

# Why buses must be central to “The Future of Mobility” In the West Midlands

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# Future Trends – Our Challenge - West Midlands

- Economic Growth and Economic Inclusion
- Population Growth and Housing Development
- Environment and Public Health
- Social Well-being
- Trends – population – youngest in Europe.
- CAV / DRT / Ride Share Evolution.



# Why Bus?

An integrated Public Transport Network does not work without bus.

- 4 in every 5 Public Transport Trips are taken by bus.
- 260 million Bus passenger trips each year.

Bus is;

- Quickly scalable
- Able to use existing infrastructure
- Relatively inexpensive
- Flexible / Accessible
- Clean – Euro VI / Zero Emission
- Cheap for the end user



# Emerging Opportunities

- Currently rolling out – new ‘brand’ family.
- Swift, Contactless and new payment solutions
- Investing in Infrastructure to support bus priority through the KRN.
- Bus services act 2017 powers
- Ride share evolution.
- BRT ‘Sprint’
- Coventry City of Culture
- 2022 Commonwealth Games
- Air Quality Improvements



# Strategic Vision for Bus

ort for  
Midlands



Transport for  
West Midlands

# Vision for Bus

A world-class integrated, reliable, zero emission public transport system providing inclusive travel for all across the West Midlands.

With Excellent customer service and simple payment and ticketing options.

People will be able to make easy and safe door-to-door journeys by offering new innovative transport solutions and decreasing the need for private, single occupancy car journeys.



Transport for  
**West Midlands**