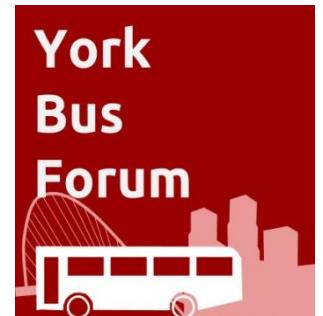




# Towards a Public Transport Strategy for York

Tony May, Emeritus Professor of Transport Engineering and  
Greg Marsden, Professor of Transport Governance



## What should a strategy be aiming to achieve?

Two key objectives

- Providing access for those who need it
- Providing an alternative to the car, and hence reducing congestion, emissions, noise, accidents



Walking and cycling can also contribute to these, so need to plan them to complement one another

Also need to anticipate wider changes in the sector

## What do users need?

For access

- Services from home to key destinations (work, education, services, shops, health, leisure)
- Which are direct, frequent, affordable, reliable

Currently several gaps

- By area: the SDG 2014 Gap analysis
- By user group
  - Those without cars
  - Those with cars but materially deprived
  - Hard to reach groups
- New developments

## The SDG Gap Analysis (2014)

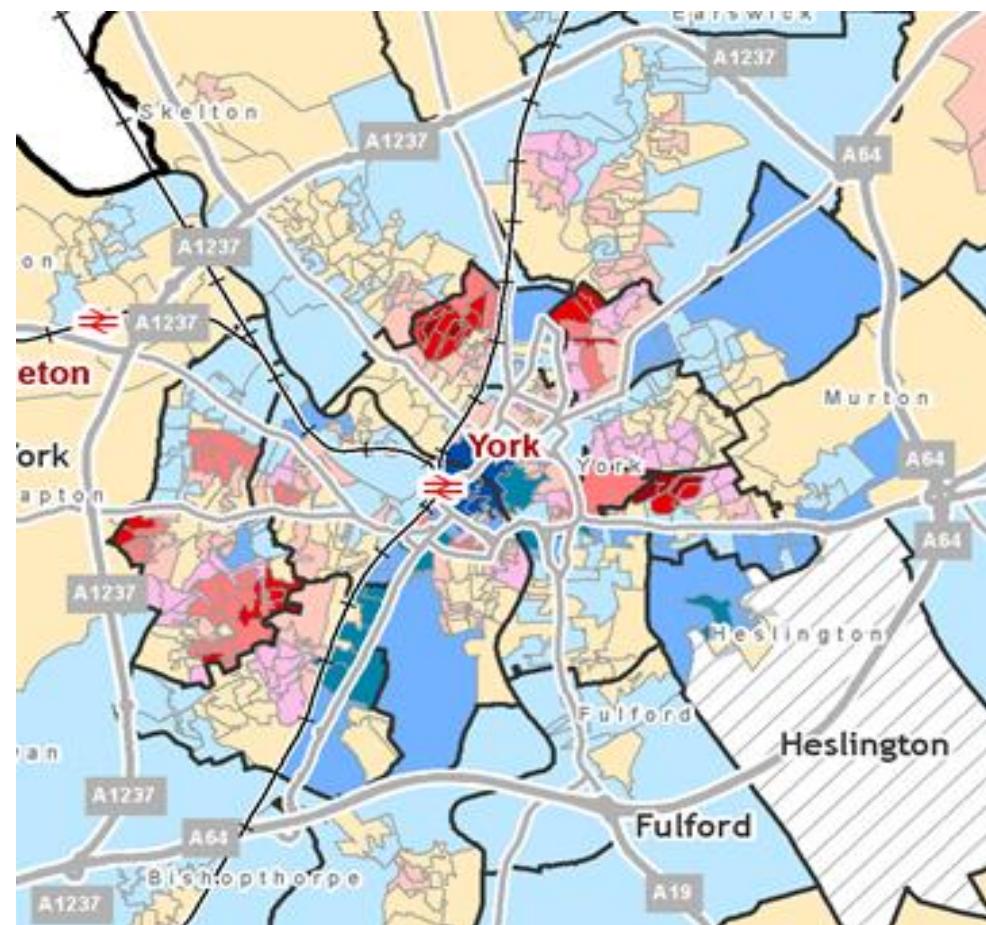
Measured as (Needs – Provision)

Most serious in parts of Inner York

- Hull Rd: Rawdon and Constantine Avs
- Heworth: Fifth Avenue
- Heworth: Fossway, Monkton Rd
- Clifton: Kingsway North
- Acomb: Carr Hill
- Westfield: Chapelfields, Tudor Rd

These problems will have worsened

- Given subsequent service reductions



## By user group

**This is not just about households without cars**

- Focus on car deprived households (11%)
- But 7% of households have cars but are materially deprived
- Tends to be larger households with children, bottom 40% income and renting

## What do users want?

<b>More reliable bus service</b>	<b>630</b>	<b>14</b>
<b>Cheaper/ better value for money (Bus)</b>	<b>370</b>	<b>8</b>
<b>More frequent bus service</b>	<b>320</b>	<b>7</b>
<b>More bus routes</b>	<b>223</b>	<b>5</b>
<b>Improve bus priority on roads</b>	<b>220</b>	<b>5</b>
<b>Improve bus stock / bus stop facilities</b>	<b>160</b>	<b>4</b>
<b>Clean/ comfortable</b>	<b>129</b>	<b>3</b>
<b>Overcrowding issues, e.g. on board/ at stop, etc.</b>	<b>81</b>	<b>2</b>
<b>Expand evening and weekend services (Bus)</b>	<b>75</b>	<b>2</b>
<b>Bus routes to avoid City centre</b>	<b>62</b>	<b>1</b>
<b>Review bus stop locations</b>	<b>30</b>	<b>1</b>
<b>Disabled / pushchair access - specific to bus</b>	<b>27</b>	<b>1</b>
<b>Increase bus speeds</b>	<b>4</b>	<b>*</b>

## New developments

Planning for 867 new dwellings per year

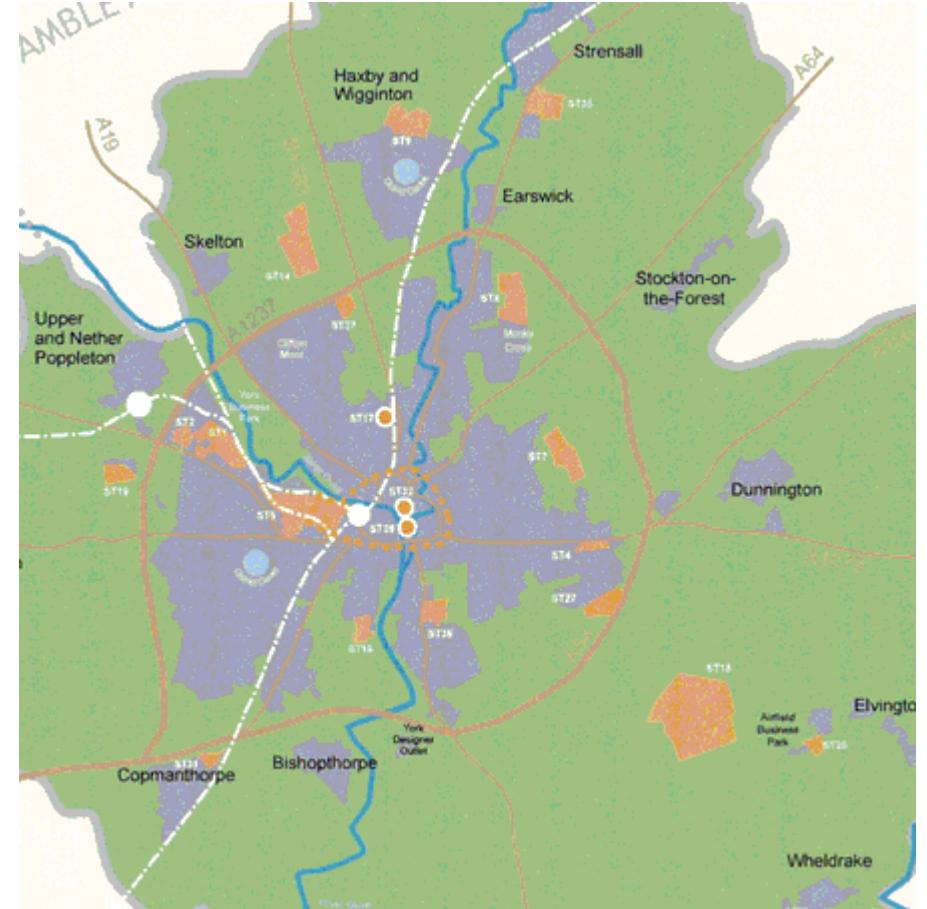
- But latest government figures suggest perhaps 1100

Eleven sites with 500+ new dwellings

- Only four make any reference to public transport
- And these only set a target of 15% of trips by bus
- No public transport infrastructure proposed

And even the largest site (3339 dwellings)

- May be too small to support a commercial bus service



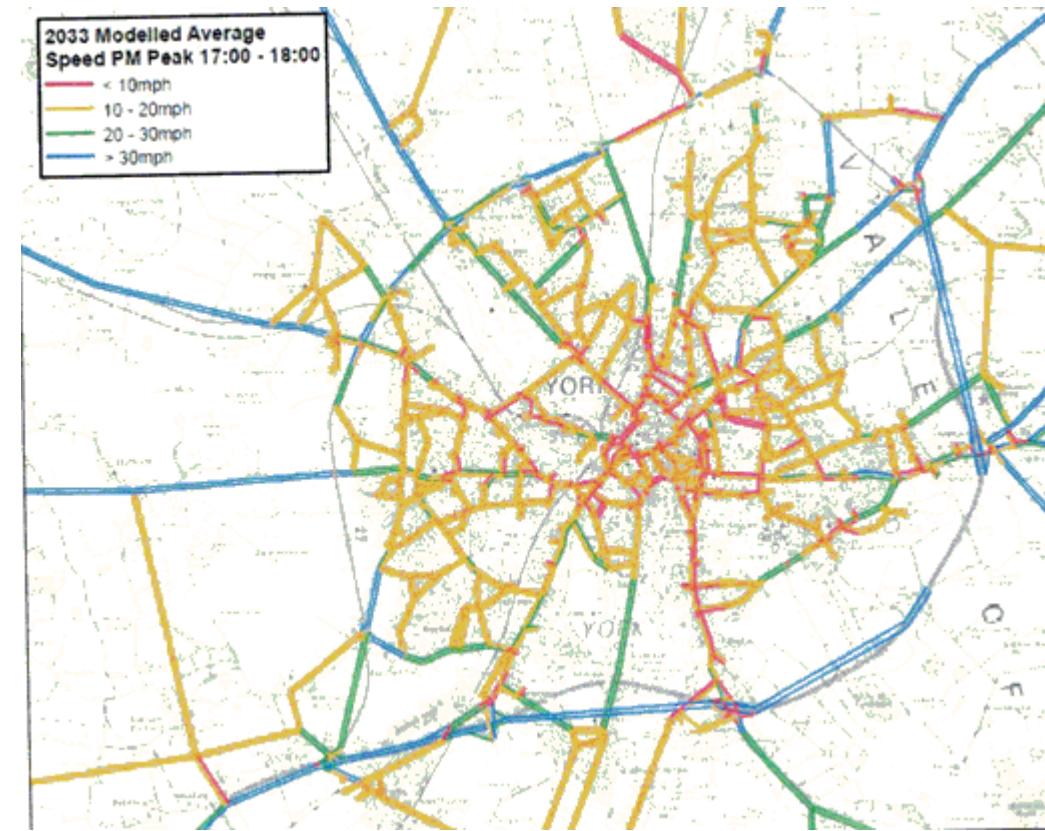
## What do users need?

As an alternative to the car

- Services from home to key destinations (work, education, services, shops, health, leisure)
- Which are direct, frequent, affordable, reliable

With a focus on movements for which the car dominates

- And where congestion, pollution are worst
  - The map shows evening peak congestion
  - In 2033 with all new developments
  - Assuming no new public transport



## The problems which buses face

Congestion and lack of road space

- The 2015 analysis of principal delay points

Delays in boarding

- Also covered in the 2015 analysis

Kerbside delays

- Rise in delivery vehicles/servicing vehicles
- Rise in PHVs in some areas (Uber effect)
- Limited enforcement

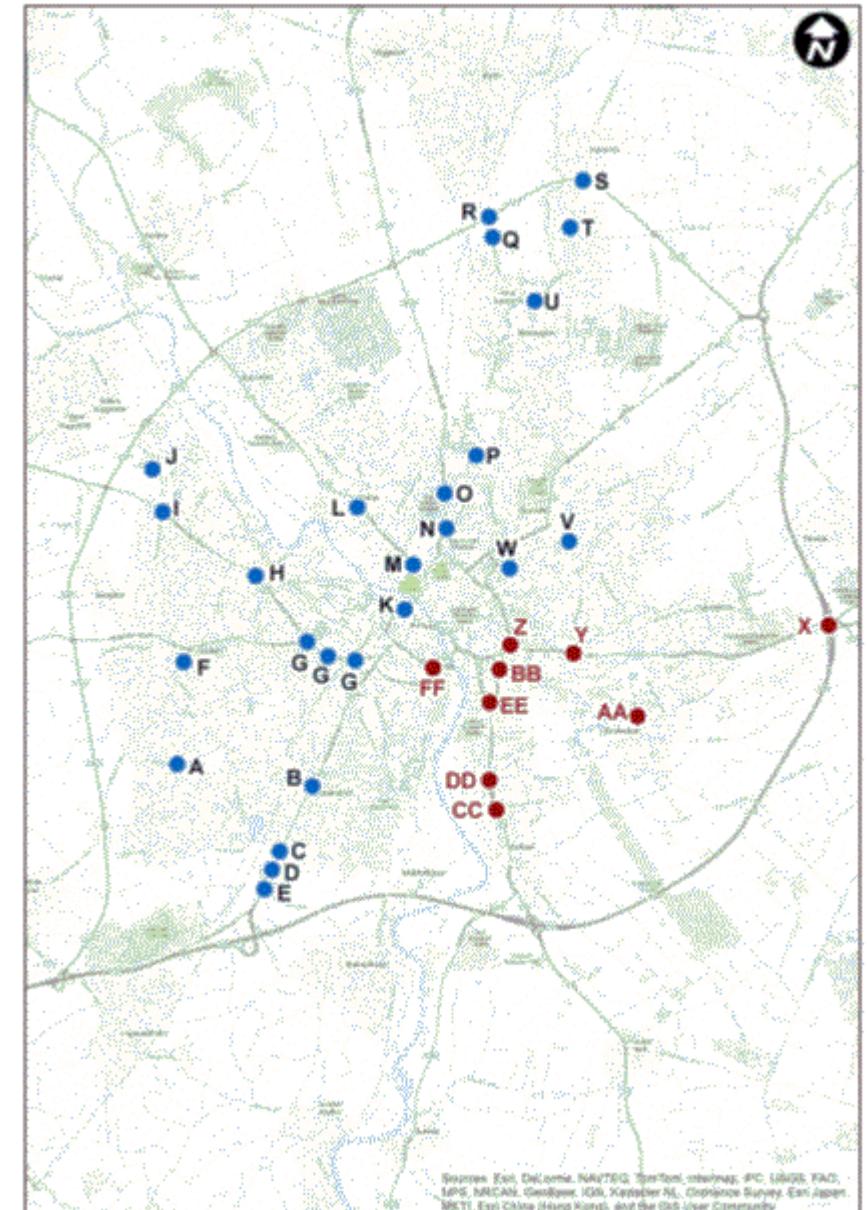
Adverse trends

- Rising fares, declining bus availability, falling patronage

### Congestion and lack of road space

The 2014 analysis of principal delay points

- 32 locations with significant delays
  - 6 with short term solutions
  - 3 with medium term solutions
  - 2 with long term solutions
  - 14 for which no solution can be found



## Delays in boarding

The 2014 analysis of principal delay points

- 32 locations with significant delays
  - 7 caused by boarding delays
  - E.g. Morrell Library (UoY)

### First Group Experiment

- 44 people boarding a bus cash versus smartcard
- Randomised destination
- 10.5 minutes paying by cash
- 2 minutes with the Mticket App

5 x as long to pay by cash...





## Kerbside delays

Several sources of increased problems

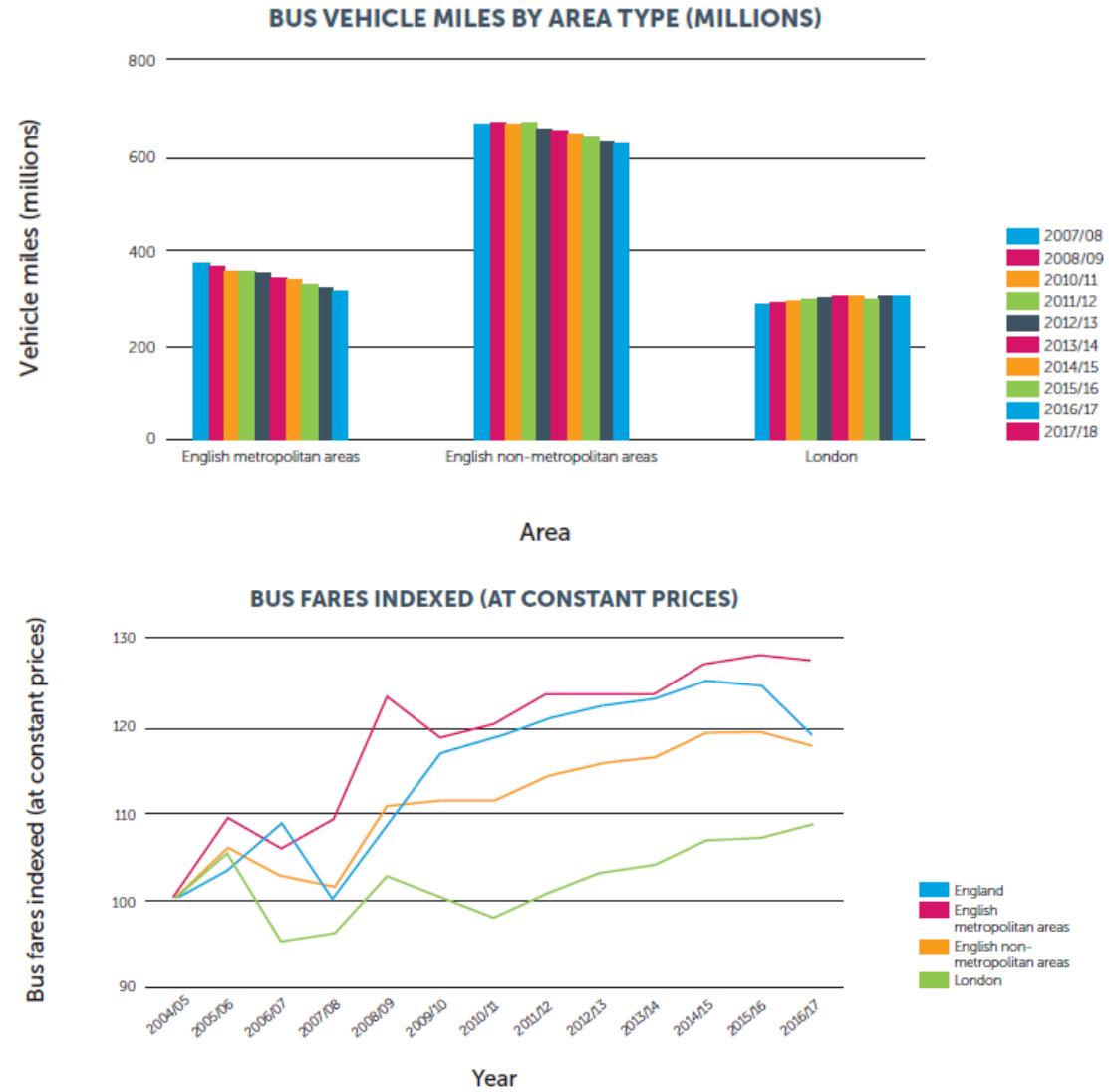
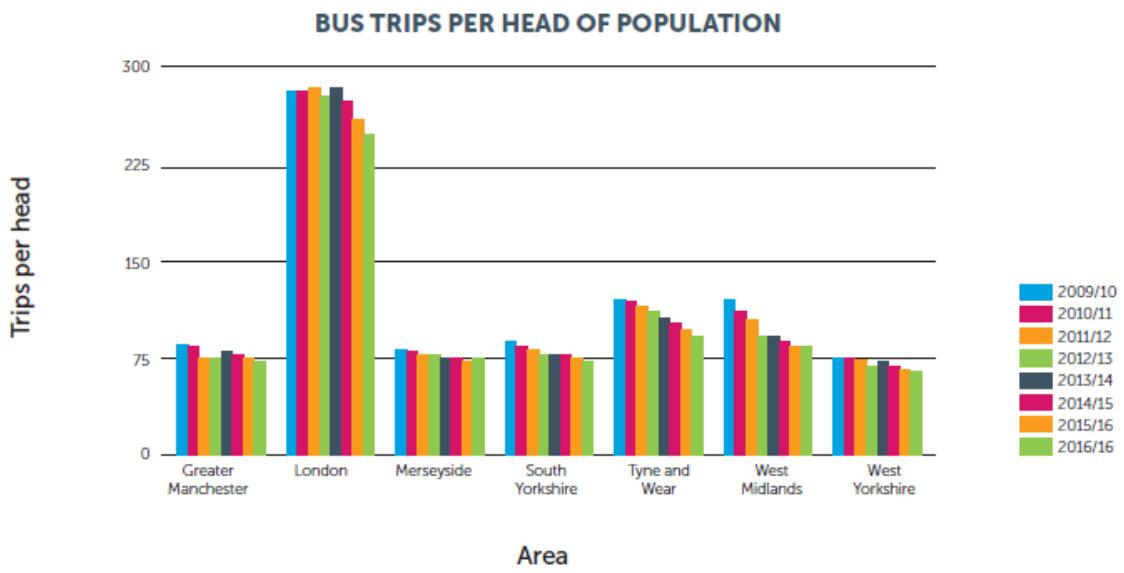
- Rise in delivery vehicles/servicing vehicles
- Rise in PHVs in some areas (Uber effect)
- Limited enforcement



# Institute for Transport Studies

## FACULTY OF ENVIRONMENT

### Adverse trends



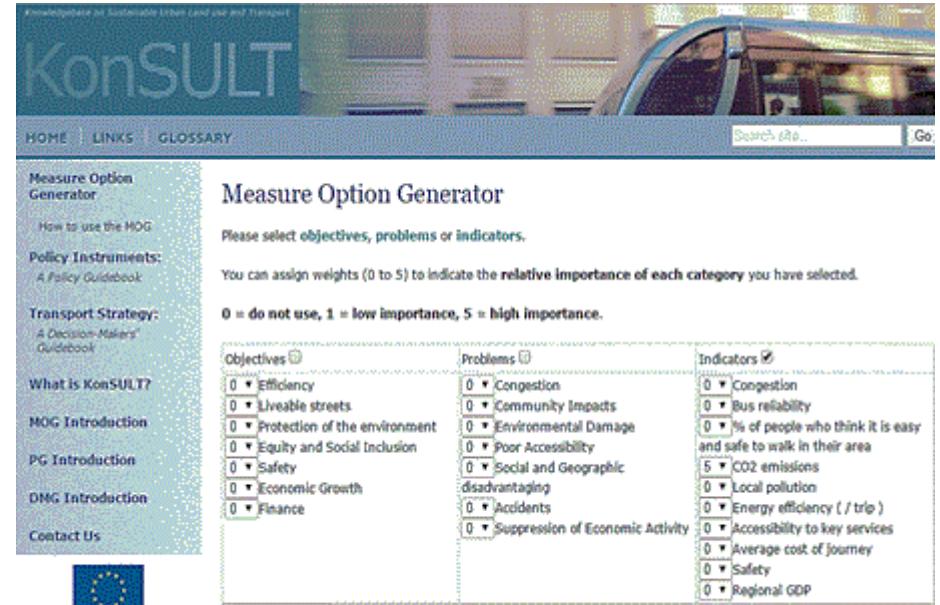
## What are the most appropriate solutions?

A role for option generation

- Considering a wide range of appropriate options
- To avoid overlooking what may be the best solutions
- And hence wasting money and under achieving

Possible sources

- The KonSULT knowledgebase
- The Evidence database



The screenshot shows the KonSULT knowledgebase interface. At the top, there's a banner with the text "Knowledgebase on Sustainable Urban Land-use and Transport" and "KonSULT". Below the banner, there are links for "HOME", "LINKS", and "GLOSSARY". On the right side, there's a search bar with "Search..." and "Go!" buttons. The main content area is titled "Measure Option Generator" and includes sub-titles for "How to use the MOG", "Policy Instruments: A Policy Guidebook", "Transport Strategy: A Decision-Makers' Guidebook", "What is KonSULT?", "MOG Introduction", "PG Introduction", "DMG Introduction", and "Contact Us". There are three columns of dropdown menus for "objectives", "Problems", and "Indicators". Each column has a title and several items listed with dropdown arrows. At the bottom, there are "Previous Screen" and "Continue" buttons.



## What might we consider?

Conventional bus-based solutions

- New routes, higher frequencies, longer operating hours, more effective priorities

Rail-based solutions

- New stations, higher frequencies, trams and very light rail

Better information

- Clearer fixed information, wider use of real time screens, mobile phone apps

Simpler payment methods

- Simplified fares, smart cards, contactless payment, through ticketing

New options

- Demand-responsive services, shared taxis, Mobility as a Service

# Conventional bus-based solutions

## New routes

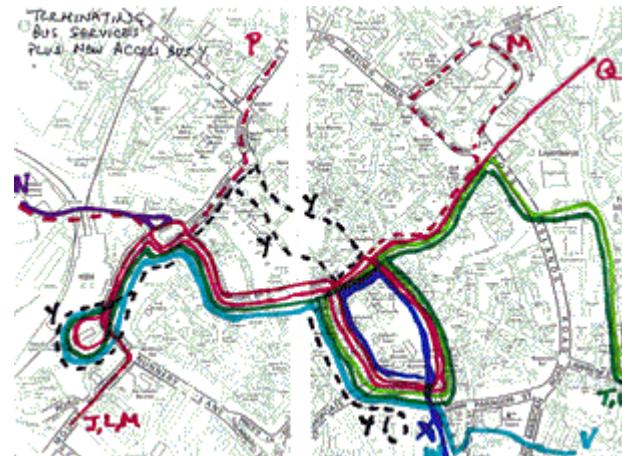
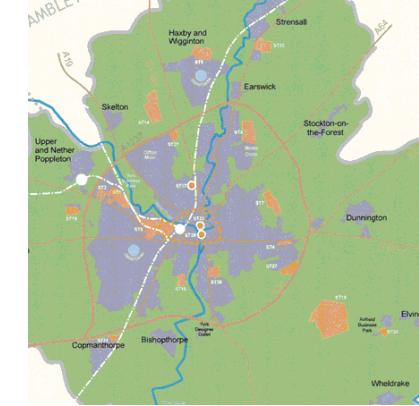
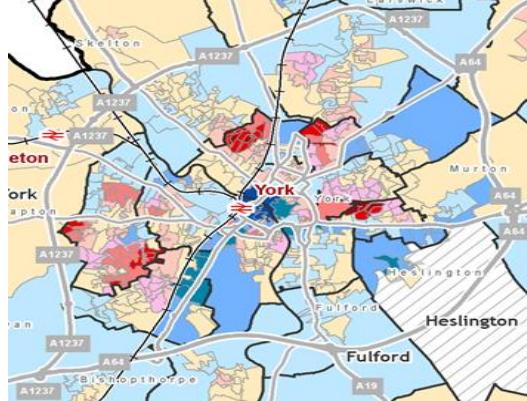
- To serve current gaps
  - To link to new developments

# Improved routing in the city centre

- With more services to the station

Higher frequencies and longer operating hours

- Particularly for Park and Ride services



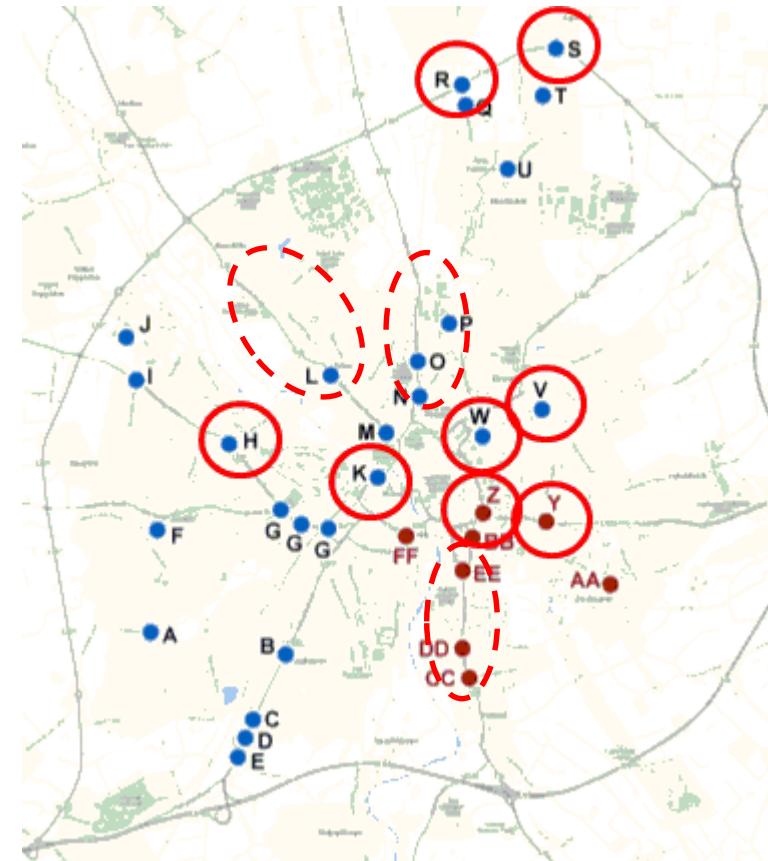
## Conventional bus-based solutions

More bus priorities

- Where no solution yet available

Gating

- On Shipton Rd
- On Fulford Rd
- On Wigginton Rd
  - To include Haxby Rd buses?



## Rail-based solutions

New stations

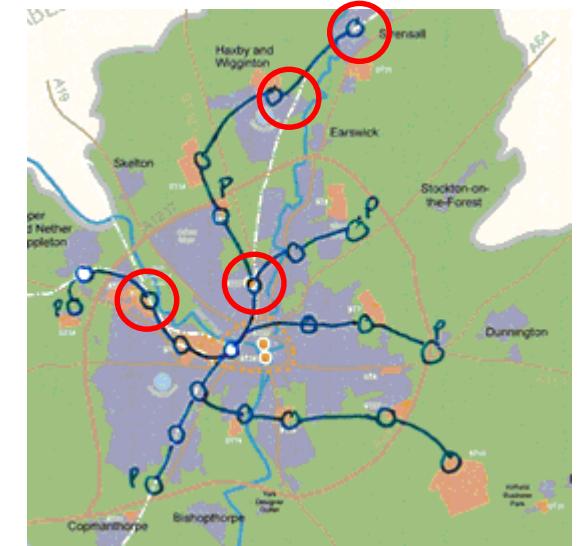
- Haxby
- But also Strensall, Hospital, British Sugar?

Better frequencies

- On Harrogate, Scarborough lines

A new tram network

- Using Very Light Rail?



## Improved information

Maintaining the current provision

- New style timetables and maps
- Real time information
  - Extended to more stops

In bus information

- Audio and visual

Smart phone information

- Journey planning
- Real time information



## Simpler Payment Methods

More flexible tickets

- Through tickets
- Carnets
- Zonal fares

Smart tickets

- Covering all modes, all operators
- Smart card or contactless
- With caps on daily expenditure
- And smart phone ticketing



Transport for the North is Delivering this Across the North of England

### Phase 1

Smart cards for rail by December 2018

Part of a nationwide programme to roll out smart ticketing on all rail travel.



### Phase 2

Customer information, collaboration and innovation from 2018

Provision of integrated customer information, disruption messaging and fare information to make journey planning quicker and easier.



### Phase 3

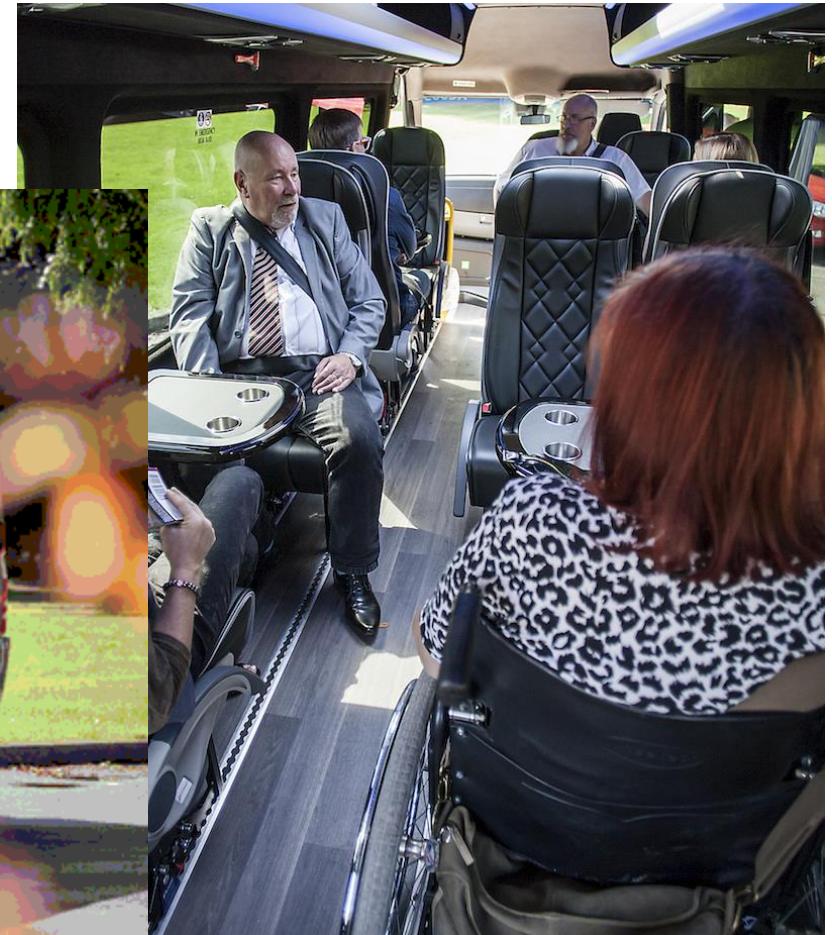
Account-based ticketing via contactless payments from 2019

Back office integration that will let travellers make contactless payments across all forms of public transport, while delivering the best on-the-day price for customers and public transport operators.



## New Options – Demand Responsive Services

<https://youtu.be/lopJFA0h9pl>



## New Options – Shared taxis



- Can link to Park & Ride Network
- Works for out of town sites (e.g. Hospital)
- Most Uber trips are after 6pm and at weekends (sharing to access theatres)





## New Options – Integrated Mobility Mobility as a Service

	Pay as you Go	Whim Everyday	Whim Unlimited
Monthly payment	£0	£99	£349
Public transport	Pay as you Go	Unlimited	Unlimited
Taxi	Pay as you Go	Pay per ride	Unlimited
Car	Pay as you Go	Max £49/day	Unlimited
Bike share	Coming soon!	Coming soon!	Coming soon!
Cancel anytime	✓	✓	✓
Signup possible	Now	April 5th	April 5th

[Read more](#) [Read more](#) [Read more](#)



## How else might we support public transport?

Promoting walking and cycling to complement public transport

- More comprehensive networks, cycle parking, better priorities, information, e-bikes

Controlling car use

- Road space reallocation
- Parking controls and limited parking in new developments
- Road pricing and work place parking levies

Better management of freight and servicing

- A freight consolidation facility, centralised delivery points, coordinated servicing

## Promoting walking and cycling

### Promoting walking

- Extended foot street network
- Greater priority at junctions
- New public spaces



### Promoting cycling

- More comprehensive networks
- Cycle parking
- Bike sharing
- e-bikes



## Controlling car use

### Road space reallocation

- Up to 25% of traffic on closed roads not found elsewhere



### Parking controls

- But private parking dominates, so impacts limited
- Needs to restrict parking in new developments



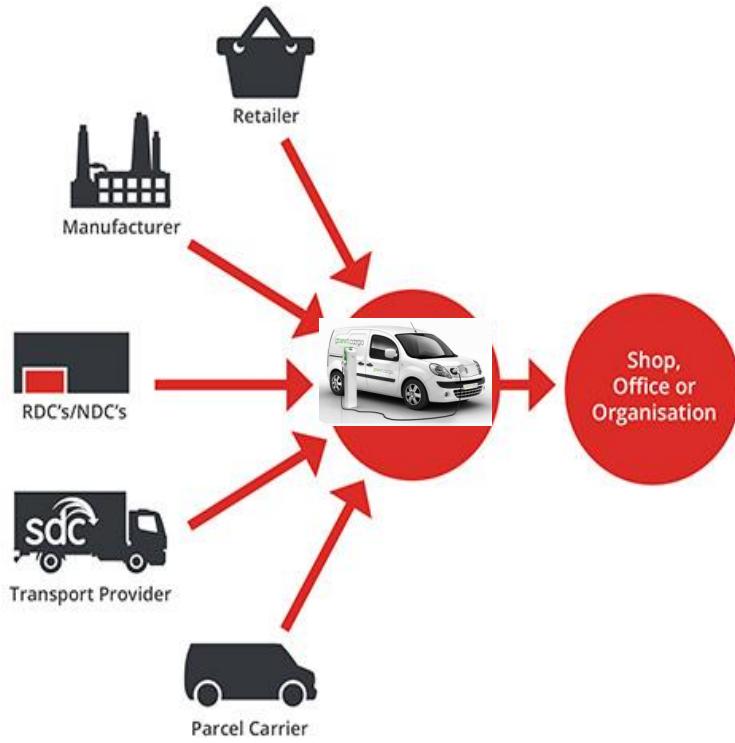
### Congestion charging

- Can reduce traffic in city centres by 15 – 25%



But draft Local Plan defers any such measures until after 2027

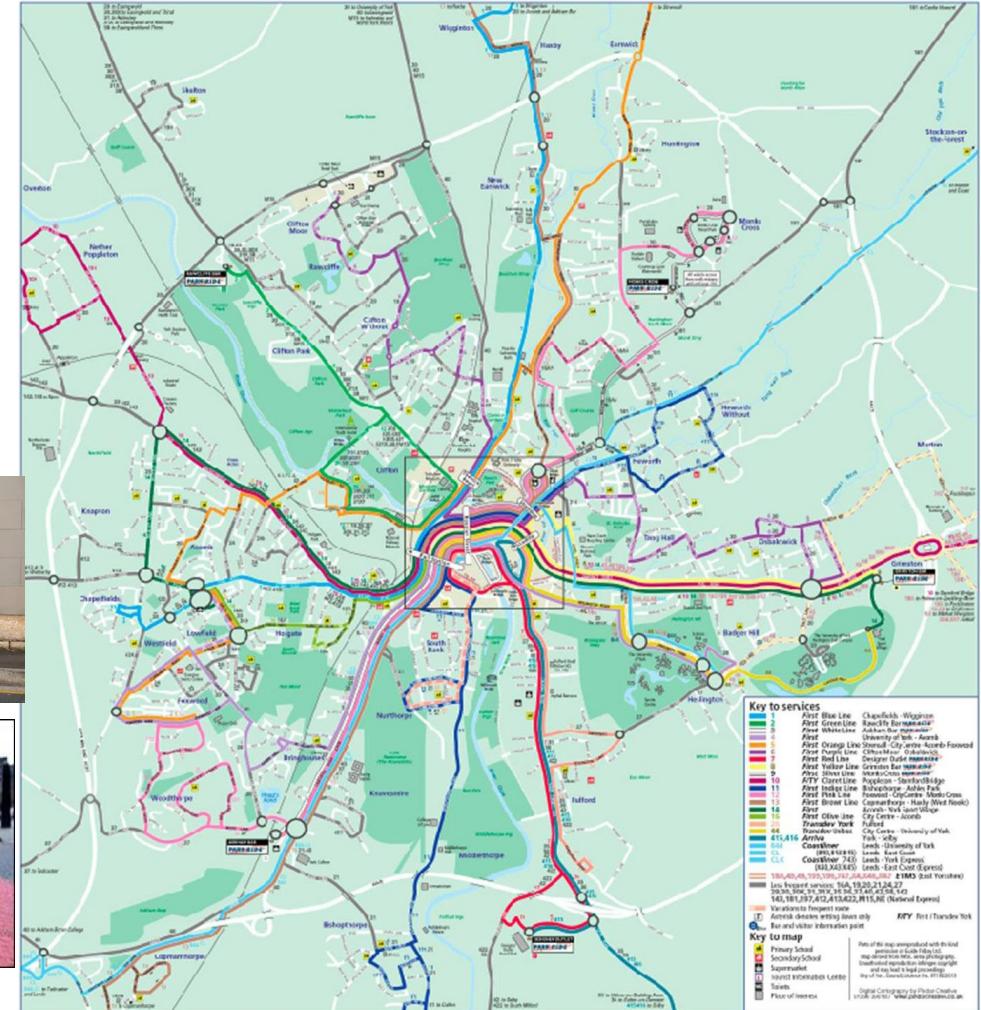
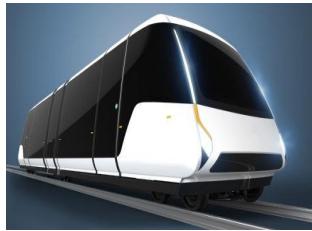
## Better management of freight and servicing



### Integration of all of these

In the new Local Transport Plan

- On which work should start early in 2019



## Governance

The Bus Services Act 2017

- Advanced Quality Partnerships (and Enhanced Partnerships)
  - A continuation of the Quality Bus Partnership
  - Agreement on bus stops, priorities, information, frequencies, maximum fares, payments
  - But limited control on single ticket prices, removal of commercial services
- Franchising
  - Available for Mayoral Combined Authorities (Greater Yorkshire from 2020?)
  - May be possible for York acting alone
  - Full specification of services, frequencies, fares and fare structure, payment methods

But this would still not cover the wider public transport strategy

- Rail, light rail, shared taxis, shared bikes, MaaS ...

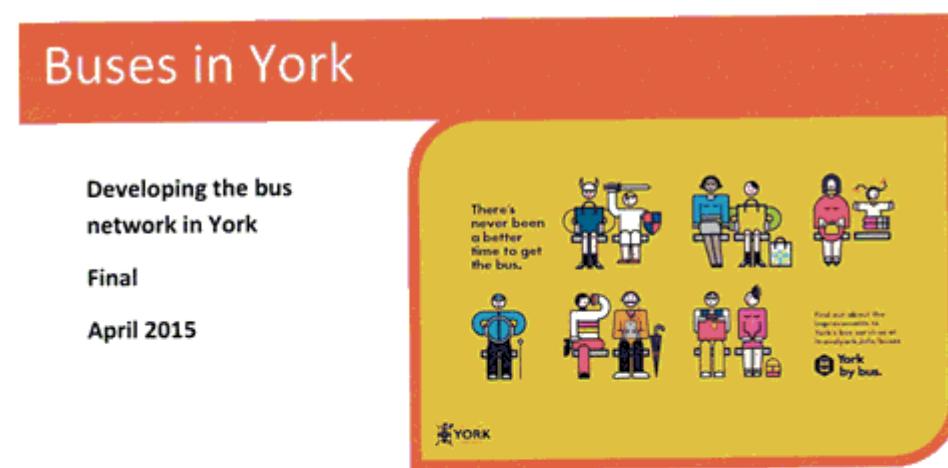
## What is already in place?

The 2015 Buses in York Strategy

- Produced by York Quality Bus Partnership

51 Principles under 8 headings

- Improving reliability
- Reducing emissions
- Serving new development
- The city centre
- Fares and ticketing
- Passenger information
- Stops and shelters
- Customer service



Bus Operators and Council working together to deliver better bus services for York

York Quality Bus Partnership  
c/o West Offices  
Station Road  
YORK YO1 6GA

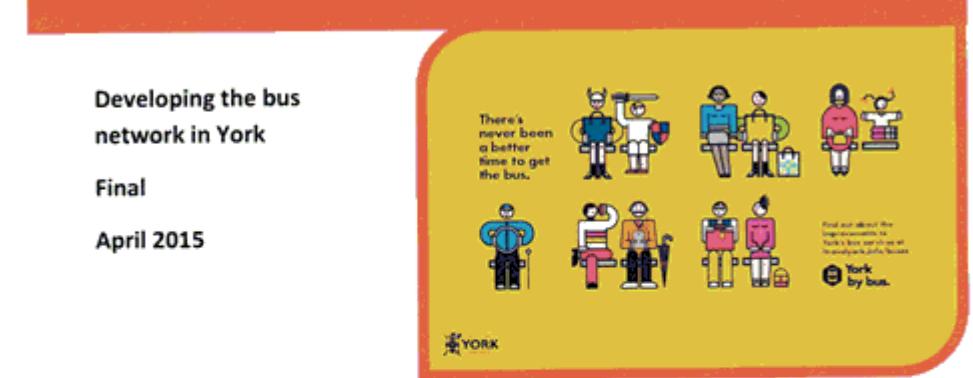
E: [buses@york.gov.uk](mailto:buses@york.gov.uk)  
W: [www.itravelyork.info](http://www.itravelyork.info)



## Improving reliability

Principle	Description	In place?
R1	Maintain existing traffic systems	√
R2	Use wardens to manage flows	√
R3	Planning for special events	√
R4	Tackle bottlenecks and pinchpoints	?
R5	Develop whole corridor measures	?
R6	Promote bus travel to new developments	X

### Buses in York



Bus Operators and Council working together to deliver better bus services for York



York Quality Bus Partnership  
c/o West Offices  
Station Road  
YORK YO1 6GA

E: [buses@york.gov.uk](mailto:buses@york.gov.uk)  
W: [www.itravelyork.info](http://www.itravelyork.info)



## The city centre

Principle	Description	In place?
C1	Best use of stand space	?
C2	Upgrade bus stops	?
C3	Bus/rail interchange at station	X
C4	Increase number of routes serving station	X
C5	Identify layover space for buses	?
C6	City centre bus priority route	?
C7	Improve shelters with new development	✓

### Buses in York

Developing the bus network in York  
Final  
April 2015



Bus Operators and Council working together to deliver better bus services for York



York Quality Bus Partnership  
c/o West Offices  
Station Road  
YORK YO1 6GA

E: buses@york.gov.uk  
W: www.itravelyork.info



## Passenger information

Principle	Description	In place?
I1	Maintain new style timetables, maps	✓
I2	Produce timetable leaflets	✓
I3	Maintain itravelyork website	✓
I4	Maintain real-time information	?
I5	Sustain bus enquiry desk at station	?
I6	Audio-visual announcements	?

Buses in York

Developing the bus network in York

Final

April 2015

There's never been a better time to get the bus.

Find out about the improvements to York's bus network at [www.itravelyork.info](#)

YORK by bus.



Bus Operators and Council working together to deliver better bus services for York



York Quality Bus Partnership  
c/o West Offices  
Station Road  
YORK YO1 6GA

E: [buses@york.gov.uk](mailto:buses@york.gov.uk)  
W: [www.itravelyork.info](http://www.itravelyork.info)

## What is missing?

For public transport

- New routes, services
- Better city centre routing
- Longer operating hours
- More extensive priorities
- Demand responsive services
- Shared taxis
- Mobility as a Service
- ...

## What is missing?

Complementary measures

- Rail-based solutions
- Better provision for walking, cycling
- Shared bikes, e-bikes
- Road space reallocation
- Demand management
- Freight and servicing
- ...

## The next steps

The Council will be developing its next Local Transport Plan (LTP4) from early 2019

- To be compatible with the emerging Local Plan

York Civic Trust and York Environment Forum plan to provide two key inputs

- A public engagement programme
  - Asking the wider public about problems and aspirations
  - Forming representative consultative groups to work with the Council
- A monitoring programme, to help the public understand the current situation

Should York Bus Forum now update the 2015 QBP strategy?

- And should it be expanded to cover the full range of publicly available modes?



Thank you!

Questions and comments ...

For further information:

- Tony May: [a.d.may@its.leeds.ac.uk](mailto:a.d.may@its.leeds.ac.uk)
- Greg Marsden: [g.r.marsden@its.leeds.ac.uk](mailto:g.r.marsden@its.leeds.ac.uk)
- York Civic Trust: [www.yorkcivictrust.co.uk](http://www.yorkcivictrust.co.uk)