0.765M through Transport Direct to implement Real Time Passenger Information from 2003 onwards. This has been supplemented by LTP Package funding and contributions from the bus operators. The project has so far delivered:

- 170 buses operating in Plymouth are now fitted with the Global Positioning System and Mobile Radio links to provide information on their location at 30 second intervals;
- Real Time Passenger Information displays to 41 passenger locations;

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<sup>1</sup> Transport Direct was formerly known as the PTI2000

- Real Time Passenger Information is available as a text message through an SMS server;
  - Improved reliability of services by way of monitoring reports back to the bus operators and enabling real time control of services;
  - Scheduled adherence data to operators in order to improve service reliability and punctuality in real time;
  - Enabled radio voice contact between operators and bus drivers;
  - Enabled a two-way interface with Electronic Ticket Machines enabling automatic fare stage updating and improved driver controlled schedule adherence;
  - Enabled the ability to power locally, UTC controlled bus priority, through signalised junctions;
  - Powered real time passenger information through on-shelter displays, SMS text, call centre and internet
  - Provided historic journey time information for the City's Paramics traffic microsimulation model.
- 3.14 The Council is committed to making the very best use of the data systems necessitated through the delivery of regional traveline. This data is fundamental to the delivery of Real Time Passenger Information (RTPI) in the City. Over £1.7m has now been invested in the sub-regional RTPI system and Private Mobile Radio Platform covering the whole of the Plymouth Sub-Region. The Council is committed to a continued roll out of the system.

### **I+ Information Terminals**

- 3.15 The City Council has also developed a network of award winning public transport journey planning kiosks. The 'i-terminals' offer high level maps and printed walking links to bus stops and journey destinations; they also provide access to [www.carsharedevon.com](http://www.carsharedevon.com) (which was set up jointly between Plymouth City Council, Devon County Council and Torbay Council) and BBC travel disruption data as well as a variety of other commercial channels and services.
- 3.16 The City Council currently has 10 'I+' on-street information kiosks. These provide primarily multi-operator, multi-modal public transport information as well as a selection of useful information on local services, tourist information, news and weather, and links to email. These kiosks are conveniently located at key interchange points and heavily trafficked pedestrian areas. The benefits of these points are to:
- Help raise the profile of public transport in the City;
  - Provide accurate information on a high technology platform on public transport services in the City; and
  - Support local business with detail on available services.

## **Printed Information**

- 3.17 The City Council continues to actively promote public transport services and produces area timetable booklets, maps and leaflets.
- 3.18 Plymouth City Council sets the standards required (which will meet or exceed all current Government requirements) for printed information and will support, as appropriately, the bus operators in the production of printed timetable and service information. Encouragement will be given to innovative formats that make it easier for the public to understand and that could encourage greater usage of the bus network.
- 3.19 It remains, however, the primary responsibility of the operator to ensure that suitable printed timetable material is available to the public. The City Council, jointly with the bus operators, produces seven separate Area Service Guides, on an annual basis to coincide with the operators' main service changes.

## **Bus Network Maps**

- 3.20 The Plymouth Area Bus Map and Guide is produced by Plymouth City Council and shows all transport services operated in the area and provides valuable self-explanatory information for both commuters and visitors alike. The City Council produces and distributes this map on, at least, an annual basis. This will be available to the public free of charge. The City Council reserves the right to include other information believed to be appropriate to the travelling public and at the moment contains information such as:
- How to get to major destinations within the City
  - Index to places served
  - Frequency of Services
  - Location of Bus stops
  - Ticket Information
  - Transport operator Information
  - A gazetteer of destinations Services across the City and across boundaries.

## **Passenger Shelters**

- 3.21 The City Council has continuously met its targets for bus infrastructure improvements delivering a five-year program of provision of bus shelters, bus boarders and 'stop-specific' timetable information displays. The roll out of the City's Real Time Passenger Information system (RTPI) through electronic displays at bus shelters will continue to transform the travel experience of the bus passenger.
- 3.22 The City, through an advertising exclusivity contract with JC Decaux, now has a high quality bus shelter stock at over 500 sites. Over 300 of these are solar powered giving Plymouth the largest (known) stock of solar powered bus shelters in the world.

## 4. Consultation

4.1 The Information Strategy is being developed through consultation in terms of identifying what problems currently exist in providing information. The Transport Act requires that the Council must consult “such organisations appearing to the Authority to be representative of users of local services” and the Traffic Commissioner prior to determining its final plans about exactly what and how the information is to be presented. The strategy will inform the Council, transport operators and passengers of measures to improve the passenger environment and passenger information.

4.2 It is felt that major stakeholders bought into this process were broadly supportive of our first Public Transport Information Strategy.

The main issues to arise from consultation are summarised as follows:

- Increase the availability and improve the quality of passenger information
- Provide simple and easy to understand information especially for visitors
- Well lit passenger waiting facilities with passenger security a key issue
- Target travel opportunity information to specific user groups or areas
- Improve the overall passenger waiting environment
- Improve the quality and availability of passenger information

4.3 The results from Plymouth’s consultation, demonstrate that improved information is a pivotal element in delivering a step change in public transport provision in the City. The specific responses from various stakeholders are as follows shown in Table 4.1.

**Table 4.1 – Summary of Consultation Responses with Respect to Public Transport Information**

Organisation to be consulted	Key outcome of consultation
Members of the Public	61% (57% outside City) of respondents said that they would be encouraged to use public transport more frequently if more information was available on public transport (3 <sup>rd</sup> most important).
Disabled Groups	Leaflets, postal communications and the internet were the preferred means of accessing information.
Bus Operators	Key outcomes included: Continue the good work on improving the quality of the passenger waiting environment with RTPI and seating Buses have a poor image in Plymouth with lack of marketing Roll out RTPI along remaining corridors, with text messaging covering the whole City as means of encouraging new passengers.
Bus user groups	Key outcomes of the meeting included: RTPI to provide reliable information and linked to schedule adherence. Support the provision of text messaging.
City Centre Company	RTPI to increase confidence in the bus service and should be pursued as a priority. A more co-ordinated communications strategy to promote more good news stories.
Plymouth Tourism Services	Simple easy to understand information for visitors arriving by car and public transport.
Devon & Cornwall Rail Partnership	Marketing campaign to promote local communities to use their local rail services. Provide households within 5-minute walk of bus stop (10 minutes for rail stations) with information on local services.
Help the Aged	Target older people in way that can be adopted as a model solution for all groups. Target groups to use public transport.
Accessibility planning Workshop	Lack of awareness of travel initiatives and lack of understanding of how to access public transport information. Lack of information provided at facilities and service providers.
Plymouth & District Racial Equality Council	Promote alternative methods of communication such as text messaging, internet. Talking Signs & electronic consoles. Welcome Packs for refugee communities.
Plymouth Hoteliers	Improve availability of information to help visitors.
Rail Passenger Council	Bring operators together to co-ordinate information & connections. Provide better information in places such as local shops, bus timetables and public transport maps in stations.
Learning Disability Partnership	Conventional printed material is meaningless to people that cannot read.
Other relevant authorities	The neighbouring authorities had no specific comments on bus issues arising from the Sub-regional Transport Strategy.

## 5. Development of the Public Transport Information Strategy 2006 – 2011

- 5.1 This Strategy has been developed by considering the needs of the passengers throughout their entire journey. It is recognised that there are five stages of any journey involving public transport, and it is important to consider how information at each phase is met. The phases are:
- Mode choice;
  - Start of journey;
  - At stop / interchange;
  - On vehicle; and
  - End of journey.

### Before Start of Journey

- 5.2 Personalised Travel Planning<sup>2</sup> is a technique whereby transport information is tailored to individuals or households with the aim of enabling them to undertake a different method of travel aside from private cars. Generally, the travel patterns (especially in relation to journeys to work and school) of individuals are examined in detail and a route and itinerary is then developed.
- 5.3 The City Council is seeking to appoint a Personalised Travel Planner during the LTP2 period to undertake all aspects of travel planning. Part of this individual's role will be to offer detailed consultation with residents in the City with an aim to encourage them to use sustainable modes of transport. Initially, this officer will be tasked with assisting students (and parents) to develop travel itineraries during the school runs.
- 5.4 This individual will also work closely with the City Council's own Travel Plan initiative and work closely with business in the City. The aim being to spread knowledge on the benefits of personalised travel planning to business in the City and assist in keeping the passenger information database up to date with service changes.

### Opening up Mode Choice by Extending Access to Information

- 5.5 With the development and introduction of the bus based real time information systems and technologies, such as smart cards, the range of system applications locally for inter-active kiosks will increase. The City Council aims to progressively enhance and upgrade its on-street kiosk hardware in line with the availability of funding sources.
- 5.6 The City Council plans to continue its roll out of on-street information kiosks within the City during the LTP2 period and:
- Work closely with external agencies such as employer and visitor attractions.
  - Provide information through more community outlets.

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<sup>2</sup> For more information on the benefits of personalised travel planning see Cairns S, Sloman L, Newson C, Anable J, Kirkbride A & Goodwin P (2004) *'Smarter Choices – Changing the Way We Travel'*

- To maintain and keep up to date the existing range of local area service guides.
- To target information more closely to sections of the community including those with special needs in line with requirements of the DDA, and specific areas such as employment zones and regeneration areas.
- Distribute leaflets, booklets and maps through the bus station offices and travel shops and City Council buildings and other areas as deemed appropriate. Where possible, printed information should also be made available through the following<sup>3</sup>:
  - Tourist information centres.
  - Railway stations.
  - Public libraries.
  - Healthcare facilities (including hospitals, clinics and surgeries).
  - Job centres.
  - Citizens advice bureaus;
  - Leisure centres;
  - Cinemas and theatres;
  - Colleges and universities;
  - Village Shops and Post offices.

## **Measures to Provide Information at the Point of Use**

- 5.7 Passengers require information in an easily readable format and that this is most regularly at the bus stop or passenger transport interchange. Information at the point of use is the single most important passenger demand information increases the feeling of well being/reducing uncertainty and 'loss of face', and better information also opens journey opportunities.
- 5.8 Bus stops and rail stations are the traditional provision of information at the point of use. Therefore increasing the coverage of such information at bus stops forms part of this strategy. Provision of Real Time Passenger Information and the use of SMS Text messaging to individual bus stops across the whole Plymouth sub-region network is required.
- 5.9 Distribution of information to non-users and those who are particularly reliant on public transport will occur, especially in areas of deprivation or are the subject of local regeneration
- 5.10 To improve information along corridors the City Council will provide a schematic map of bus stops along the corridor and to provide alongside an integrated timetable of all services showing arrival time destination and bus operator

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<sup>3</sup> *This is not an exhaustive, or statutory list and can be adapted to suit the current needs.*

## Visitor Needs

5.11 Paper based and electronic information to relevant travel markets will be provided at the Principal Gateways Rail stations, Ferry Terminals Park and Ride sites and other transport interchanges with customised information provided for regeneration areas and sporting venues.

## Integration of Bus and Ferry

5.12 Information and scheduling will be the primary mechanism for driving forward integration of various ferry services with the public transport network.

5.12 Real Time Passenger Information will be available on board and at key ferry terminals at Admiral's Hard and the Cremyll landing stage for the Cremyll Foot Ferry, the Barbican and Mount Batten for the Mount Batten Foot Ferry and on both the Plymouth and Torpoint sides of the Tamar Floating Bridge.

## Provision of Information to Promote Walking

5.13 Through the updated Walking Strategy the City Council has outlined a number of measures to improve routes to bus stops and interchanges. These include clearer signposting and the provision of concise maps. Access to Recreational Walks by public transport will be promoted through promotional leaflets that show where public transport can be used to start and finish walks.

**Table 5.1** summarises the position.

**Table 5.1 Policies for Developing the Information Strategy**

Issue	Policy
Plymouth Public Transport Growth Management Plan	The City Council will introduce informal bus quality partnerships to co-ordinate network improvements. It will also introduce statutory partnership schemes in agreement with bus companies where the need is identified through the business case to ensure a better standard of vehicle, driver and infrastructure.
Bus Information	The City Council will make information about bus services available through a variety of media and portals. Such information will be relevant and accessible to different specific user needs. The City will continue to support and develop regional 'traveline' and Transport Direct and will ensure that data is maintained to a high and detailed standard.
Network Integration	Improve travel opportunities and easier movement around the network by the provision of a range of passenger information improvements particularly at the point of use. Offer seamless journeys where it is not possible to provide direct services
Personal Security	The City Council will improve security at stops, on routes to stops and on buses.
Accessibility	The City Council will continue to seek the introduction of low floor buses, raised kerbs at stops and bus boarders, new bus stations, shelters at stops, pedestrian access and information in a variety of formats. It will also develop access and demand responsive services to meet the needs of the less mobile in the community.

## 6. Delivery of Improved Public Transport Information Through Partnerships

- 6.1 As mentioned in Chapter 7 of the Bus Strategy, Plymouth City Council is currently working with local operators to enter into the Plymouth Public Transport Growth Management Plan, which will include Quality Bus Partnerships, to ensure the continued viability of buses in the City. In brief the partners would be committed to the following to improve information provision:
- Improved information services through stop information, call centre access at strategic locations, information leaflets and real time information at specified locations on targeted routes and corridors;
  - Improved marketing of enhanced services including the use of joint launches of projects, corridor branding where appropriate and ongoing promotion of the services through information and advertising.
- 6.2 Table 6.1 highlights the respective responsibilities of the City Council and local bus operators. It is envisaged that the QBP will commence early in the LTP2 period, improving the quality of public transport information will be one of the Partnership's key tasks.
- 6.3 The City Council has an obligation to provide impartial information<sup>4</sup> on public transport services. The City Council considers that traveline meets this requirement in the appropriate way and (unless the operator is already a partner in SWPTI, the partnership of local authorities and major bus companies) will therefore recoup a sum from each operator towards the cost of operating traveline in proportion to the benefit received. The benefit will be assessed by SWPTI on the basis of the number of public enquiries received by traveline relating to each operator or service.
- 6.4 As part of the roll out of the overall Passenger Transport Strategy the City Council considers interchange upgrade is an essential component of the strategy to increase bus patronage in Plymouth. The City Council believes that a better experience for the passenger at interchanges will help revitalise the image of Passenger Transport. It will be implementing a number of ambitious measures to modernise interchange throughout the City during the LTP2 period and beyond.
- 6.5 Interchanges include bus and train stations, bus stops, bus shelters, Park & Rides and a new concept in integration called 'MobiHubs'.
- 6.6 Bus service timetables and real-time departure boards will be expanded to inform customers thus helping to minimise waiting times. This will also apply to rail timetables and bus rail interchanges. The Council will continue with its programme of bus-based Park & Ride to help reduce congestion of the busiest corridors. Access on foot and by cycle to interchanges will be enhanced. The City Council will complete the incorporation of ITS to all operators into the City and region-wide intelligent based systems, including

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<sup>4</sup> "Impartial" means giving information about all operators' services in the South West of England (the local authority areas of Bath & North East Somerset, Bristol, Cornwall, Devon, Dorset, Gloucestershire, Hampshire, North Somerset, Plymouth, Poole, South Gloucestershire, Somerset, Torbay, Wiltshire, Swindon) and, where necessary, referring the caller to an equivalent telephone enquiry service in another region.

further Public transport information terminals/'i'-terminals, and seek the establishment of a local or sub-regional transport co-ordination centre for all passenger transport services and enquiries.

- 6.7 The City Council will continue its rollout of RTPI displays in bus shelters throughout the City but will give priority to stops on the selected Quality Bus Corridors. Expansion of RTPI delivery via the Internet and SMS is a vital component of the system. The use of other electronic solutions such as text messaging to obtain travel information will also be introduced gradually. Publicity for these schemes is essential if they are to be exploited to their maximum potential. The potential for encouraging car drivers to use public transport is perhaps greatest through the targeting of employers and schools through workplace and school travel plan initiatives.
- 6.8 Support for regional 'traveline' and Transport Direct will continue throughout the next LTP period. The City Council will maintain high standards of data completeness, timeliness and accuracy to meet the targets set for 'traveline' regional indicators (see chapter 6).
- 6.9 The City Council has identified the potential to produce inter-operable stop-specific timetables using 'traveline' data and will pursue development of this useful facility.
- 6.10 New developments in the City will afford opportunities to introduce workplace travel plans to increase numbers of commuters. Initiatives such as personalised journey planning can be used to distribute information about passenger transport options and publicise real-time services.

**Table 6.1 Delivery of Measures to Improve Information Through Partnership**

<b>Policy</b>	<b>Measures</b>	<b>Operator Responsibility</b>	<b>Council's Responsibility</b>
Increase access to quality transport information	RTPI Internet SMS Text messaging		Continue to roll out RTPI, targeting Quality Bus Corridors. Roll out of SMS text messaging. Publicise the existence of RTPI.
Promote information at the point of use	Bus stop timetables RTPI SMS Text Messages	Maintain high quality up-to-date information. Co-operate with the development of real time passenger information and provision and management of on-vehicle and depot equipment and operations. Ensure all functionality is delivered and continually in use. Provide adequate resource in which to make use of vehicle location in real time. Consult on route and service registration changes. Provide high quality attractive and easy to use passenger information and other publicity reflecting route branding and quality partnership status of routes.	Produce integrated timetables for all stops Ensure RTPI displays are operational. Ensure NAPTAN and SMS codes are displayed at all stops. Provide and maintain an RTPI system for use at bus stops and interchanges that is fully staff resourced, on the Internet, call centre, on street, at information kiosks and via SMS. Improve information provision to include town centre stop-specific information as well as general marketing.
Raise awareness of travel opportunities	Printed timetables Marketing and Publicity	Development and contribution towards marketing initiatives.	Targeting information through School and Workplace Travel plans
Network Integration	Information at interchanges	Ensure that levels of service and routing are of an appropriate level to support the success of the first phase of the MobiHub project. Amend service schedules where possible to integrate with other modes and bus services.	Supporting the improvement of interchange facilities. Providing the infrastructure necessary to bring forward the first 'test' MobiHubs. Working to develop new bus interchanges in the City.
Personal Security	Stop/Station Infrastructure	Maintain high quality and up to date information. Report safety issues, vandalism and problems with bus stops to the Council.	Ensuring that waiting facilities are clean, well lit, safe, fully accessible and provided with the best possible level of scheduled or real-time information. Ensure that RTPI displays are operational.
Accessibility to Information	Improve range of passenger transport information improvements	Driver training to recognise problems of those with learning difficulties	Information to be supplied in a format that represents the needs of users i.e. variety of language and those with learning difficulties

## 7. Targets

### SW Regional Indicator Targets

- 7.1 The SWPTI contract agreements require LA's to input, develop and maintain all public transport service data, to bus stop level. This dataset is used to run the traveline call centre, Website, SMS and is available for individual Authorities to use to support Real Time Information Systems, Bus Punctuality Indicator monitoring, and for use in Transport Asset Management Plans and Bus Information Strategy implementation.
- 7.2 In addition, and of key importance, the SWPTI dataset is also used under licence by the DfT for its own £40m 'Transport Direct' Journey Planner as well as being a core dataset of the Accessibility Planning software 'Accession'. In 2004, the data completeness of the SWPTI dataset was 100% to timing point level and 93% to bus stop level. This was the highest achieved by any region in the UK.
- 7.3 Section 2.57 of the Final LTP2 Guidance invites LA's to propose regional indicators, which are constant in methodology and definition. SWPTI believes that a regional performance standard of data completeness and accuracy, based on the existing individual LA data structures and as measured by SWPTI within the developing national traveline standards, could be ideally suited to provide such a regional indicator. With the SWPTI dataset used for three key elements of the national 10-year plan (traveline, Accession & Transport Direct); SWPTI believes, following discussions with GOSW, that such an indicator would be widely welcomed by the DfT.

**Table 7.1 SW Regional Indicator Targets for LTP2**

Year	Traveline Data Completeness and Accuracy Measurement, to Timing Point level	Traveline Data Completeness and Accuracy Measurement, to All Stop level	Verified traveline Data
2006/7	100%	95%	65%
2007/8	100%	96%	75%
2008/9	100%	97%	80%
2009/10	100%	98%	85%
2010/11	100%	99%	90%

- 7.4 In addition to use of the data for traveline, Accession & Transport Direct, other key benefits that the adoption of this proposal include:
1. Traveline South West represents a low- risk method for Local Authorities to contribute towards Government PSA targets for bus growth using an existing resource.
  2. The data can be used in software tools that bolt onto the existing traveline functionality for personalised journey planning.

3. Data of this granularity and quality can be used to drive real time and schedule adherence systems and contribute to Bus Punctuality monitoring.
  4. The data will ensure that traveline South West continues to be the best traveline region in terms of performance and demand and continues to lead the rest of the country in new developments to the service.
  5. To ensure that in the form of traveline South West a DDA compliant public transport information service is available across the region.
- 7.5 With the region already committed to maintaining and developing traveline, and with the LTP2 Guidance (Section 2.42) confirming the opportunity for traveline in delivering the shared priorities, SWPTI believes that such a regional indicator would be positive for the region, with wide ranging benefits for all individual Authorities, as well as providing DfT with a strong indicator of support for its own core initiatives.

### **Other Targets**

- 7.6 The targets outlined below will, in the national context, be regarded as 'challenging but realistic' but by virtue of the existing SW contract obligations are already requirements to be met.
- 7.7 The City Council is therefore seeking to: -
- Develop the Website with mapping
  - Provide more fares information
  - Directly interface with "Paramics" Micro-simulation model
  - Develop interoperable bus stop specific timetable information
  - GIS transfer
  - Punctuality Monitoring
- 7.8 The City Council proposes a programme of infrastructure improvements over the life of LTP2, which will increase access to accurate unbiased travel information for both residents and visitors. These are set out in Table 7.2.

**Table 7.2 Proposed Delivery of Public Transport Infrastructure Improvements 2003/4 to 2010/11**

<b>Passenger Infrastructure on Major Corridors</b>	<b>Actual up to 2003/2004</b>	<b>2004/2005</b>	<b>Estimate 2005/2006</b>	<b>Targets 2006/2007</b>	<b>2007/2008</b>	<b>2008/2009</b>	<b>2009/2010</b>	<b>2010/2011</b>	<b>Total Installed</b>
Number of passenger shelters with RTPI displays	1	40	0	5	5	5	5	5	66
Number of remote RTPI Displays	0	0	1	5	5	5	5	5	26
Number of passenger shelters with passenger information and SMS stop references	200	20	0	0	0	0	0	0	220
Number of upgraded stops with information panels and SMS stop references	0	0	30	40	40	0	0	0	110
<b>Passenger Infrastructure on Secondary Routes</b>	<b>Actual 2003/2004</b>	<b>2004/2005</b>	<b>Estimate 2005/2006</b>	<b>Targets 2006/2007</b>	<b>2007/2008</b>	<b>2008/2009</b>	<b>2009/2010</b>	<b>2010/2011</b>	<b>Total Installed</b>
Number of passenger shelters with RTPI displays	0	0	0	0	0	0	0	0	0
Number of passenger shelters with passenger information and SMS stop references	250	30	10	10	10	10	10	10	340
Number of upgraded stops with information panels and SMS stop references	0	0	0	50	50	300	300	300	1000
<b>GPS Vehicle location equipment</b>	<b>Actual 2003/2004</b>	<b>2004/2005</b>	<b>Estimate 2005/2006</b>	<b>Targets 2006/2007</b>	<b>2007/2008</b>	<b>2008/2009</b>	<b>2009/2010</b>	<b>2010/2011</b>	<b>Total Installed</b>
Number of low floor buses equipped with Global Positioning System (GPS)	6	129	8	14	14	14	14	14	213
Number of other buses equipped with GPS	0	35	0	0	0	0	0	0	35
Number of other public transport Vehicles equipped with GPS (e.g. Ferries)	0	0	1	4	0	0	0	0	5
<b>City Centre and other Interchanges</b>	<b>Actual 2003/2004</b>	<b>2004/2005</b>	<b>Estimate 2005/2006</b>	<b>Targets 2006/2007</b>	<b>2007/2008</b>	<b>2008/2009</b>	<b>2009/2010</b>	<b>2010/2011</b>	<b>Total Installed</b>
Number of passenger shelters with RTPI displays	0	15	0	1	1	1	1	1	20
Number of remote RTPI Displays	0	0	0	2	2	6	4	2	16
Number of I+ Terminals	0	10	0	3	3	3	3	3	25





# Plymouth Passenger Transport Strategy

## **Ferry Strategy**

Plymouth City Council

Provisional Local Transport Plan  
**2006-2011**