



Transport for
West Midlands

Strategic Vision for Bus

Summary Page

The document provides:

- A summary of the importance of the bus network within an **Integrated Transport System**
- The challenges facing the bus, along with opportunities to implement change and transform the network
- A vision for the future bus network in the West Midlands, and the desired outcomes from this





Background – Why a Vision for Bus?

- SEP overall policy objective for the region & WMCA
- Movement for Growth holds the policy of the Integrated Transport System
- Importance of the bus carrying 4 of every 5 public transport journeys
- Without this vision we have no clear objective of what the region wants from its bus network
- 2017 Bus Services Act – new powers
- Request for TfWM to evaluate options

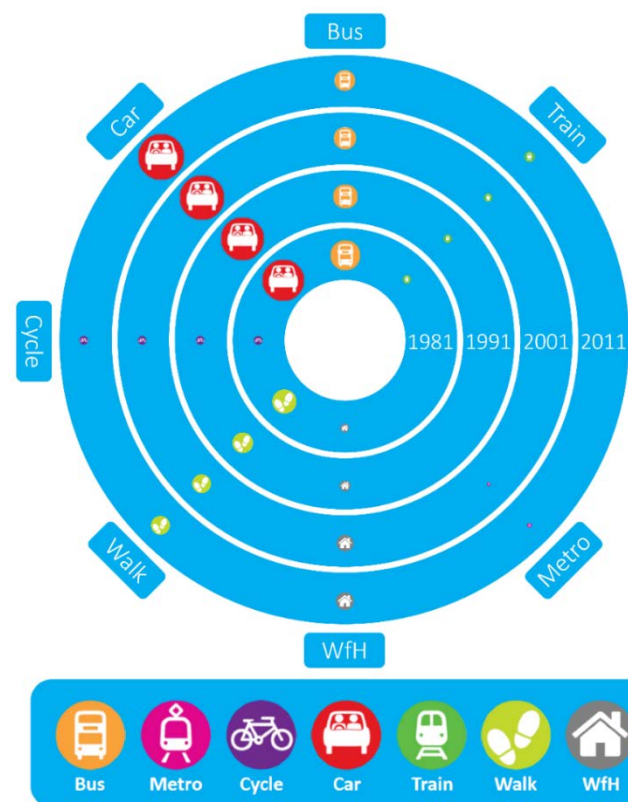
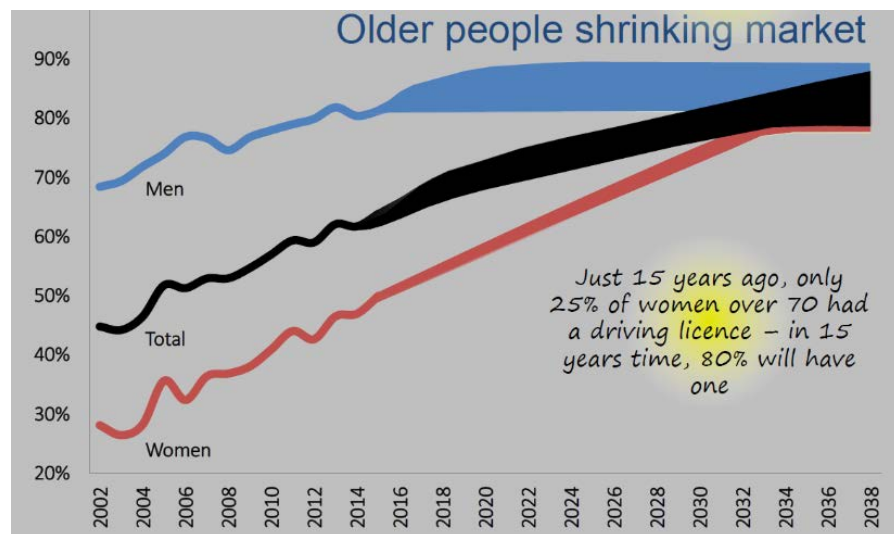


Changing Travel Behaviours and Future Trends

Current transport system struggles with demand pressures/congestion

Pressures from:

- Population growth- forecast to grow by 444,000 people by 2035
- 150,000 total businesses by 2030
- 1.9 million total homes by 2030



Long term travel to work trends from 1981 onwards:

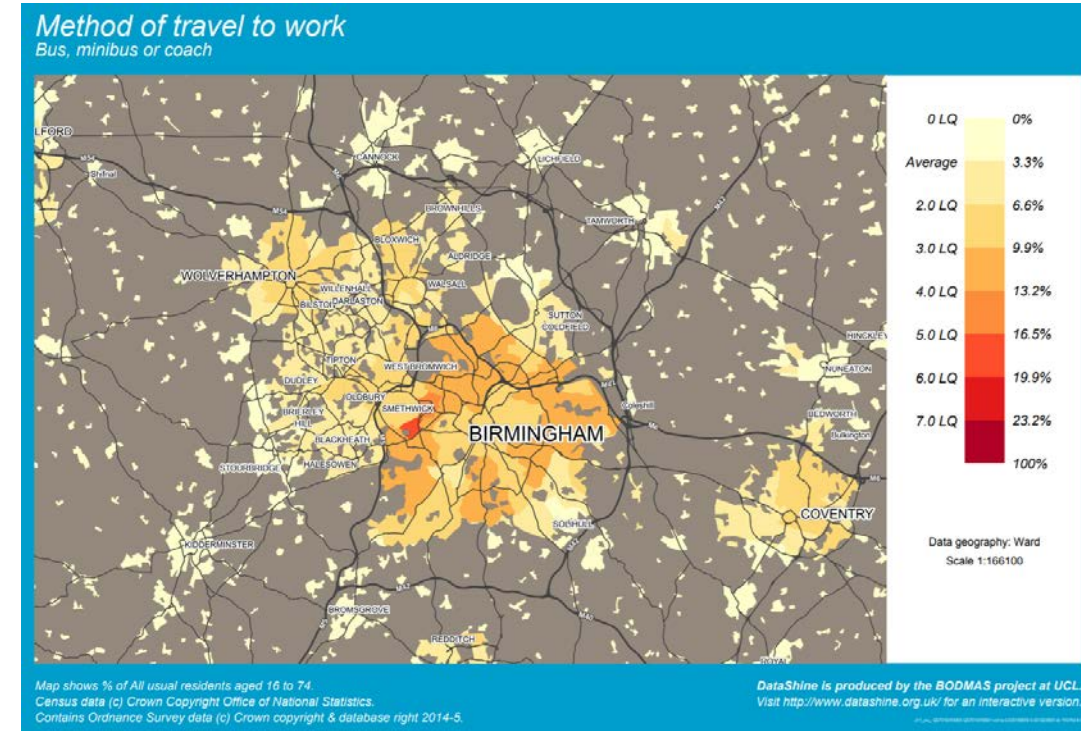
- Rail and Metro usage up (still contributing a smaller overall number of PT journeys than bus)
- Car usage rising
- Bus usage declining
- No real increase in cycling, decrease in walking

	1981	1991	2001	2011
Bike	2%	2%	2%	2%
Bus	26%	18%	15%	13%
Car	49%	52%	56%	58%
Rail	2%	2%	2%	3%
Metro			0.3%	0.5%
Walk	15%	11%	9%	9%
Work from Home	2%	3%	7%	8%



Importance of the Bus

- Approx. 800,000 bus journeys on KRN every weekday, more than private car
- WM bus network provides access to 1.2million jobs and 40% of journeys to High Streets
 - 258 million bus journeys
 - 70 million rail journeys
 - 8 million Metro journeys
- Provides invaluable transport mode for local journeys, especially for lower-paid commuters



Recent Interventions

- Different approach to rail and Metro, taking a partnership approach instead
- Bus Alliance - established in 2015 to help TfWM work with bus operators to deliver changes through a partnership
- The Bus Alliance is developing eight area-based Network Development Plans (NDP)
- NDPs will take a long-term, strategic approach to planning the bus network and support growth and development



Over £10m invested to tackle bus congestion on the highways since 2016 but *still declining journey speeds*



Largest commercially operated bus network in the UK with 75m vehicle miles



25% of buses Euro VI standard – current operator commitments takes us to 80% by end of 2020



at for dlands

We manage 12 bus stations, maintain almost 12,000 bus stops and 1,750 RTI displays



We fund 6.8m vehicle miles of socially necessary services and 850k Ring & Ride journeys each year

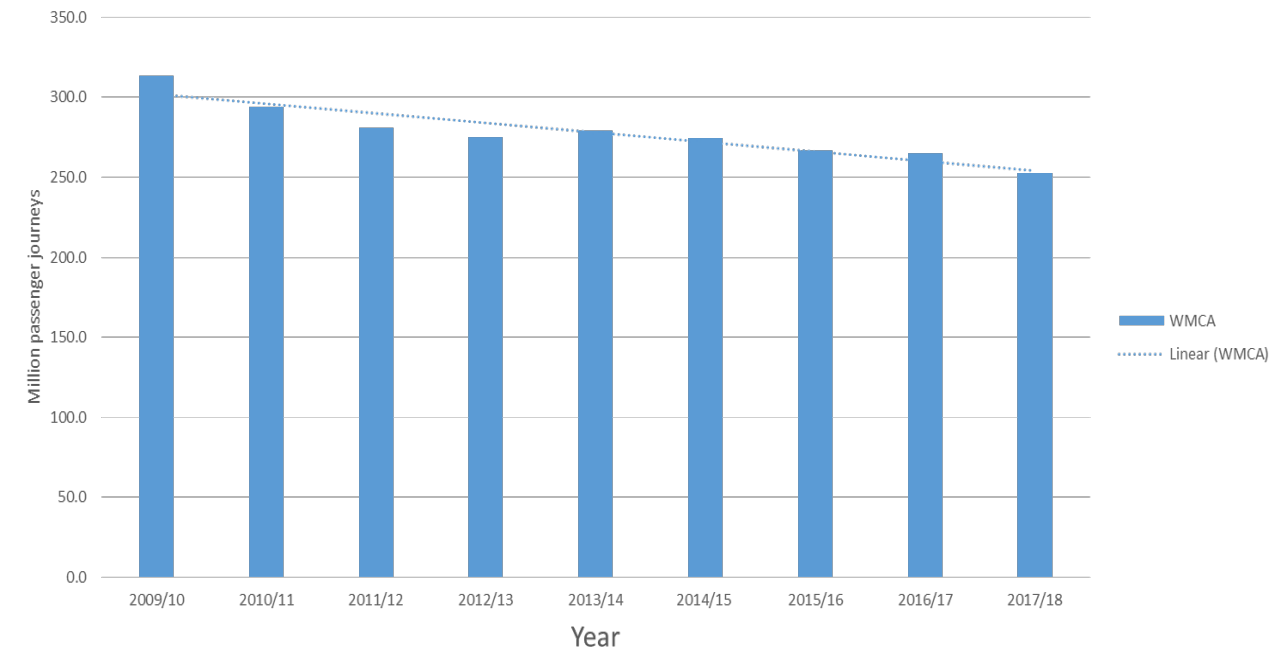


Over £40m invested by operators in Euro VI buses since 2015



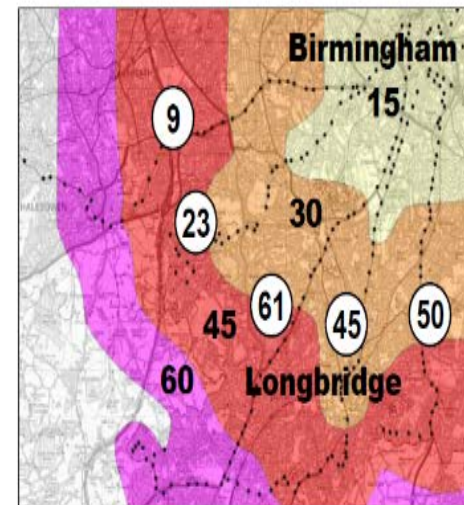
Challenges to Bus

Passenger Journeys in WMCA on local bus services

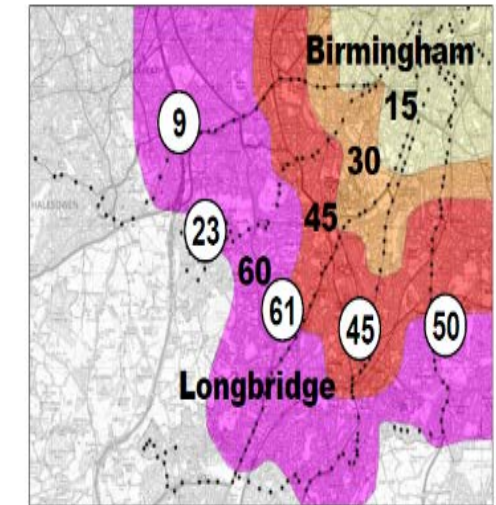


Patronage has seen a generational decline with over 50 million fewer journeys between 2009/10 and 2017/18

Recent isochrone maps for Services 9, 23, 45, 50, and 61
Timetabled minutes from Birmingham



RJT minutes from Birmingham



Bus journeys do not offer the reliability that people need, and due to slowing speeds, people cannot travel as far in a reasonable time



New Opportunities Available to Us

- Better Integrated Transport System – new ‘brand’ family
- Disruptors - MaaS, contactless, new payment solutions
- Keeping and supporting core bus network (Key Route Network)
- Bus Services Act 2017 powers
- Demand Responsive Transport
- Sprint
- Metro
- Use the bus to drive the WMCA inclusive growth agenda, use transport accessibility to unlock housing and employment sites
- City of Culture and Commonwealth Games
- Push public service reform - better healthcare, leisure, service access
- Clean Air Zone - modal shift towards public transport

Strategic 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 of private single occupancy car journeys.”



Vision Objectives

1. UK leading low emission bus fleet with zero emission corridors serving the most affected areas of air quality
2. Fully integrated bus network including local demand responsive and mass transit services supporting rail, coach and Metro interchange as one network
3. Simple, convenient and easy to use payment options including full capping providing a network which is value for money and affordable for all customers
4. Fewer private car journeys by creating the mode of choice and tackling long held barriers and perceptions
5. A safe and secure passenger experience
6. Accountable network performance management – manage reliability
7. World leading customer information utilising 5G and all available technologies & platforms
8. All young people under 25 supported by discounted travel
9. Evolve a network to support the 24/7 thriving economy connecting people to new and developing modes and destinations