PURPOSE OF REPORT

To update the Sub Committee on the provision of passenger information during the period September 2015 to February 2016 in Greater Manchester.

RECOMMENDATIONS

Members are asked to:

I. Note the contents of the report; and

II. Comment as appropriate on the contents of the report.

BACKGROUND DOCUMENTS

Bus Network & TfGM Services Sub Committee – 17 April 2015

CONTACT OFFICERS

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1. Executive Summary

1.1 Transport for Greater Manchester (TfGM) provides a range of information for passengers.

1.2 This report updates Members on the range of information provided, the level of provision and take-up.

2. Introduction and Background

2.1 Over 211 million bus journeys and around 33 million Metrolink journeys are made in Greater Manchester every year, key to this is the provision of Passenger Information which sits within the Bus and Rail directorate of Transport for Greater Manchester (TfGM).

There are three team functions:

- Information Production;
- Information Displays;
- Information Distribution

3. Information Production and Provision

3.1 Information Production covers the provision of:

- Timetable leaflets;
- Bus stop information;
- Posters for bus stations and Travelshops, and over 100 Metrolink stops and rail stations; and
- Leaflets, e.g. Metroshuttle guides, tram guides, pocket train guides.

3.2 Timetable leaflets are produced for individual bus routes in response to registrations of services logged by operators or contracts let by TfGM or other authorities. Leaflets are designed in house to give a uniform appearance and form part of a set. Artwork is also produced in house.

3.3 In the period September 2015 to February 2016, 133 bus timetable guides for service changes were produced; and a total of 758,000 were printed.
A set of 12 Area Map leaflets, a Manchester City Centre Map leaflet and 54 map extracts are produced during the year. These fulfil a number of way finding functions principally on arriving at a destination:

- **Network Area Maps**: maps of the public transport network divided into 12 areas of the county showing all roads used by bus services, other roads, public buildings, major landmarks and other destinations (for example shopping centre’s). The routes of all bus services and the locations of bus stops are shown on the maps. The reverse side shows a list of routes, operators, frequencies and other user information.

- **City Centre Map**: a map of central Manchester showing the principal streets, all bus stops and the main boarding points for all bus services. The reverse side shows an index of places served.

- **Local Area Display Maps**: An extract from the Network Area Map showing the routes of services in the areas served from that stop displayed in all shelters that contain a full size information case. The location of the shelter at which the map is displayed “You Are Here” is shown on the map.

The costs for producing these are split on a 50/50 basis between TfGM and bus operators, with the operators’ share allocated in accordance with their proportion of commercial mileage.

A total of 775,860 bus timetables were viewed in the timetable library on the TfGM website over the last 6 months.

The graph below indicates the number of timetables viewed in the web library from Sept 2015-Feb 2016, it has decreased by 33% in comparison to 1 Sept 2014 to Feb 2015. This is attributed to the increase in visitors to TfGM’s Route Explorer to access bus information, which received 876,371 page views from Sept 2015 to Feb 2016. Visitors can view and download bus timetables on, and as such would indicate an overall increase in visitors accessing bus information via the web as a whole.
3.8 The graph below indicates the number of timetable views over the last three years. Seasonal peaks are seen in the summer each year prior to school/college/university intakes.

![Bus Guide Web Library Views Feb 2013-Feb 2016](image)

3.9 The graph below indicates a steady number of visitors to the TfGM website over the past three years. The introduction of services such as Highways Drivesafe courses and LSTF schemes such as access to cycle hubs online has maintained visitors to the website.

![Year on Year Comparison Feb 2013-Feb 2016](image)
4. **Information Displays**

4.1 The Displays function provides information at over 12,209 bus stops across the whole of the Greater Manchester conurbation. All of these bus stops show route numbers and SMS text codes and the Traveline telephone number. Of these 6,826 (a total of 56% of the network) have timetable displays. Bus operators pay for the updates to passenger information arising from changes to commercial services.

4.2 In the period September 2015 to February 2016, 7,918 timetable displays were updated in Greater Manchester in bus stops, shelters, interchanges and bus stations.

5. **Information Distribution**

5.1 The Distribution function provides a central distribution store for a wide range of public transport material including bus and rail timetables, leaflets about tickets, application forms, maps, Metrolink information, and TfGM scheme information alongside operators’ own publications. Operators pay for 50% of this service.

5.2 During September 2015 to February 2016, the service distributed one million printed items to a network of around 1,883 outlets across Greater Manchester. The number of outlets we serve does fluctuate annually by around 10% depending on demands and is split into two distinct groups:

- Travelshops, rail stations, hospitals, colleges/universities, medical centres, local libraries, tourist information offices etc. who receive frequently updated printed materials serving there area (e.g. timetable information)

- Small outlets that receive an annual mail out e.g. a village shop wanting to display a local area map to aid visitors, or for example a community centre planning an event that requires how to travel /get here information which may not request again.

5.3 Information is also posted out to the public on request, via the Greater Manchester Traveline Contact Centre or by accessing the TfGM website (http://www.tfgm.com/journey_planning).

5.4 In the period September 2015 to February 2016, 896,653 TfGM bus guides for service changes were distributed to 783 outlets including Travelshops.
6. **Passenger Information Development**

6.1 TfGM are committed to encouraging people to travel sustainably, improving health and the environment, through projects and initiatives to encourage the use of public transport, cycling and walking by introducing a Smarter Travel package.

6.2 OPTIS is TfGM’s proposed new Optimised Public Transport Integration System. The proposed OPTIS solution is critical to the delivery of TfGM’s Smarter Travel package and is being delivered under the Local Sustainable Transport Fund.

6.3 The vision for the Smarter Travel package is “To allow our customers to make informed travel choices in Greater Manchester, supported by multi-modal, real-time travel information and through improved efficiency of the highway and public transport network.”

6.4 The core solution outputs from the Travel Information System are:

- support of intelligent travel decision-making through the use of improved online and mobile journey planning;
- provide comparative travel information on journey times and other influencing factors that may encourage more travellers to consider non-car travel options for certain journeys;
- provision of real-time updates on travel issues throughout journeys to enable travellers to better deal with journey disruptions as they arise, and also provide a valuable data source to help promote the general reliability of travel by non-car mode;
- enable customers to access real-time information and notify public transport passengers when they need to alight services;
- provide additional benefits to travellers who can find a faster or cheaper route for their journey, or avoid delays because the mobile journey planner is able to suggest an alternative route/mode; and
- best use of walking, cycling, and public transport modes to key centres and major new developments.

6.5 The new TfGM journey planner will provision real-time passenger travel information, which will be made available across all modes via a variety of methods (Website, smartphones, etc.) to inform personal and commercial travel decisions and for use by GM operations to better manage response to incidents and planned events.

6.6 TfGM implemented a “soft launch” with the App and subsequently the new journey planner in 2015/16 which currently contains scheduled travel information, and the inclusion of wider enhancements such as cycling and vehicle journey planning, electric vehicle charging points, parking facilities etc.
7. Recommendations

7.1 See front sheet for recommendations.

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