

Getting passengers on board buses – removing the barriers

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Barriers to bus use

Probably better, it wasn't as long, it wasn't as cold and didn't take as long as I thought it was!

It was better than I expected. I wasn't looking forward to getting on the bus but I actually quite enjoyed the journey, it was comfy

Based on previous experiences...it was probably better than I was expecting. I wasn't expecting it to be like that, maybe, not as tidy, the bus not having seats

It's not as bad [smelling] as what I've had before, it's honestly not.

It's slightly better... I thought it would be a thing where I have to wait long for the bus and I wasn't quite sure where to get off, but I had to wait probably like 2 minutes

Fares and Ticketing

Contactless with your card would be ideal, so it's that convenient.. I don't carry change One card does all.

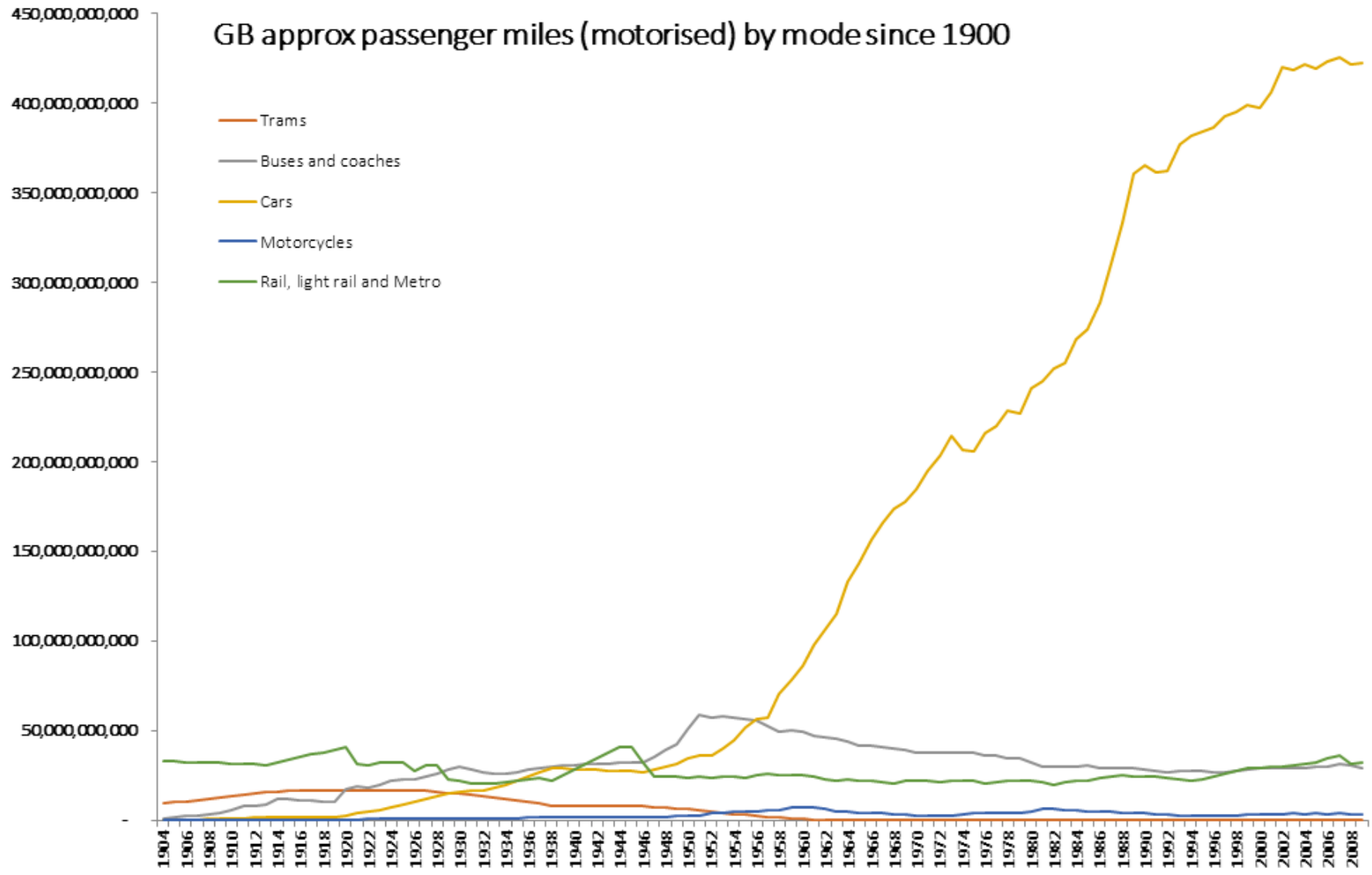
If anything, travelcards put you off using the bus, rather than encouraging you... the thought of having to get a travelcard..as opposed to just using your card

£3 actually is not bad is it... It's cheaper than parking in town, a lot cheaper than parking at the station. It's also a lot cheaper than parking at the NCP. So that's good value that is!

I never have change on me and I always like contactless or use my card, I would be happy about that because it's straightforward.



GB approx passenger miles (motorised) by mode since 1900



Bus Service and Productivity

The bigger the city, the more productive... Yes?

In other countries ... yes...

However, in Britain ... no...

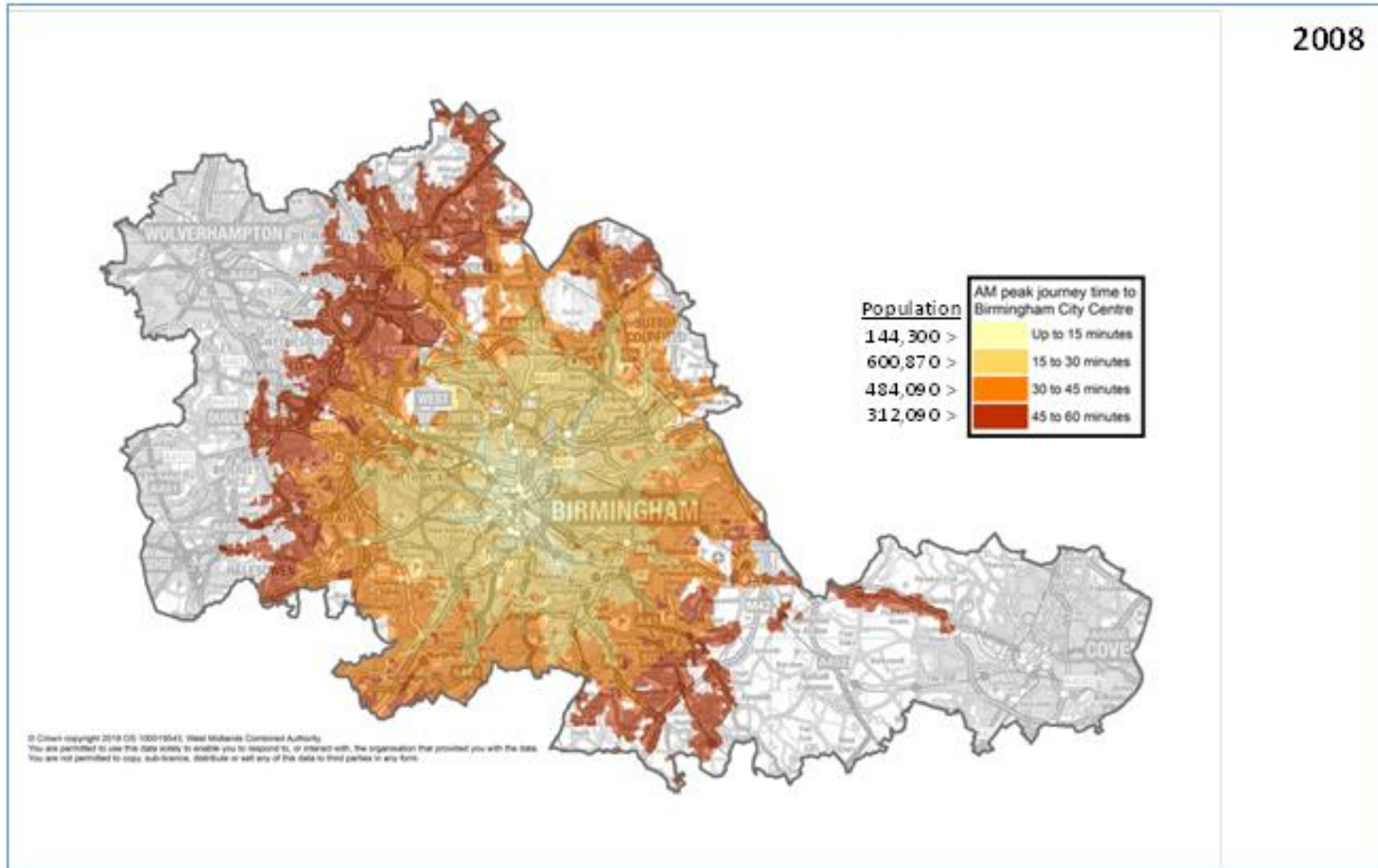
Birmingham is less productive than Oxford and Cambridge



PARIS LYON MARSEILLE

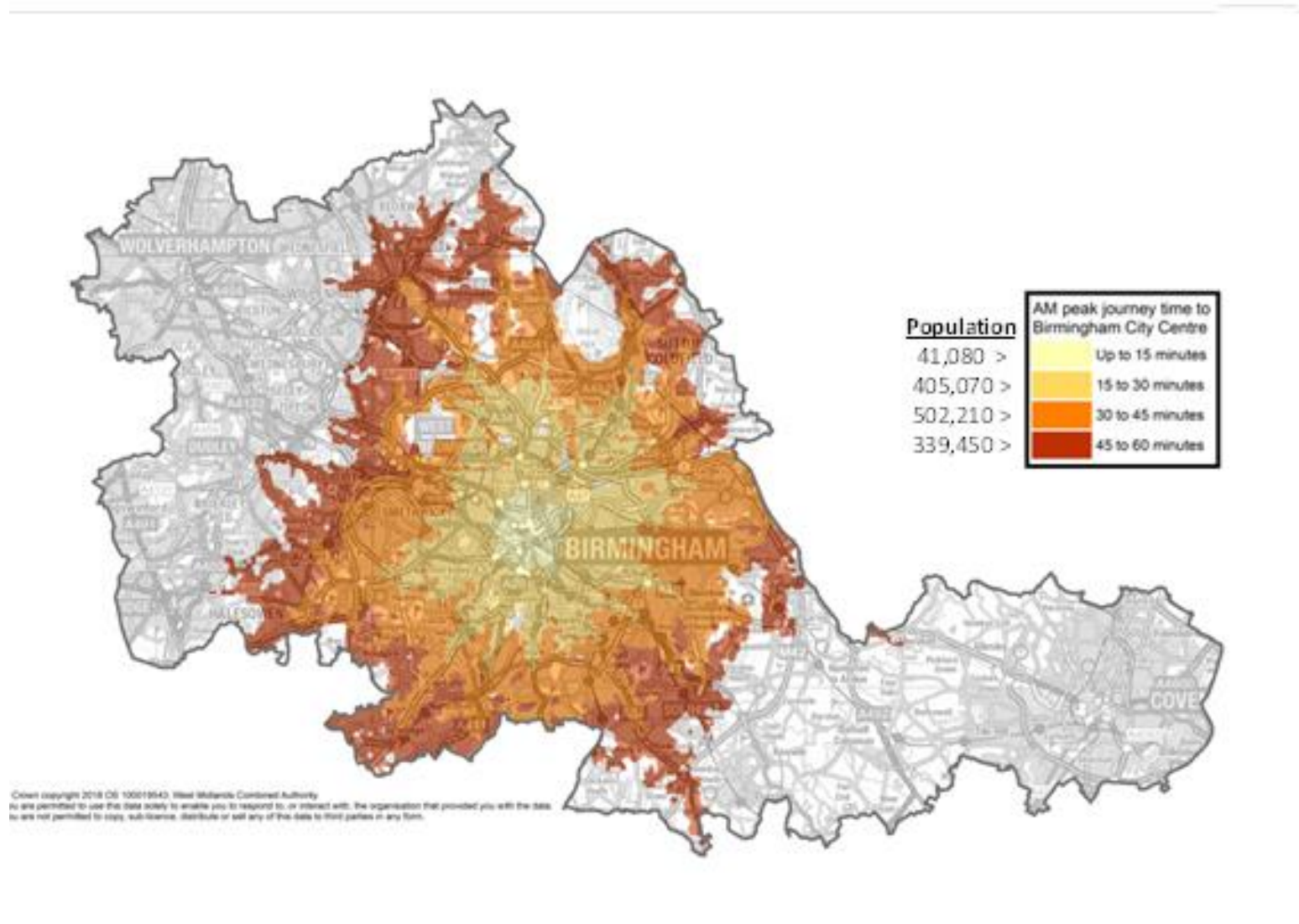
LONDON BIRMINGHAM ... **OXFORD**

Travel to work time 2008



2018

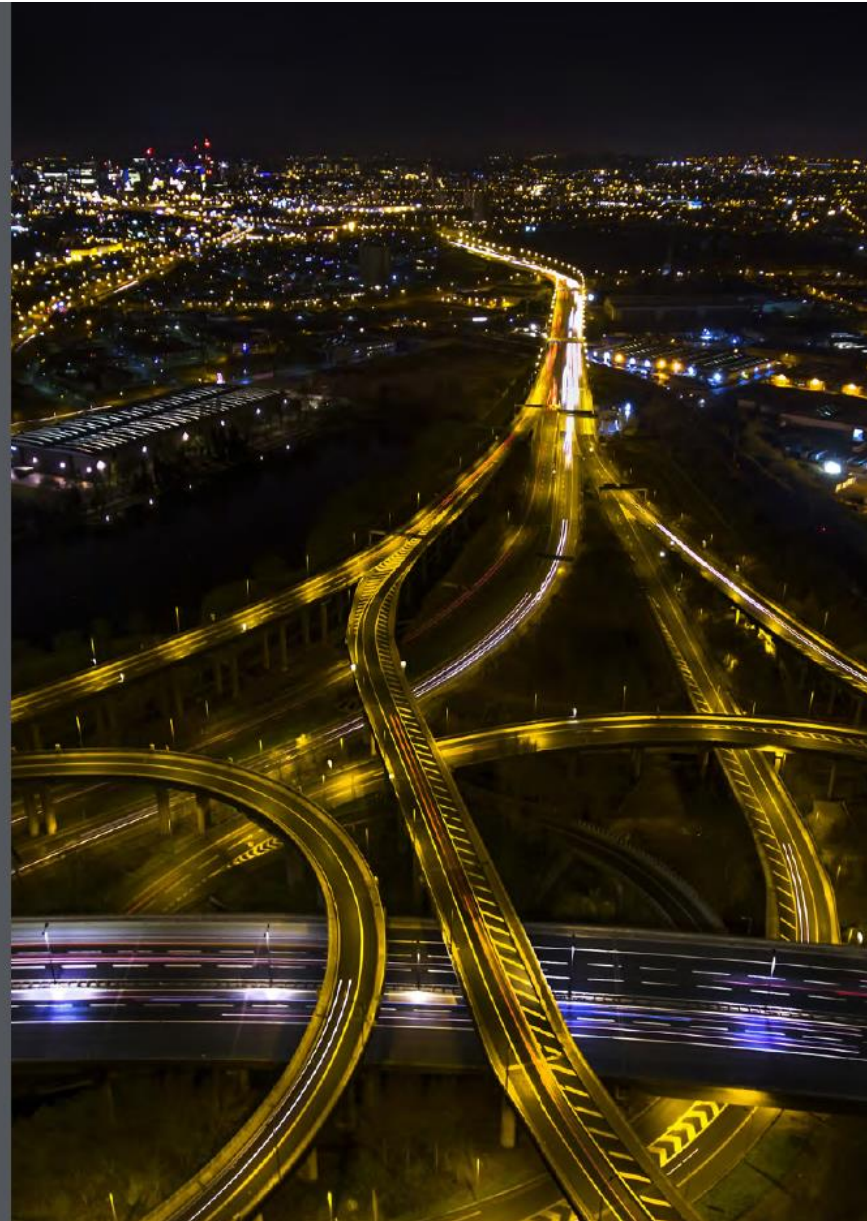
2018



Improve Bus Services Improve Productivity



Congestion Management Plan



Managing congestion is therefore built upon three core pillars:-



Increasing Capacity:

This involves providing more capacity on the public transport and road networks.



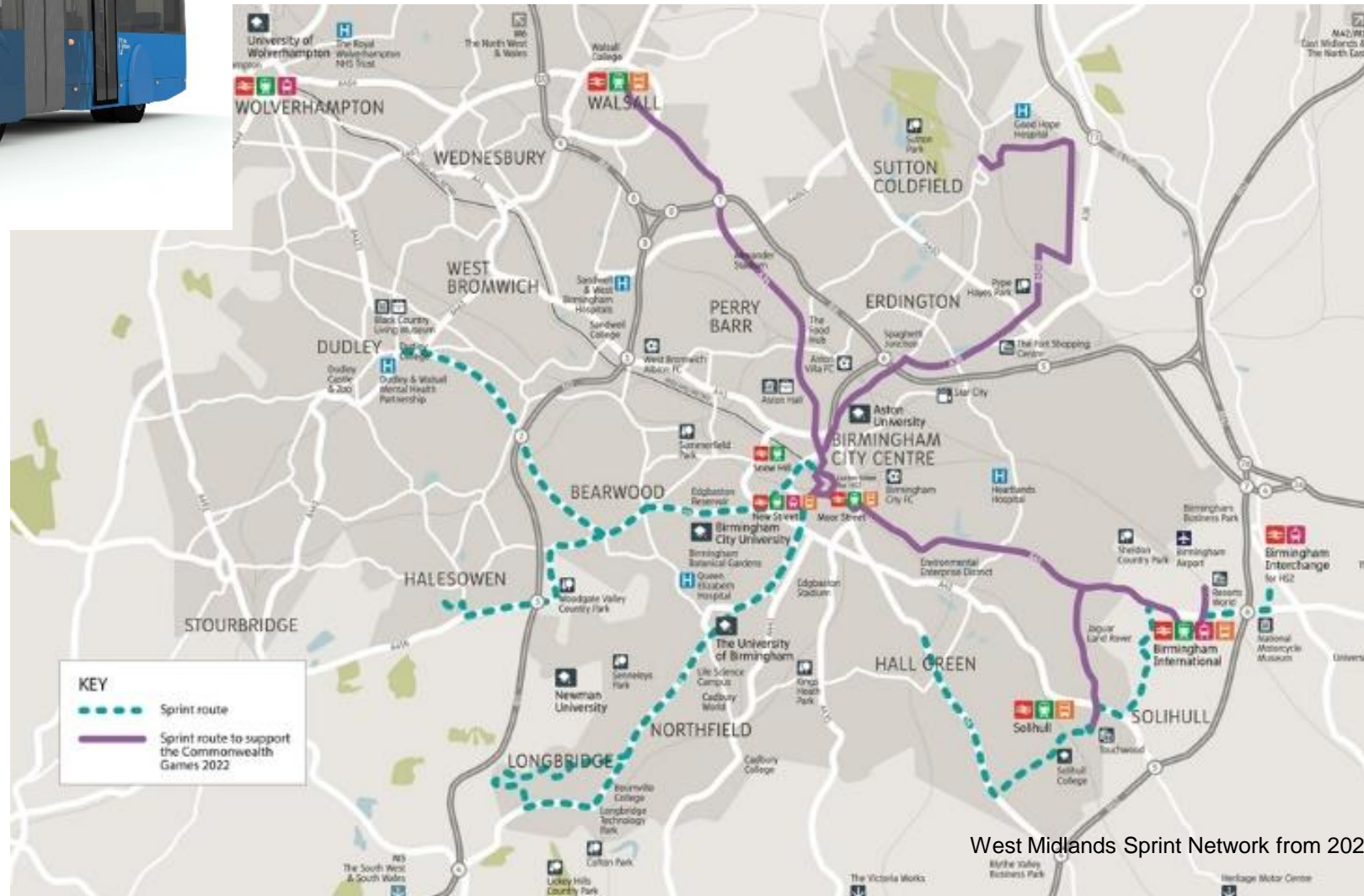
Improving Efficiency:

We aim to improve efficiency of local roads through better integration across modes, reducing roadwork delays, optimising traffic signals and improving responses to disruptive incidents.



Managing Demand:

Overall demand to move people and goods across the transport network will continue to grow. We can better manage this by influencing the choices by residents businesses and visitors to make more sustainable journeys.



West Midlands Bus Alliance



 bus Low Fare Zones

Strategic Vision for Bus

ort for
Midlands



Transport for
West Midlands



Transport for
West Midlands