



### Transport Data Information Project

**Committee**            Operations

**Date of meeting**    9 November 2018

**Date of report**     17 October 2018

#### Report by Assistant Chief Executive

#### 1.     **Object of report**

To provide the Committee with a briefing on SPT's Transport Data Information project and to keep members advised on ongoing strategic engagement with operators.

#### 2.     **Background**

While there are many changes currently facing the bus market and which SPT are heavily involved in - introduction of LEZs and responding to the current Transport Bill - work continues to engage with bus operators to improve service provision and information for the travelling public and bus users, as well as improving the communication between bus operators and SPT as a key player in the planning and delivery of a network.

To this end, bus operators attended a presentation and open dialogue session in August 2018 to hear first-hand of the work being done by SPT to improve public transport information. There was also a discussion on findings from a recent review of business processes and how bus operators engage with those processes. This was also presented to the August 2018 Operations Committee and was well received by members. It was agreed that regular updates would be delivered to the Committee.

#### 3.     **Outline of Proposal and Progress**

Members will be aware that it is SPT's responsibility to set the standards of information provision (derived from the Transport Act 2001), although it is currently the responsibility of individual operators to comply with those standards and ensure that the information available on-street is both meaningful and easily understood.

It was accepted by the bus operators that quality and timely information is essential as a basic precursor to encouraging public transport use and that the current agreements in place are far from ideal. All operators involved in the dialogue agreed with the guiding principles of accuracy, consistency, common data sources and effective collaborative working.

The concept of SPT acting as a bureau and outputting all information on behalf of the operators was floated and reaction was positive.

Following the session, SPT's Transport Information Team Leader circulated a questionnaire to operators to gather information on current systems, processes and resource involved in the provision of information. The responses to the questionnaire will shape a future proposal and new sustainable business model for info provision.

Alongside the printed publicity work stream, there have been improvements in Real Time data quality from McGills including the addition of the Coatbridge depot to the Real time system, introducing enhanced passenger information on many SPT subsidised routes.

Additionally, SPT and First Group are collaborating to improve the accuracy of bus stop location information which will lead to better quality output and ultimately enhance consumer confidence and satisfaction. It should be noted that First Group's contribution to this task has been invaluable.

#### **4. Conclusion**

Good quality, accurate and timely public transport information is an essential prerequisite to encouraging public transport use. The project builds on the rollout of the region wide real time information, and supplements this with consistent and easy to use printed bus shelter information.

#### **5. Recommendations**

The Committee are asked to note the work being done to improve transport data and its availability to the bus user, and that further progress has been made in the last quarter.

#### **6. Consequences**

Policy consequences: *Consistent with SPT's Regional Transport Strategy.*

Legal consequences: *None directly at this stage.*

Financial consequences: *None directly at this stage.*

Personnel consequences: *None.*

Equalities consequences: *Better transport data supports SPT's drive to deliver equality outcomes.*

Risk consequences: *None.*

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