

Bus Investment Fund – Business case & Evaluation Criteria Examples

Evaluation Criteria	Explanation
<p>Addressing an identified need</p> <p>Has a 'gap' in provision been identified and a rationale for proposed intervention explained – e.g. threat of service withdrawal/potential to add a viable new service? Does it address rural transport issues or is it an area within the bottom 15% of SIMD? Does it support National or regional Transport Strategy objectives?</p>	<p>A recent traffic survey of a particular road noted a significant increase in the number of cars entering the town/city. This road runs close to a significant new housing development. This increase in traffic has increased the level and peak period of congestion in the city centre.</p> <p>A review of the existing infrastructure and public transport provision has identified a location that could be adapted to accommodate parking and link into an existing regular service into the centre.</p> <p>Discussions with the local provider suggests that it could be possible to lay on additional peak services into and out of the town/city centre. The Local Authority embarks on regular marketing campaign and the new service could be advertised through this process once it has the go-ahead.</p> <p>Removing cars from the road at peak times would ease city centre congestion and improve air quality at these times.</p> <p>Or</p> <p>Over the last 3 years a number of new businesses have moved/opened in the local area following the establishment a local Enterprise Park (EP). These businesses have a number of job opportunities at all grades as well as needing local support and input services. While there is a bus service running to the EP currently there is no direct bus service operating from an SIMD/rural area to the EP. A semi regular service could be added to the network by the purchase of a bus and the building of new, weatherproof bus shelters to support the use of the service. This new service could also connect to other public transport hubs.</p> <p>The local bus company is willing to trial a service and supporting the route with new bus shelters and a change in the road infrastructure to create a new bus lane near a critical junction could improve access to and from the EP helping to improve journey times.</p> <p>Or</p> <p>With the growth in car trips into the vicinity a bottleneck has developed along the bus corridor</p>

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	<p>reducing the proportion bus journeys coming in ‘on time’ This has led to a rise of 20% in the number of complaints about missed connections received at the bus company over the last six month period compared to the equivalent period the previous year. Having looked at the bottleneck we can see that there are a number of options for easing congestion including:</p> <ul style="list-style-type: none"> i) Moving the bus stop closest to the junction 100 metres and at the same time building up the kerb for easier disabled access on and off the bus ii) Widening the junction so that there is room for two lanes of vehicles iii) Re-phasing the traffic lights to include a separate public vehicle light sequence iv) The bus company would monitor the timings and look into the possibility of putting on additional buses if demand returned and ensuring sequencing with key onward connections.
<p>Quality of bid Is there an innovative approach to the issue? How well does the bid integrate with other modes and encourage modal shift away from cars and reduce emissions?</p>	<p>Following on from a recent discussion between businesses, and the local Community Council, a list of possible options and costings for an improved service were forwarded to the local Council and the bus operator. In particular the lack of a frequent bus service after 5pm on a Saturday left both shoppers and employees with no reasonable public transport option.</p> <p>Looking further into the options presented to us we found that a similar sort of scheme has been tried elsewhere and the evaluation of that scheme suggested that the key ingredients for success were.....</p> <p>What was seen not to work in the cases where this idea was tried before and didn’t take off was.....</p> <p>The bus company confirms that there are the buses to run a limited number of late additional afternoon services at the weekend and the Local Authority is investigating the possibility of integrating the timetable with town centre leisure opportunities, particularly during peak tourist season</p>

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<p>Partnership working How well does the bid contribute to the delivery of a QP and maximise the benefit from tie-ins with other organisations to improve provision across organisations?</p>	<p>In putting together this bid the route could potentially cover 2 Local Authorities and involve a number of linkages to other transport operations. While only one of the LAs was interested there was seen to be an overlapping interest with the rail company and a developer who has planning permission to build on a particular site. The upcoming improvement to a nearby tourist attraction and a possible planned investment and improvement in the trunk road also create opportunities to maximise the benefits of the scheme for all parties.</p> <p>A nearby leisure company has been approached and expressed initial interest in developing a joint day ticket with a discount offered on the attraction's full price if the purchaser can show a valid bus ticket.</p>
<p>Key Performance Indicators</p>	<p>The two most recent surveys suggest local bus patronage is 'holding up'. More detailed analysis suggests some services are growing patronage others are losing customers.</p> <p>Broader passenger and household surveys suggest a willingness to use a bus service if issue of {shelters/CCTV/late night service etc} can be addressed.</p> <p>Have carried out a survey of local businesses and households on service regularity (This was last carried out by the Local Authorities in early 2012)</p> <p>Plans for assessing the impact from the investment: passengers, revenue, passenger satisfaction wider community satisfaction etc. are as follows:</p> <p>4 Passenger counts and surveys (one day, once every three months) We will develop a very short [5 question] questionnaire for completing as they person travels.</p> <p>Record daily passenger numbers, split fare paying and concession passengers. Record new or additional passengers journeys</p> <p>We would envisage making up the public sector subsidy through increased patronage by year 4.</p>

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<p>Finance Is the bid completely funded and has a post-support process and funding been set out? Have other sources of funding beyond Government been explored?</p>	<p>We have allocated a project manager to the appraisal of the options and they t given us the following initial costings. We will finalise these 6 months prior to any project launch:</p> <p>We have based our passenger growth on both the general trend and the success of a similar scheme in a town with the same issues and characteristics. We also believe that the scheme could still be viable with an increase at only half of this level.</p> <p>The income stream is based on forecast passenger numbers increasing by a certain percentage in years 1 to 5 with the cost per ticket estimated in line with the ticket structure of similar services in the area. This change in demand/revenue has been noted elsewhere.</p> <p>After year 3 there is due to be a development in the local infrastructure which could increase patronage but that has not been included in this baseline forecast.</p>																																																																																				
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