

West Yorkshire Bus Alliance Heads of Terms with First, Arriva, Yorkshire Tiger and Transdev

Output	Outcome	How it will be delivered	Timescale	Lead Owner
To have 100% of buses operating in Leeds and Bradford as Euro VI or an alternative low emission technology and 100% Euro VI across the rest of West Yorkshire by 2026	Improved air quality	Deployment of new buses, working with operators to identify funding opportunities and match funding	80% by 2021 100% by 2023	Operators
New buses of Euro VI or an alternative low emission technology in the TCF geography	Improved air quality	Deployment of new buses	By 2023	Operators
A new ticketing offer for job seekers that removes transport as a barrier to accessing employment	Improved customer offer	Working with the TICCO to deliver the offer through the existing MCard provisions	By 2023	Co-delivery
Delivery of the Network Navigation principles -roll out of the programme on infrastructure and on the buses	Improved customer offer	Building on Connecting Leeds and working with the operators to ensure the principles can be adopted on the buses, for example purchase of new destination blinds or vinyls	By 2023	Co-delivery
To have an agreed customer charter for services operating in the TCF geography setting out clear standards and guidelines for the whole journey	Improved customer offer	Joint development and training programme across WYCA Metroline staff, Operators training programmes and set of agreed customer service guidelines	By 2021	Co-delivery

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<p>Improved frequency or operation of service on routes where investment has taken place.</p> <p>Where journey time saving can be obtained through investment in the highway infrastructure</p>	Improved customer offer, more reliable bus service	The delivery of the highway improvements will guarantee improved reliability leading to a more stable frequency. Demand will be reviewed and where required analysis will determine if the frequency needs increasing.	By 2023	WYCA but operators to lead on Customer Outcome
<p>Flexible delivery of bus services to reflect operating conditions. Proposals to ensure a dynamic plan is in place to ensure services are adapted to the operating environment, for example the number of buses operating in the peak period reflects demand</p>	Improved customer offer, more reliable bus service	Better analysis of data using latest systems that can better design timetables based on existing data. Newer ticket machines coupled with Optibus details the timetable that should be operating.	By 2022	Operators
<p>Bus priority enforcement.</p> <p>Increase coverage of district bus lane enforcement and enable bus operators to utilise cameras on their vehicles to also monitor bus lanes</p>	Maximising highway infrastructure, improved reliability of the bus services	To develop plan through the District Reliability and Punctuality Working Group.	By 2022	WYCA
<p>A plan for extending frequency in the late peak (from 6pm to 8pm) on the core network</p>	Improved customer offer	Operators to develop operational proposals, WYCA to review tendered services	By 2022	Operators
<p>Package of proposals to encourage young people to use the bus and increase access to skills, training and employment opportunities.</p> <p>Young people ticketing offers</p>	Improved customer offer	Working with West Yorkshire Ticketing Company	By 2020	Co-delivery

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100% delivery of audio and visual information on all buses operating in the TCF geography	Improved customer offer	Deployment of new buses, working with operators to identify funding opportunities	By 2023	Operators
Improved reliability of data feeds for real time information	Improved customer offer	Re-establish Real Time Group to address issues and improve data reliability	By 2020	WYCA to lead, operators to implement

In addition to the above, the following are included as part of the West Yorkshire Bus Alliance Voluntary Partnership Agreement:

1. Data sharing agreement that maximises the benefits of the Ticketer data
2. Delivery of the Transport Coordination Centre to ensure close working across the operators and highway authorities during planned and unplanned events
3. Simple fares structure -simplification of the fares structure across West Yorkshire to improve the customer offer
4. Shared ticketing agreement across all operators – Agreement will include disruption and tender changes, ticket acceptance between operators working same route at different times of day, and acceptance of staff passes.
5. Customers holding season tickets to be compensated in the event of major service disruption
6. Technological developments to increase off-bus sales