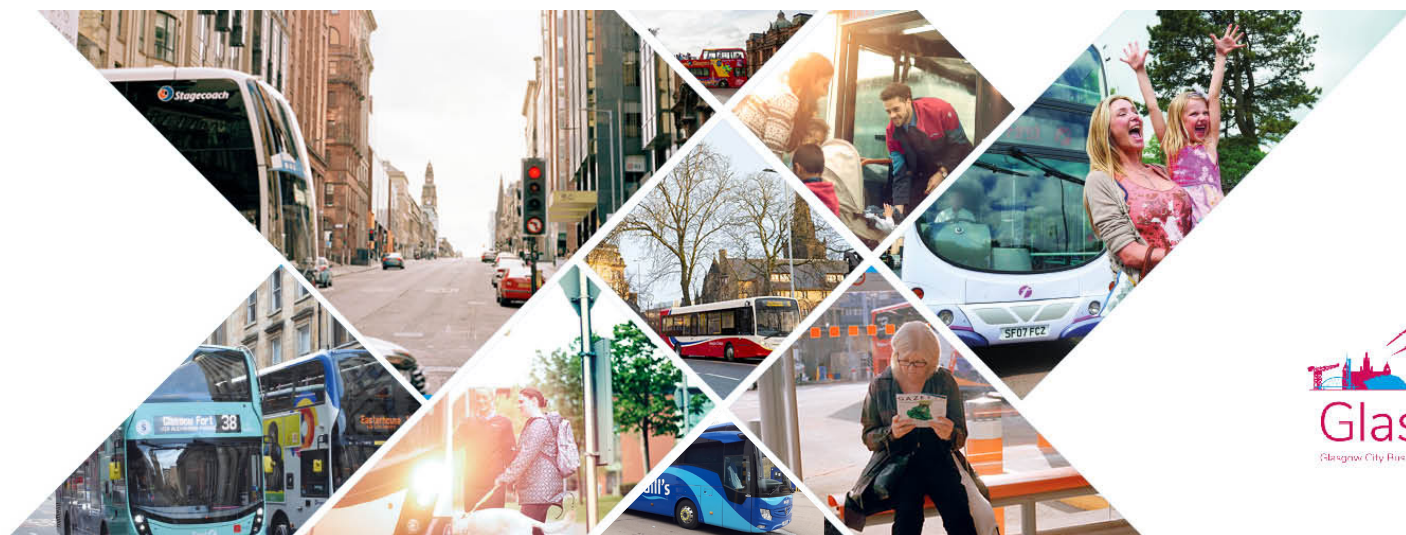


GlasGo Bus

Transforming bus travel in the Glasgow City Region



October 2021



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Introducing GlasGo Bus Alliance

GlasGo Bus Alliance is a partnership formed of the leading bus operators in Glasgow and the surrounding area who are working collaboratively, in a new way, to transform the bus travel experience for current and future bus customers in the city.

The shared vision is focused on creating seamless bus travel across the city region by delivering a simple to use, fast, smart and integrated bus network. All operators are welcome.

The alliance currently includes:

- City Sightseeing Glasgow
- First Glasgow
- First Midland
- Glasgow Citybus
- JMB Travel
- McGill's
- Stagecoach East Scotland
- Stagecoach West Scotland
- Whitelaw's
- Glasgow Community Transport

What GlasGo Bus will deliver

Our five-year joint vision for 2026 is clear and the journey has already begun.

We will deliver a simple to use, fast, smart, integrated bus network which encourages modal shift for both residents and visitors travelling to, within and from the City of Glasgow.

To achieve this we will:

- Develop and further strengthen partnership commitments by working with key stakeholders including (and not exclusive to); local and national government, SPT, ScotRail, Transport Scotland, Sustrans, Glasgow Life, Visit Scotland, STA, Glasgow Chamber of Commerce, SYP, Disability Equality Scotland, Bus Users Scotland, local community groups, BAME and LGBT+ groups, business groups and other interest groups.
- Support and complement Glasgow City's strategies and projects including the Glasgow Bus Partnership, Glasgow City Region Deal, Glasgow City Centre Transport Strategy and the Avenues projects. This will ensure a seamless, practical and timely delivery of an integrated transport system for the city.
- Active participation on the Glasgow Bus Partnership which will include delivery of the funding already received in the first stage submission of Transport Scotland's Bus Partnership Fund. Working closely with other partners to ensure even wider infrastructure improvements are delivered and existing measures for reducing congestion are enforced.



GlasGo Bus commitment

- Working with local authority partners to operate bus services that are fast, reliable and dependable for customers.
- Working with local authority partners to address road congestion in and around the city area.
- Actively improving ticketing options for customers.
- Conducting a survey that will inform a customer charter.
- Ensuring bus information for customers is up to date, relevant and accurate.
- Investing in environmentally friendly vehicles including zero emission buses.
- Ensuring transparency and accountability in everything we do.
- Meaningful collaboration between bus customers, local authorities and other stakeholders.

The role of local authorities

- We need local authorities to work in partnership with bus operators to deliver real and meaningful change on the ground and at pace.
- Removing the impact of car and van based congestion on public transport will allow a reversal of declining efficiency and support part funding of improvements.
- A mixture of investment in hard infrastructure including dedicated bus and bike lanes, accessible bus stops and measures to reduce private car usage on all key routes into the city.
- We need local authorities to influence modal shift. We must put the needs of bus customers first.

Buses are at the heart of our communities

- Not one organisation has all the solutions. If modal shift to buses is to be truly successful then there is a need for greater support from all stakeholders to address congestion. Otherwise this undermines the delivery of fast, reliable services, impacts customer confidence and adds to the cost of travel.
- Over 35% of goods leaving the shops of Glasgow, leave on a bus.
- Buses contribute to 4% of transport related emissions and this is rapidly reducing
- Buses are fabulous enablers for green and active travel and can play a huge role in the economic and environmental wellbeing of the Glasgow city region.

The key shared deliverables:

We all want to see an increase in people travelling by bus across the city region. Our other shared deliverables include:

- A focus on zero emission technology for new buses and funding solutions to support these. Government support will be needed until the costs of electric, hydrogen or other technology reduce to a commercially deliverable level.
- Compliance with Low Emission Zones (LEZs) before any other sector.
- Over five years, a 50% improvement in journey time in the city centre and a 20% improvement in journey speed across the region for buses from road infrastructure improvements delivered through the Glasgow Bus Partnership Fund, Transport Strategy and Avenues projects.
- Over five years a 25% increase in people travelling by bus across the city region.
- Seamless multi-operator ticketing.
- A world class flexible transport system which meets the travel requirements of residents, commuters and visitors alike.

What customers want

- Good service with seamless connections from every part of the transport system.
- Quicker end to end journey times.
- Reliable travel which is not impacted by congestion or roadworks.
- A modern, convenient ticketing system that is affordable and easy to use.
- Consistent and easy to use journey planning and information systems.
- Modern and well-presented vehicles with safe and secure bus stops, bus stations and hubs.
- To have feedback and comments heard and actioned.

Customer service

Customers are what drives our businesses. We want to provide:

- Excellent customer service delivered by all operators with friendly and responsive customer service teams.
- Accurate and up to date timetable information across all platforms.
- Responsive, accurate and reliable social media.
- A commitment to regular engagement with local communities to seek feedback to help maintain a world class bus service.
- SPT and operators providing “bus ambassadors” at busy bus spots to provide useful advice and information.
- Creating a welcome pack for new residents to the city region.



Network coverage

We need a high level of connectivity across the city region and this will be achieved by:

- Being able to travel to all parts of the city region by bus.
- Working with local authority partners, community transport and community based groups to identify gaps in the network, quantifying the likely demand and introducing commercial or subsidised services to fill those gaps following the corridor upgrades.
- Setting out a bus operator agreement to reinvest saved resources from corridors upgraded by the local authority to improve bus journey speeds.
- Working with Transport Scotland to support bus services through the Bus Services Operators Grant (BSOG) which has a vital part to play in maintaining network coverage and keeping fares lower.

Bus journey speed improvements – how we’ll make this happen

The speed of bus journeys is a key consideration for customers. The long term increase in bus journey times due to ever increasing congestion has caused a decline in bus use and an increase in bus operating costs. We need to ensure these are reversed by working in partnership with the relevant local authorities to deliver:

- A 20% journey speed improvement on all key corridors leading to the city centre.
- A 50% journey time improvement for buses through the city centre.
- Cross council boundary infrastructure upgrades to deliver seamless journey improvements.
- Effective enforcement being stepped up to provide guaranteed journey times for people travelling by bus by keeping bus priority lanes clear.
- Continued operator investment in vehicles, drivers and control facilities to enable seamless management of issues.
- Partnership working on proposed roadworks or events to ensure walking, wheeling, cycling and public transport are at the heart of customer decision making.

*% increases are based on pre-pandemic levels

Bus fares and ticketing

Seamless multi-operator ticketing with integrated multi-modal ticket travel will make bus an attractive method of transport. We can work towards this by:

- Working with Transport Scotland to deliver free travel for all residents aged under 22 from January 2022.
- Contactless on-bus payments to be made available to all bus users across the city region by end of 2021.
- Multi-operator fare capping introduced by end of 2023 through investment in tap on tap off readers on all operator buses.
- Working with rail and subway operators to introduce tap and cap ticketing schemes across all public transport modes by the end of 2024.

Environment

The Scottish Government has pledged Scotland shall become net zero of greenhouse gas emissions by 2045 and we will play our part in this by:

- Working at pace with Transport Scotland via the Scottish Ultra Low Emissions Bus Scheme (SULEBS) and Transport Scotland’s Bus Emission Abatement Retrofit (BEAR) schemes to deliver lower emissions.
- Final Transport Scotland BEAR 4 scheme introduced to upgrade remaining Euro IV and V vehicles to Euro VI.
- Focusing on zero emission technology for new buses purchased which operate on urban routes. Scottish Government support is needed until the costs of electric, hydrogen or other technology reduces to a commercially deliverable level.
- 15% of total GlasGo Bus fleet to be zero emissions by Dec 2022.
- Work with manufacturers and Transport Scotland on the alternatives to go beyond Euro VI clean diesel for long interurban, rural and express operation
- Comply fully with the Glasgow City low emission zone.

Information and facilities

We need reliable, up to date and consistent information for our bus customers and we will achieve this by:

- Working with SPT and Traveline to introduce comprehensive and standard bus stop information across the city region fit for the modern age, including easily updatable information displays at all city centre stops.
- Operators working together to design and deliver comprehensive information offering the full range of services on offer, including timetables, maps and fare information.
- Working with local authorities and SPT to upgrade all busy stops to agreed standards.
- Delivering multi-operator branded app for android and apple devices that provides real time public transport information across all public transport modes.
- Working with local authorities, SPT and the owners of bus stops and bus stations across the city region to radically upgrade the quality of waiting facilities with a particular emphasis on their comfort, safety and security.
- Working with Transport Scotland to deliver audio visual next stop announcements on all buses across the city region whilst local authorities and SPT will work to provide bus stop shelters at all city or town centre stops as well as inbound and busy outbound bus stops.

Want to know more or join GlasGo Bus

Invitations are being sent to every other bus operator who serves the Glasgow City Region to get on board with the vision for buses and customers.

For more information on GlasGo Bus please visit glasgobus.com or email hello@glasgobus.com

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Glasgow City Bus Operator Alliance