

What Does the Passenger Want?

Jim Davies



What Does the Passenger Want?

The Basics

1. Reliability

It doesn't matter how good your service is on paper if you can't deliver in practice.

What Does the Passenger Want?

The Basics

2. Frequency and Coverage

Daytimes: “Turn up and go”

Evenings and Sundays

Off the main routes?

What Does the Passenger Want?

3. Comfort

On the bus ...

Fail



What Does the Passenger Want?

Comfort

... and at the bus stop.



Fail



What Does the Passenger Want?

4. Friendly Drivers



More like him . . .

And fewer like him. . . !



What Does the Passenger Want?

5. Affordability

We want all this and we want it for next to nothing!



What Does the Passenger Want?

The Basics:

- Reliable Services
- Good Frequency and Network Coverage
- Comfortable buses and bus stops
- Friendly Drivers
- Affordable Fares

Fundamentals

Q. Who should own the buses?

Public v Private

A. Passengers don't really mind.

It's more about how they are run

What Does the Passenger Want?

Simplicity - 1

Simple services

- One Simple Network - easy to understand and use
- Remove duplication and confusion

Simplicity 2

Simple fares and tickets

- One (and only one) set of tickets valid throughout the network
- Useable on any bus (or tram) that comes along

Who should plan the network?

1. The Professionals - People who understand the market
2. Guiding Mind - Public Oversight of Service Levels and Fares
3. Passengers also want a say

Simplicity - 3

Simple Marketing:

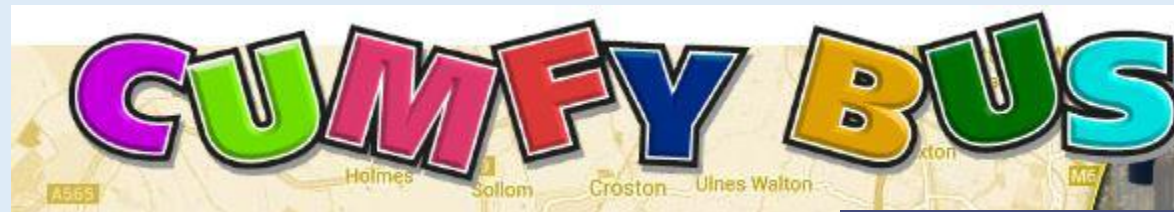
Help us to understand the system by promoting it as a whole.

- One system of service numbers
- A common format for all timetables
- Network Maps in a common style
- One system of fares and tickets

And . . .

- **ONE UNIFYING BRAND!**

Gtr. Manchester: Promoting the service as a whole?

The Arriva logo, featuring a stylized white 'A' icon on a dark green background, followed by the word 'arriva' in white lowercase letters.The Go North West logo, featuring a stylized orange and grey 'G' icon followed by the text 'North West' in orange.The Diamond North West logo, featuring the word 'DIAMOND' in white with a green diamond shape replacing the 'A', and 'NORTH WEST' in green below it, all on a blue background.The Blackburn Bus Company logo, featuring the text 'THE Blackburn BUS COMPANY' in white on a blue background.The Stagecoach logo, featuring a colorful circular icon with a blue and red gradient, followed by the word 'Stagecoach' in blue.The First logo, featuring the word 'First' in white followed by a stylized red and pink 'F' icon, all on a dark blue background.The D&G Bus logo, featuring the text 'D&G Bus' in yellow on a red background.The Cumfy Bus logo, featuring the word 'CUMFY' in large, colorful, blocky letters (purple, green, pink, red, blue) followed by 'BUS' in green, all on a background that looks like a map with place names like Holmes, Sollom, Croston, and Ulnes Walton.The Jim Stones logo, featuring the name 'Jim Stones' in a bold, dark blue, slightly shadowed font on a light grey background.The magic bus logo, featuring the words 'magic bus' in a stylized, lowercase font with a star over the 'i' in 'magic', all on a blue background.The Rosso logo, featuring the word 'rosso' in a bold, black, lowercase font on a yellow background.The Go Goodwins logo, featuring the words 'GO GOODWINS' in a bold, white, italicized font with black outlines, all on a dark blue background.The Vision logo, featuring the word 'Vision' in a grey font next to a blue circular icon with a white dot, all on a white background.The MCT logo, featuring the letters 'MCT' in a bold, red, italicized font with a grey swoosh underneath, all on a white background.The Tyrers logo, featuring the word 'Tyrers' in a stylized, green, italicized font with a white outline, followed by the website address 'www.tyrerscoaches.co.uk' in a smaller font, all on a dark blue background.The LBUG Lancaster Bus Users Group logo, featuring the text 'LBUG' in large red letters, 'LANCASTER BUS' in smaller red letters, and 'USERS GROUP' in even smaller red letters, next to a red bus icon.The witchway logo, featuring the text 'The witchway' in white, with 'The' in a smaller font, followed by a red circular icon with a black witch figure, all on a black background.

**“One Network” doesn’t mean “one operator”
It can mean all operators working together.**



And not just in London . . .



Post Auto Network : Operated by the Swiss Post Office and 150 contracted operators.

Stability

- **Manage Change**
- **Limited Number of Service Change Dates**
- **Publicised well in advance**
- **“End Dates” on Timetables**

What does the passenger want?

- Get the basics right
- A single, simple unified network
- A single, simple fares and ticketing system
- Simple branding
- Keep things stable
- Give us a say



More stops like this. . .



...and
fewer like
this!



(Duncan now has his bus service back!)