

ABERDEEN CITY COUNCIL

COMMITTEE	Enterprise, Planning and Infrastructure
DATE	9 November 2010
DIRECTOR	Gordon McIntosh
TITLE OF REPORT	Bus Information Strategy Consultative Draft
REPORT NUMBER:	EPI/10/260

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to inform Members of the progress that has been made to date on the development of a Bus Information Strategy for Aberdeen and to seek Member approval for the release of a draft Strategy document for public and stakeholder consultation.

2. RECOMMENDATION(S)

- 2.1 It is recommended that the Committee:
- a) Note the progress that has been made to date on the development of a Bus Information Strategy for the City; and
 - b) Instruct officers to release the draft Bus Information Strategy for consultation and report back the findings from the consultation in March 2011.

3. FINANCIAL IMPLICATIONS

- 3.1 There are no immediate financial implications arising from this report. The resources necessary to develop, consult on and finalise the Bus Information Strategy can be met from current provision. Any financial implications resulting from the implementation of the Strategy will largely be met by public transport operators. Any actions attributed to the Council which may have financial implications will be met within existing budgets, and the Council will continue to explore opportunities for partnership working to minimise costs. These will be reported with the finalised Strategy.

4. OTHER IMPLICATIONS

- 4.1 There are no other implications associated with this report.

5. BACKGROUND/MAIN ISSUES

- 5.1 Under the Transport (Scotland) Act 2001, all local authorities have a statutory duty to determine what local bus information should be made available in their area and how this information should be made available. The adopted Aberdeen Local Transport Strategy 2008-2012 also identifies the need for a Public Transport Information Strategy.
- 5.2 Following a period of public consultation regarding the current standard of bus information available within the City, a draft Bus Information Strategy for Aberdeen has been developed in partnership with local bus operators and in consultation with Nestrans and Aberdeenshire Council.
- 5.3 The purpose of this Strategy is to identify a series of actions to improve the quality and availability of bus information in the City which the Council and bus operators will work together to implement.
- 5.4 The draft Strategy calls, firstly, for a general improvement in the currency, accuracy and clarity of information on local bus services and, secondly, for this information to be accessible in as many locations and over as broad a range of media as possible. The Strategy encompasses, but is not limited to:
- Improving information displays at bus stops
 - Ensuring more information is available on board buses themselves
 - Increasing the availability of paper timetable booklets
 - Improving web-based information
 - Raising awareness of other options for obtaining public transport information, such as over the telephone and via text message
 - Improving information for those who are unfamiliar with using public transport
 - Improving information for travellers with disabilities.
- 5.5 It is anticipated that, by improving public transport information in accordance with the proposed Strategy, citizens of and visitors to Aberdeen will feel more confident and comfortable planning and executing a bus journey. Improving awareness of the available public transport options may also help combat social exclusion by increasing mobility amongst those without access to, or who chose not to use, the private car.
- 5.6 It is also hoped that by substantially improving the quality and availability of public transport information a number of journeys that would previously have been undertaken by private car can be transferred onto the bus, thus helping to limit the negative economic and environmental impacts of car use, in line with the objectives of the Local and Regional Transport Strategies.
- 5.7 The Executive Summary from the draft Bus Information Strategy is included as Appendix 1 to this report. A draft Action Plan has been

included as Appendix 2, while Appendix 3 outlines the proposed monitoring arrangements for the Strategy. The full draft Bus Information Strategy is available in the Members' Library and will be provided on request.

- 5.8 Should the draft be agreed, a period of public and stakeholder consultation will be undertaken from mid-November to late December via the Council's website. Hard copies of the draft document will also be made available on request. It is anticipated that the outcomes of this consultation period will be reported back to the Enterprise, Planning and Infrastructure Committee in March 2011.

6. IMPACT

- 6.1 A key aim of the Community Plan is to ensure that all citizens have access to a range of transport options that reflect differing needs of age, gender, disability and income. *Improve sustainable travel options* is identified as a priority.
- 6.2 The Single Outcome Agreement also prioritises improving sustainable transport options for the City, particularly item 14, *Minimise the environmental impact of transport on our community and the wider world*. Increasing public transport usage and decreasing private car usage are explicitly identified as the means necessary to achieve this.
- 6.3 Vibrant, Dynamic & Forward Looking sets out a commitment to work to improve public transport in and to our city and to improve access.
- 6.4 The Interim 5 Year Business Plan lists transport improvements as a priority under both the *Wealthier and Fairer* and *Greener* categories, and identifies the outcome, to *Reduce unnecessary carbon emissions and minimise the environmental impact of transport on our community and the wider world*.
- 6.5 This report may be of interest to the public as the citizens of Aberdeen have a vested interest in the public transport network and have been involved in the development of the Strategy to date via a period of public consultation which took place between January and February 2010.
- 6.6 The Local Transport Strategy and the Regional Transport Strategy, of which this project is an integral part, have been subject to an Equalities & Human Rights Impact Assessment.

7. BACKGROUND PAPERS

Community Plan Update 2008

Draft Aberdeen City Council Bus Information Strategy – the full document can be made available on request.

Aberdeen City Council Bus Information Strategy Consultation results – available on request, or via http://www.aberdeencity.gov.uk/web/files/PublicTransport/bus_information_strategy_consultation_results_may2010.pdf

8. REPORT AUTHOR DETAILS

William Hekelaar

Planner (Transportation Strategy and Programmes)

WHekelaar@aberdeencity.gov.uk

(01224) 523324

Appendix 1: Draft Bus Information Strategy Executive Summary

This Bus Information Strategy outlines the Council's vision for improving the quality and availability of bus information in Aberdeen. It combines a best practice review with the outcomes of a recent public questionnaire and a thorough analysis of the state of existing information provision in Aberdeen to formulate a series of actions that the Council and local bus operators will work towards the implementation of in order to improve and expand bus information in Aberdeen. Key to this is making such information as accessible and comprehensive as possible to all residents of, and visitors to, the City.

The Strategy commits the Council and bus operators to work in partnership to:

- Continue to promote the public transport options available in Aberdeen and to progress schemes to improve bus punctuality and reliability and to reduce bus journey times
- Ensure that all information on local bus services available to the public conforms to best practice guidelines and is easy to access and comprehend by all
- In particular, improve the quality and volume of information at the bus stop. The Council would like to see full and current timetable information at every boarding stop within the City, encompassing all bus services calling at that stop. We would also like to see increased availability of maps and fare and journey time information at stops, as well as improved maintenance of bus stop shelters, poles, flags and information display cases
- Improve the information available on board buses themselves, in terms of clear and legible destination screens, knowledgeable drivers who can deliver information to passengers and an increased availability of fare information and timetables on board buses
- Ensure timetables, network guides and other relevant literature are of good quality, easy to use and understand, current and available in a variety of locations throughout the City
- Improve and expand public transport websites to make them easy to use by all and to ensure that timetables, maps, fare and journey time information is easily accessible to all computer users at just the click of a button
- Continue to promote journey planning facilities, such as the Traveline Scotland website, and to raise awareness of the various forms of media, such as the telephone and text message, via which bus information can be obtained
- Raise awareness of interchange opportunities, both between bus services and between different modes of transport
- Look to limit the number of fare and service changes and, when these do occur, to ensure that the public is given adequate warning before such changes are introduced.

The Council believes that the actions articulated within this Strategy will not only significantly benefit current bus users, by making it easier for them to plan and execute a journey by public transport, but may also help to encourage non- or infrequent bus users to choose to travel by public transport more often. This can have a number of benefits for the City, both economic, in terms of reduced congestion on our roads and a more efficient movement of people and goods throughout the City, and environmental, namely a reduction in carbon dioxide and other harmful emissions and improved air quality, which is of particular concern to the City Centre. Improvements in

information provision can also contribute to improving social inclusion, by increasing awareness of the options available to the public for travel, thereby opening up opportunities to access jobs and services.

This Strategy, therefore, will help the Council achieve a number of its aims and objectives, especially those outlined in the Aberdeen Local Transport Strategy 2008-2012 and the Single Outcome Agreement.

We are proud to say that this document has been developed in partnership with local bus operators and in close consultation with members of the public, as well as with Nestrans and Aberdeenshire Council via the Local Authority and Bus Operator Forum (LABOF). We will continue to investigate opportunities for partnership working to ensure that the best and most cost-effective solutions to the current problems or deficiencies with information provision can be achieved, thereby allowing current and future users of the Aberdeen bus network to fully realise the benefits of the Strategy.

The Strategy will be subject to regular monitoring and a thorough review after five years to assess the impact of the work completed to date and to set new goals and aspirations for the future.

Appendix 2: Extract from Chapter 7 of the Draft Bus Information Strategy

7.1 Introduction

This chapter sets out the Strategy for improving bus information in Aberdeen. It lists separately the various means and media by which information can be obtained and then under these headings lists the actions that the Council will undertake in order to ensure the maintenance and / or improvement of information.

Taking Scottish Government guidance, all actions emanating from the Strategy are designed to be economic, efficient and effective.

Information for existing users will take the form of clear day-to-day variants relating to regular services and full information for other services. Information for potential users is more complex and will include information that will persuade them to use public transport and how to make the journey as simple as possible. It will be necessary to ensure that such information is made as accessible as possible, especially to non-frequent bus users.

Actions have been split into short, medium and long term.

Short term actions will be completed within two years of the adoption of the Strategy.

Medium term actions will be completed within four years of the adoption of the Strategy.

Long term actions are those which will be investigated prior to the next review of the Strategy but may require more time and resources to be effectively implemented within the lifetime of the first Strategy.

7.2 General Improvements and Promotion

Action	Responsibility	Progress to date	Timescale
Aberdeen City Council will, via the Aberdeen Local Transport Strategy and associated projects, progress schemes that aim to encourage a greater uptake of public transport and reduce the number of trips undertaken in the City by private car.	ACC	Ongoing. According to City Voice survey results, the number of residents using the bus to travel to work or study has remained constant at 11% since 2008.	Ongoing. Local Transport Strategy due to be reviewed in 2012.

<p>Aberdeen City Council will continue to work with Aberdeenshire Council, Nestrans and bus operators via the Local Authority and Bus Operator Forum (LABOF) to look at ways of improving the region's bus network and services, including improvements to punctuality, reliability and information provision.</p>	<p>ACC</p>	<p>A revised Quality Partnership was signed by all LABOF partners in 2010.</p>	<p>Ongoing</p>
<p>Aberdeen City Council will continue to work with LABOF to improve reliability of bus services and journey times via the Bus Punctuality Improvement Partnership (BPIP).</p>	<p>ACC</p>	<p>The BPIP was launched in 2010. A number of possible schemes are currently being progressed for the first identified corridor, Buchan / King Street. Further corridors for action are due to be identified.</p>	<p>Ongoing</p>
<p>Aberdeen City Council, with our partners in the Getabout campaign group, will participate in events and activities to promote the region's public transport options and will market the benefits of public transport throughout the region.</p>	<p>ACC / Getabout partnership</p>	<p>Ongoing. Recent activities have included promotion of Park and Ride services for Christmas shoppers.</p>	<p>Ongoing</p>
<p>Aberdeen City Council will raise awareness of and actively promote the local bus network to individuals, schools and employers through both internal and City-wide travel planning activities.</p>	<p>ACC / Getabout partnership</p>	<p>Ongoing. ACC recently participated in European Mobility Week, where staff members were encouraged to use sustainable modes of transport for their commute.</p>	<p>Ongoing</p>

Aberdeen City Council and partners will look to develop a guide to travelling by public transport for those who are new to public transport or who use it infrequently, containing detailed information on how to plan and execute a successful bus journey.	ACC / Aberdeenshire Council / Nestrans	Not yet commenced	Medium term
Aberdeen City Council will develop a guide to travelling by public transport for those with a disability.	ACC	Not yet commenced	Medium term
Aberdeen City Council will work with Aberdeenshire Council, Nestrans and bus operators to develop a Park and Ride guide, containing detailed information on the region's Park and Ride services, including timetables, frequencies, routes, and site facilities.	ACC / Aberdeenshire Council / Nestrans / Bus operators	Initiated.	Due to be launched in time for Christmas 2010.
Aberdeen City Council will prepare a guide to Demand Responsive Transport available within the City containing information on eligibility for such services and how they can be booked.	ACC	Not yet commenced	Short term
All public transport information will be available in large print and in alternative languages on request.	ACC / Bus operators	Ongoing	Ongoing
All bus information available in Aberdeen City will comply with the following: <ul style="list-style-type: none"> • The Disability Discrimination Act 2005. • The Scottish Government's guidance on information provision, as set out in 'Buses for Scotland – Progress through Partnership'. • The Mobility and Access Committee for Scotland (MACS) report 'Valuable for Anyone, Valuable for Everyone'. • The DfT's 'Inclusive Mobility'. • The ATCO Public Transport Information Good 	ACC / Bus operators	Ongoing	Ongoing

Practice Guidance.			
Aberdeen City Council will work with partners to promote the safe journey card as an aid for those travelling with disabilities and / or mobility difficulties.	ACC / Aberdeenshire Council / Nestrans Bus operators	Launched in June 2010.	Ongoing
Timetable information should be consistent across the range of different media through which it is available. For example, times stated on paper copies of timetables should match those stated on at-stop timetables.	ACC / Bus operators	Ongoing	Ongoing

7.3 Bus Stop Flags

Action	Responsibility	Progress to date	Timescale
A bus stop flag will be fitted to all bus stops wherever practical and appropriate. This will carry the words 'Bus Stop' and a recognisable pictogram, conforming to diagram 970 in the Traffic Signs Regulations and General Directions 2002.	ACC	Ongoing	Medium term
Wherever practical and appropriate, flags will list all service numbers calling at that stop regardless of the operator. Only service numbers calling at that stop will be listed on the flag.	ACC	Ongoing	Ongoing
Wherever practical and appropriate, all flags will include a stop name. This will be a generally recognised local name, agreed with operators, reflecting the location of the stop. The name will reflect that lodged in the NAPTAN database and will be consistent across all promotional and timetable material.	ACC	Ongoing	Medium term

Wherever practical and appropriate, flags will display a unique bus stop reference code with Traveline Scotland's txt2traveline phone number, thus allowing passengers to get next departure times from that stop sent to their mobile phone.	ACC	Ongoing	Medium term
---	-----	---------	-------------

7. 4 Display Information at Bus Stops

Action	Responsibility	Progress to date	Timescale
Aberdeen City Council will provide and maintain information display cases at all appropriate stops where space permits.	ACC	Ongoing	Ongoing
Display cases will be situated so that they can be easily consulted by all, including those in wheelchairs. Care will be taken to ensure that information is legible during the hour of darkness. Where street lighting does not provide sufficient illumination, bespoke lighting may be provided.	ACC	Ongoing	Medium term
Display cases should be clean and free from vandalism and graffiti. A contact telephone number for reporting faults and damages will be provided at all shelters. Stops and shelters will continue to be cleaned on a regular basis.	ACC	Ongoing	Ongoing
Aberdeen City Council will continue to work with Aberdeenshire Council and bus operators to identify the most efficient and economic method of erecting timetable information at stops.	ACC / Aberdeenshire Council / Bus operators	Ongoing	Short term
Aberdeen City Council expects high standards in the display and maintenance of bus stop information and	ACC / Bus operators	Ongoing	Ongoing

will work with operators to attain, and to strive to exceed, the Scottish Government's minimum standards for information provision.			
Comprehensive and up to date timetables for each service calling at that stop will be provided at all boarding stops within the City.	ACC / Bus operators	Ongoing	Medium term
Where space permits, a network map and individual service route map for each service calling at that stop will be provided at each stop. The latter will show the average timing points between stops.	ACC / Bus operators	Some bus shelters already display the overall First network map. Existing route maps in individual timetable booklets could perhaps be adapted for bus stops.	Medium term
Fare information will be provided at all appropriate bus stops. This should list the various single, return, day and season ticket options where it is possible to do so. Information will also be provided on methods of payment. Where the operator only accepts exact change, this will be stated.	ACC / Bus operators	Fare information for First services is provided at some bus stops, but not all. Stagecoach fare information is not provided at any stops.	Medium term
Timetables at bus stops will display specific departure times for that stop and give some indication of the route travelled by the service, preferably in the form of a pearl bar diagram or route map. Approximate journey times to key destinations and intermediate points will be provided on the pearl bar diagram. It will be clear from the information which operator is running the	ACC / Bus operators	First and ACC timetables already give stop-specific departure times, while Stagecoach is working on the development of this. No timetables currently provide journey time	Medium term

service.		estimations between stops, although this information can sometimes be extracted from timetables.	
All timetables will give an indication of their currency via effective from or to dates. The latter is preferable, although the Council appreciates that this could lead to unnecessary printing and distribution costs when a timetable remains unchanged but must nevertheless be replaced come its advertised expiry date.	ACC / Bus operators	Completed, although must be ongoing.	Ongoing
Timetable information will be updated for every registered service change. Revised information will be displayed at bus stops no earlier than three days before a change is due to take place and in all cases by the day of the change. Out-of-date information will not be displayed, but will be removed from display cases on the day of its expiration.	ACC / Bus operators	Ongoing	Ongoing
Contact details for each operator serving the stop and for Aberdeen City Council's Public Transport Unit will be provided at all stops where space permits.	ACC / Bus operators	Ongoing	Short term
The Traveline logo and contact telephone number, as well as instructions on the use of the txt2traveline facility and WAP devices, will be displayed at all bus stops where space permits.	ACC	Ongoing	Medium term

7.5 Real Time Passenger Information (RTPI)

In an attempt to achieve cost savings, Aberdeen City Council has recently decided not to renew the maintenance contract for the current RTPI displays, meaning that, when a unit encounters a problem or breaks, it will only be repaired depending on available

financing at that time, with repairs undertaken on a priority basis. This is hopefully a short term measure and the Council will look to identify a funding source for the maintenance of these displays in future years. Given that there is a chance that the usefulness of the system could significantly deteriorate in the next couple of years, however, and since Aberdeen City Council has no financial resources to dedicate to RTPI, it has not been considered appropriate to articulate any actions to improve or expand the operation of the system in this Strategy, even though results from the public consultation suggest that there are a number of problems with the existing system and the public would like to see these resolved and the system expanded. Depending on available financing, the next review of this Bus Information Strategy may set out actions and a programme for improvement and expansion of the system.

Action	Responsibility	Progress to date	Timescale
Real time electronic displays will continue to provide information on services calling at a number of bus stops throughout the City with an indication of when the next scheduled buses are due.	ACC	Ongoing	Ongoing
Aberdeen City Council will, depending on available financing, repair or replace damaged real time information displays on a priority basis.	ACC	Ongoing	Ongoing
Aberdeen City Council will investigate funding streams that would allow a permanent maintenance contract for RTPI displays to be reinstalled.	ACC	Ongoing	Medium term
Aberdeen City Council will work with partners to investigate the potential for real time information to be provided across a range of different media, such as the internet, mobile telephones and information kiosks.	ACC / Nestrans / Bus operators	Ongoing. Nestrans and First have recently launched a real time bus information web link.	Medium / long term
Aberdeen City Council will work in partnership with Nestrans and First Aberdeen to promote the Real Time Web site for First bus services.	ACC / Nestrans / First Aberdeen	The web site was launched in September 2010.	Ongoing.
Aberdeen City Council will work with Nestrans and bus operators to open up the Real Time Web site to other operators within the City.	ACC / Nestrans / Bus operators	Not yet commenced.	Long term.

7.6 Interchanges

Action	Responsibility	Progress to date	Timescale
Aberdeen City Council will promote Union Square as a public transport interchange and will raise awareness of the opportunities available for interchange here, both between different public transport modes and between individual bus services.	ACC	Ongoing	Ongoing
Aberdeen City Council will raise awareness of the King Street interchange for onward travel to / from Aberdeen Royal Infirmary.	ACC	Ongoing	Ongoing
Union Square Bus Station will have clearly marked and consistent labeling of stances.	Stagecoach Bluebird	Completed, although must be ongoing.	Ongoing
Information will be made available in the Bus Station on which stance each bus service departs from.	Stagecoach Bluebird	Completed, although must be ongoing.	Ongoing
Each stance at the Bus Station will display comprehensive and up-to-date timetables (to the standard recommended above) for each of the services departing from that stance.	Stagecoach Bluebird	Completed, although must be ongoing.	Ongoing
Union Square Bus Station will have a staffed office where travellers can find information on bus services and purchase tickets.	Stagecoach Bluebird	Completed, although must be ongoing.	Ongoing
Where static or real time electronic information displays are provided at the bus station, the departure information displayed must include reference to stop/stance labels	Stagecoach Bluebird	Completed, although must be ongoing.	Ongoing
The journey planning kiosk at the bus station will be maintained and will continue to provide information on	Stagecoach Bluebird	Completed, although must be ongoing.	Ongoing

bus travel in Aberdeen.			
-------------------------	--	--	--

7.7 On the bus

Action	Responsibility	Progress to date	Timescale
Vehicle design permitting, and where practically possible, all public service vehicles operating in Aberdeen will comply with Schedule 2 of the Public Service Vehicles Accessibility Regulations, which specifies that all vehicles shall be fitted with a route number display on the front, nearside and back of the vehicle, describes appropriate character heights and lettering types to be used on each, and requests that such text can be illuminated.	Bus operators	Ongoing	Ongoing
Displays should show the route number as well as the ultimate destination of the route. Intermediate points may also be shown provided they do not compromise the clarity of the final destination. These displays should be clearly legible by day and night.	Bus operators	Ongoing	Ongoing
All buses will be easily identifiable as belonging to a particular operator.	Bus operators	Completed, although must be ongoing.	Ongoing
Wherever possible, those vehicles with livery branded according to a specific route will only be used for that route, i.e. vehicles branded as 'Inverurie Connect' should only be used along the Inverurie corridor.	Bus operators	Ongoing.	Ongoing
Where practical, basic fare information will be displayed near the front entrance of the bus, visible to passengers upon boarding.	Bus operators	Some First Bus vehicles have fare information on display near the entrance	Ongoing

		to the bus; it is appreciated that the wide range of ticket prices available on Stagecoach services may make this action unrealistic (for example, it has been noted that there are 65 possible fare prices on the Aberdeen to Inverness route).	
Hard copies of timetables for the service being operated will be available on-board buses. Timetables for other services, information leaflets and route maps should also be made available where space permits.	Bus operators	Stagecoach has recently initiated a policy to ensure this happens as a matter of course. Some First vehicles hold timetables, others do not.	Ongoing
All drivers will be trained in customer service and will make a reasonable endeavour to assist passengers in obtaining any information required to complete their journey.	Bus operators	Ongoing	Ongoing
All drivers will be able to provide information to passengers on timetables, fares and special ticket promotions for the route being operated, as well as other routes and services operated by the company.	Bus operators	Ongoing	Ongoing

7.8 Timetable Leaflets

Action	Responsibility	Progress to date	Timescale
--------	----------------	------------------	-----------

Printed timetable leaflets for each bus service or group of bus services will be available and will be provided free of charge.	It is the responsibility of the operator to provide timetables to the required standard. ACC will be responsible for printing timetables for those services supported by the Council.	Completed, although must be ongoing.	Ongoing
Timetables will be printed on good quality paper and be clear and comprehensible.	Bus operators / ACC	Completed, although must be ongoing.	Ongoing
Timetables should comply with the ATCO 'Printed Public Transport Information: A Code of Practice' and other best practice guidance.	Bus operators / ACC	Existing timetables largely comply with best practice guidelines.	Ongoing
Timetables will be in conventional matrix format (for journey direction read downwards).	ACC / Bus operators	Completed, although must be ongoing.	Ongoing
Timetables will alert passengers to dates on which services will not run according to the standard timetables, such as local or bank holidays. Alternative timetables for such days will be provided.	ACC / Bus operators	First publish a Public Holiday timetable booklet, although there is no mention on individual timetables of which days normal services will not be operating. Stagecoach timetables mention when services will not be running on specific days e.g. 'non-college days'.	Short term
Codes and abbreviations used to identify standard variations will be consistent across timetables and	ACC / Bus operators	Completed, although must be ongoing.	Ongoing

clearly explained			
Timetables will show any sections of route which are non-stop or limited stop.	ACC / Bus operators	Completed, although must be ongoing.	Ongoing
Timetables will carry an effective from or to date	ACC / Bus operators	Operators' timetables already include this information. ACC will ensure that all supported service timetables contain this information when reprinted.	Short term
Timetable leaflets that are no longer current will not be given to the public. Bus operators will either recoup expired timetables from outlets or inform them that leaflets are no longer correct, and replace them with updated copies.	ACC / Bus operators	Ongoing	Ongoing
Information on fares (including fare stages) and ticketing options will be included on timetables. Where available space or the fare structure does not permit a detailed list of costs to be provided, timetables should inform passengers where such information can be found.	ACC / Bus operators	First timetables list the various ticket options available and direct passengers to the website or travel shop for further information. Stagecoach timetables suggest calling the local office for fares information. Fare information is currently provided on all supported service timetables.	Ongoing
Where practical, a route map or diagram will be	ACC / Bus operators	First and Aberdeen City	Medium term

provided in timetables. Consideration will be given to including journey time information on these.		Council supported services timetables all include a route map. Some Stagecoach timetables do, some others do not. None of these currently provide time information.	
Reference will be made in timetables to Traveline Scotland as a one-stop-shop for bus timetable information and contact details of Traveline will be provided.	ACC / Bus operators	Completed, although must be ongoing.	Ongoing
Contact details for the relevant operator will be included, as well as instructions on how complaints and comments about the service can be made.	ACC / Bus operators	Completed, although must be ongoing.	Ongoing
Operators should provide information on relevant DDA compliant vehicle operation and any other information that could be of relevance to those travelling with disabilities or pushchairs.	ACC / Bus operators	Stagecoach timetables contain the contact details of their disability helpdesk and some show an image on the front cover to indicate that buses are wheelchair accessible. No information is available on ACC or First timetables.	Short term
Information should be provided on which services can accommodate bicycles if relevant.	ACC / Bus operators	Only Stagecoach's Deeside services currently permit bicycle carriage, although there is no mention of this on the	Medium term

<p>Paper copies of timetables should be readily accessible in a variety of useful and relevant locations, both to consult and to carry away. These include, but are not limited to:</p> <ul style="list-style-type: none"> • Council offices • Further and higher education establishments • Bus stations • On buses • Railway stations • Park and ride sites • Tourist information centres • Public libraries • Healthcare facilities • Large shopping centres and local convenience stores/post offices. 	ACC / Bus operators	<p>timetable.</p> <p>The Bus Station, libraries and the Tourist Information Centre do currently stock hard copies of timetables. Effort will be made to ensure timetables are more readily available, especially in those locations listed.</p>	Short term
--	---------------------	---	------------

7.9 Public transport websites

Action	Responsibility	Progress to date	Timescale
Aberdeen City Council will look to establish one centralised website containing full and impartial public transport information for all bus services operating within the City, including fare and timetable information, or will look to provide this information via the existing Getabout website.	ACC	Not yet commenced	Medium term
All public transport websites will conform to best practice guidelines in relation to public transport websites. In particular, public transport websites will be	ACC / Bus operators / Getabout partnership	Operators' websites largely compliant with some minor adjustments.	Short term

easy to use and navigate around.		ACC website is in need of an overhaul.	
Aberdeen City Council's public transport web pages will be redeveloped and will include relevant links to operators' websites as well as a page dedicated to Union Square Bus Station.	ACC	Ongoing	Short term
Aberdeen City Council will promote online journey planning facilities on the transport pages of its website, including links to Traveline Scotland and Transport Direct.	ACC	Not currently promoted	Short term
Website providers will ensure that all public transport information contained on its web pages remains valid and up to date.	ACC / Bus operators / Getabout partnership	Ongoing	Ongoing
Information will be available in plain text or html. Html should be offered as an alternative to PDF.	ACC / Bus operators / Getabout partnership	First timetables available in html or PDF. ACC, Stagecoach and Bain's timetables only available in PDF.	Short term
All operators' websites will contain full and easily accessible timetables for all the services they operate. These will be downloadable and printable and should be viewable by the visually impaired. Timetables for supported services will be easily accessible, downloadable and printable from the Council's website.	ACC / Bus operators	Completed, although must be ongoing.	Ongoing
Dates of forthcoming timetable changes will be available at least fourteen days before the date of implementation. Forthcoming timetables will be available online as soon as they are available and, in any case, no later than 3 days before the date of	ACC / Bus operators	Ongoing	Ongoing

implementation.			
Operators' websites will contain the Traveline Scotland logo with a direct hyperlink.	ACC / Bus operators	Completed, although must be ongoing.	Ongoing
As far as is possible, fare information will be provided on the websites of bus operators, along with an explanation of the fare stage system.	ACC / Bus operators	ACC and Bain's Coaches websites contains full fare information for supported services. First website contains the prices for the various fare stages as well as daily and season tickets. Stagecoach website only contains prices of season tickets.	Medium term
Route maps will be available for all services.	ACC / Bus operators	ACC, First and Bain's provide route maps for each of the services they operate on their websites. Stagecoach only provides maps for some routes on its website. Full route maps for all services operating within Aberdeen can be found on the Aberdeen City Public Transport Guide and on the Aberdeenshire and Moray Public Transport Guide, both of which are available online	Short term

		via the respective Councils' websites.	
Information will be available on the accessibility of vehicles for those with disabilities.	ACC	Available for commercial services (although operators cannot guarantee services will be DDA compliant); currently no information for supported services.	Short term
Information will be available on services that can accommodate bicycles.	ACC / Bus operators	Only certain services along the Deeside corridor permit bicycle carriage but there is currently no information available on this via the operator's website.	Medium term
Service updates will be provided for all scheduled services, including information on disruptions, roadworks affecting services, etc.	ACC / Bus operators	First and Stagecoach services provide this information as a matter of course. ACC website contains information on road closures, planned and emergency roadworks etc, which may have a bearing on bus services.	Ongoing
Links to external sites will be logical and clearly explained.	ACC / Bus operators	Not always apparent	Short term
All public transport websites will have contact details	ACC / Bus operators /	Completed, although	Ongoing

and instructions for specific queries.	Getabout partnership	must be ongoing.	
--	----------------------	------------------	--

7.10 Aberdeen City Public Transport Guide

Action	Responsibility	Progress to date	Timescale
ACC will publish the Aberdeen City Public Transport Guide. This will be free from bias, containing information on all operators' services within Aberdeen City.	ACC	Completed, although must be ongoing.	Ongoing
The Aberdeen City Public Transport Guide will be updated regularly to reflect any changes in the local bus network.	ACC	The guide is in the process of being updated and reprinted.	Ongoing
Where possible, an indication of service frequencies and operating times will be provided.	ACC	Currently, frequencies only listed as 'hourly or better'.	Medium term
All major interchange opportunities will be highlighted. Maps will refer to integration with other modes of transport, access to major destinations and provide details of cross-boundary services to/from Aberdeen City	ACC	Completed, although must be ongoing..	Ongoing
An effective from or start date will be prominently displayed	ACC	Completed, although must be ongoing.	Ongoing
Park and Ride opportunities with an indication of the number of parking spaces will be highlighted.	ACC	Sites are mentioned on map but not the number of available spaces. This will be implemented in the next version of the map.	Medium term
The contact details for each operator will be included as well as the Traveline logo and contact details.	ACC	Completed, although must be ongoing.	Ongoing

Information on how to make queries or suggestions will be provided.	ACC	Completed, although must be ongoing.	Ongoing
Aberdeen City Council will continue to distribute the guide and will consider further locations for distribution to make the guide as accessible as possible to members of the public.	ACC	Currently available from First travel centre, city libraries and the Tourist Information Centre, and online via the websites of ACC, First and Getabout.	Short term
The Aberdeen City Public Transport Guide will be available online in downloadable PDF format via the Council's website. Links to this will be available on the websites of local bus operators and other transport providers.	ACC	Currently available via Council website; links from First and Getabout websites.	Short term

7.11 Traveline / Telephone Enquiry Services

Action	Responsibility	Progress to date	Timescale
Aberdeen City Council will promote Traveline Scotland via its website, at bus stops and on all printed public transport information, as a one-stop shop for public transport information.	ACC	Currently promoted on all printed material and at some bus stops but not on the website.	Short term
Aberdeen City Council will require all operators of supported and commercial services to be members of Traveline Scotland.	ACC / Bus operators	Completed, although must be ongoing.	Ongoing
Aberdeen City Council will require operators to continue to promote Traveline Scotland on all operator timetable publicity material.	Bus operators	Completed, although must be ongoing..	Ongoing
Aberdeen City Council will provide, and will require operators to provide, information to Aberdeenshire	ACC / Bus operators	Completed, although must be ongoing.	Ongoing

Council for sending to Traveline Scotland.			
All operators will publicise Traveline Scotland via printed material and their websites.	Bus operators	Completed, although must be ongoing.	Ongoing
Feedback on the Traveline service, gained from consultation responses, will be passed to Traveline Scotland.	ACC	Not yet commenced	Short term
Aberdeen City Council's Public Transport Unit will respond to all public transport queries in a timely and professional manner. Information provided will be complete, impartial and current.	ACC	Ongoing	Ongoing
Bus operators will continue to respond to telephone enquiries promptly and politely. Staff will be suitably equipped to answer all questions about their services, fares and timetables.	Bus operators	Completed, although must be ongoing.	Ongoing

7.12 Ticket Offices / Travel Centres

Action	Responsibility	Progress to date	Timescale
The two dominant bus companies operating within the City will continue to provide offices where customers can have face to face contact with staff who can provide them with full and detailed information about services, routes, promotions, timetables and fares.	First Aberdeen / Stagecoach Bluebird	Completed, although must be ongoing.	Ongoing
Such offices will have a full range of timetables available to customers to take away, as well as any other printed material that may be of relevance to customers, such as holiday timetables and network maps.	Bus operators	Completed, although must be ongoing.	Ongoing

7.13 Service Changes

Action	Responsibility	Progress to date	Timescale
Aberdeen City Council will actively seek operators to, wherever possible, limit timetable and/or service changes to twice a year, unless the Council considers such changes to be in the public interests or are required for emergency purposes.	Bus operators	In discussion	Medium term
Service changes should be advertised on-board vehicles in accordance with Reg 6 (2) of the Public Service Vehicle Regulations 2001 (SSI 2002No219) whereby operators are required to display, for 21 days before any change to that service, in each vehicle provided for that particular service, a notice telling passengers that an application for change has been made and where they can obtain further information	Bus operators	Ongoing	Ongoing
All service changes will be publicised at least one week in advance of their implementation date on websites and at bus stops.	Bus operators	Ongoing	Ongoing
Where appropriate, local press must be used for advance notice of all significant schedule changes (minimum one week). Changes due to emergencies do not apply.	Bus operators	Ongoing	Ongoing
Local radio must be advised of all significant scheduled changes and emergency changes.	Bus operators	Ongoing	Ongoing
Traveline must be advised of all scheduled temporary changes 21 days before the date of implementation and of non-scheduled changes as soon as possible.	Bus operators	Ongoing	Ongoing
Advance notice of temporary route diversions must be	Bus operators	Ongoing	Ongoing

displayed at bus stops affected by the diversion, prior to the effective date and time.			
Whenever changes are made to the network that affects the timetabling of services, new timetables will be produced and distributed at least 14 days before implementation of any change.	Bus operators.	Ongoing	Ongoing
Bus operators shall make any fare changes known to the Council at least two weeks before implementation, and shall make this known to the public at least one week before implementation.	Bus operators	Discussions have commenced. First Aberdeen has committed to informing ACC of fare changes two weeks before the date of implementation.	Ongoing

Appendix 3: Extract from Chapter 8 of the Draft Bus Information Strategy

8.1 Targets

Rather than duplicating the targets articulated in the Quality Partnership, which have already been agreed upon by Aberdeen City Council, Aberdeenshire Council, Nestrans and bus operators, it seems prudent to carry these over and adopt these as the targets for this Bus Information Strategy. These are:

- 95% of bus stops to have up to date timetable information by 2015
- 100% of information provided at stops to comply with national guidance on comprehensive information by 2015
- 100% of bus stops to carry location sign by 2012
- Where Real Time Information is available, this will be at least 95% accurate
- 100% of faults with Real Time Information displays to be addressed by the end of the next working day after being reported
- On-board information to be provided on buses 21 days before a change – 100% by 2011
- Timetables to be made available 14 days before a service change – 100% of service changes by 2011
- Traveline number and SMS code to be displayed at all boarding stops – 100% by 2012

8.2 Performance Indicators and Sources

Monitoring is essential to ensure that the delivery of the Bus Information Strategy is being carried out in an economic, efficient and effective manner and to ensure, ultimately, that it is achieving success. The effectiveness of the Strategy will be measured via two key performance indicators:

1. Bus patronage within the City; and
2. Customer satisfaction with the availability and quality of information on bus services.

These will be monitored via the following sources:

- Annual City Voice Questionnaire results
- Biennial Scottish Household Survey (SHS) results
- Hands Up Scotland Travel to School Survey results
- Regular Bus Passenger Satisfaction Surveys
- Passenger usage trends
- Future reviews of bus stop infrastructure and information displayed
- Regular monitoring of all printed and web-based information
- Comments, complaints and feedback on bus services directed to Aberdeen City Council's Public Transport Unit and local transport operators.

8.4 Reporting and Review

A monitoring report will be prepared on an annual basis and will be published on Aberdeen City Council's website. This will describe the progress made in relation to the objectives and targets identified in the Strategy. An Action Plan will accompany each annual report, outlining progress to date, how any unmet requirements will be addressed in the coming year and setting out future aspirations to be taken forward.

The Strategy will be subject to a thorough review in 2016, subject to the adoption of an agreed Bus Information Strategy in early 2011, when it will likely be necessary to consult with operators and stakeholders once again in refreshing the Strategy, identifying new aspirations and setting new targets for improvements. It is likely also that advances in information technology by this date will present new opportunities to local authorities and bus operators in the dissemination of public transport information.