



**METRO**



## **Bus Information Strategy 2019-2024**

### **Public Engagement: 1<sup>st</sup> July – 25<sup>th</sup> August 2019**

The West Yorkshire Combined Authority is looking at how to provide information about bus services in a way that best meets people’s requirements and we would really like to know your views. Our new proposed Bus Information Strategy 2019-2024, sets out the following key objectives:

- **Digital First** – focus delivery to mobile devices
- **Always Live** – up to date information on the move
- **Customer driven** – the customer selects the information they need
- **Network-wide** – fixed information at stops and interchanges
- **Inclusive** – everyone has access according to need and requirement
- **Cost-effective** – for the local taxpayer

This survey is split into five sections: A, B, C, D and E. Please complete all the relevant sections. You can also complete this survey online via:

[www.yourvoice.westyorks-ca.gov.uk/bus-information-strategy](http://www.yourvoice.westyorks-ca.gov.uk/bus-information-strategy)

These forms will be collected and processed by the West Yorkshire Combined Authority in accordance with the Data Protection Act 2018. The data collected will be held only for the duration of the engagement phase of the project. Please view our privacy notice on the last page.

#### **SECTION A: BUS TRAVEL INFORMATION**

<b>Q1. Do you travel on buses in West Yorkshire?</b>	
<input type="checkbox"/> Yes	<input type="checkbox"/> No

**If you selected ‘No’ then please go to section B.**

<b>Q2. How often do you use buses?</b> (please tick one box)	
<input type="checkbox"/> 5 or more days a week	<input type="checkbox"/> At least once a fortnight
<input type="checkbox"/> 3 or 4 days a week	<input type="checkbox"/> At least once a month
<input type="checkbox"/> 1 or 2 days a week	<input type="checkbox"/> Less frequently

<b>Q3. How often do you get information on bus travel using each of the following methods?</b> (please tick one box per row)						
	Daily	At least once per week	At least once per month	Less frequently than once per month	I haven't used this in the last 6 months	I have never used this
a. From the Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Social media i.e. Twitter / Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Real time information via smartphone, computer or tablet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Real time information displays at bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Timetable displays at bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Visit a Metro Travel Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Telephone MetroLine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Printed bus timetables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Printed route maps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Other (please state): _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
'Other', please explain your answer(s):						

**Please complete parts a, b and c below based on your answer to Q3.**

**a. If you get bus information from the Internet**

<b>For what purpose(s) do you go online for bus information?</b> (please tick all that apply)	
<input type="checkbox"/> To download a timetable	<input type="checkbox"/> To check bus tickets / fares
<input type="checkbox"/> To download route maps	<input type="checkbox"/> To get real time information
<input type="checkbox"/> To check journey planner	<input type="checkbox"/> Other (please state): _____

**b. If you visit a Metro Travel Centre**

<b>Why do you visit a Metro Travel Centre?</b> (please tick all that apply)	
<input type="checkbox"/> To ask about bus times	<input type="checkbox"/> To find out about bus passes
<input type="checkbox"/> To ask which bus to catch	<input type="checkbox"/> To get a bus pass
<input type="checkbox"/> To collect a printed timetable	<input type="checkbox"/> To make a compliment / complaint
<input type="checkbox"/> To find out ticket information	<input type="checkbox"/> To book a holiday
<input type="checkbox"/> To buy an MCard / season ticket	<input type="checkbox"/> Other (please state): _____

**c. Printed bus timetables**

The West Yorkshire Combined Authority currently spends £90,000 per year on printing timetables. Last year almost 19% of those timetables were recycled because they were not used. We would like to minimise the amount of timetables we print to enable us to become more environmentally friendly and to reduce the cost to the taxpayer. We recognise that some passengers still rely on timetables, and our aim is to provide passengers with information in the format they need. This engagement is to help establish just what that should be.

<b>We would like to know which features of a printed bus timetable are most important to you. Please rank the five features on a scale 1-5, where 1 = most important, followed by 2, 3, 4 and 5.</b>	
<b>Rank (add number)</b>	<b>Feature</b>
<input type="checkbox"/>	Bus times
<input type="checkbox"/>	Route description
<input type="checkbox"/>	Route map
<input type="checkbox"/>	Details of who runs the bus service
<input type="checkbox"/>	In colour (rather than black and white)

If something else is important to you, please state:

**Q4. If you didn't have access to printed timetables, would you be able to get timetable or route information from somewhere else?** (please tick one box)

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Don't know
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Please explain your answer:

**Q5. Where do you go to find out about bus travel disruption?** (please tick all that apply)

<input type="checkbox"/> Internet	<input type="checkbox"/> Call MetroLine
<input type="checkbox"/> Twitter	<input type="checkbox"/> Travel Centre
<input type="checkbox"/> I don't access information about bus travel disruption	<input type="checkbox"/> Other (please state): _____

**Please go to section C.**

## SECTION B: NON BUS USERS ONLY

**Q6. If you did want to use a bus, where would you go for information to plan your journey?** (please tick all that apply)

<input type="checkbox"/> From the Internet	<input type="checkbox"/> Visit a Metro Travel Centre
<input type="checkbox"/> Real time information via smartphone, personal computer or tablet	<input type="checkbox"/> Telephone MetroLine
<input type="checkbox"/> Real time information displays at bus stops	<input type="checkbox"/> Ask friend/family
<input type="checkbox"/> Printed bus timetable	<input type="checkbox"/> I would not know where to go for information
<input type="checkbox"/> Timetable displays at bus stops	<input type="checkbox"/> Other (please state): _____

## SECTION C: BUS INFORMATION STRATEGY 2019-24

Research shows that our customers are increasingly using online options to access bus information to plan their journeys. At the same time we have seen a reduction in the number of people getting bus information from traditional sources such as phone, text and printed information. With demand for online information increasing, we plan to focus our development on digital information and increase awareness of the range of digital information sources that are available. We plan to maintain a basic provision of timetables for those people who do not have any alternative. We also plan to transform our Travel Centres to reduce customer waiting times and improve service.

**Q7. Do you agree with the approach set out in the proposed Bus Information Strategy 2019-24?** (please tick one box)

<input type="checkbox"/> Strongly agree	<input type="checkbox"/> Agree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Disagree	<input type="checkbox"/> Strongly disagree	<input type="checkbox"/> Don't know
Please explain your answer:					

## SECTION D: PERSONAL INTERNET USE

**Q8. Which device(s) do you currently use to access the internet?** (please tick all that apply)

<input type="checkbox"/> Computer	<input type="checkbox"/> I get a friend or family member to access the internet for me
<input type="checkbox"/> Mobile phone	<input type="checkbox"/> I don't have access to the Internet
<input type="checkbox"/> Tablet	<input type="checkbox"/> Other (please state): _____

<b>Q9. For which of the following do you use the internet?</b> (please tick all that apply)	
<input type="checkbox"/> Email	<input type="checkbox"/> Posting/sharing photos or videos
<input type="checkbox"/> Buying products or services	<input type="checkbox"/> Accessing transport information
<input type="checkbox"/> Banking	<input type="checkbox"/> Accessing local council information
<input type="checkbox"/> Social media	<input type="checkbox"/> Other (please state): _____

**SECTION E: ADDITIONAL INFORMATION AND OPTIONAL QUESTIONS**

Please use this space to provide us with any additional comments or suggestions you would like us to consider at this stage:

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<b>How did you find out about this engagement?</b>	
<input type="checkbox"/> From your local ward councillor	<input type="checkbox"/> Real time display at bus stops
<input type="checkbox"/> Newspaper / news / radio	<input type="checkbox"/> Email
<input type="checkbox"/> Social media	<input type="checkbox"/> From family / friends
<input type="checkbox"/> Internet	<input type="checkbox"/> Other (please state): _____

Thank you for taking the time to provide your feedback. The following questions are optional but will go a long way towards helping us better understand the opinions of different people. All information will be handled and dealt with in line with the Data Protection Act 2018, as detailed in our privacy notice (at the end of the survey).

Please tick to confirm that you have read and understood our privacy statement.

Do you identify as:

<input type="checkbox"/> Male	<input type="checkbox"/> Female	<input type="checkbox"/> Other	<input type="checkbox"/> Prefer not to say
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Which age category do you fall within?

<input type="checkbox"/> 15 and under	<input type="checkbox"/> 16 - 24	<input type="checkbox"/> 25 - 29	<input type="checkbox"/> 30-39	<input type="checkbox"/> 40-49	<input type="checkbox"/> 50-59	<input type="checkbox"/> 60-69	<input type="checkbox"/> 70-79	<input type="checkbox"/> 80+	<input type="checkbox"/> Prefer not to say
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What is your ethnic origin?

<input type="checkbox"/> Asian / Asian British	<input type="checkbox"/> White British
<input type="checkbox"/> Black / Black British	<input type="checkbox"/> White Other
<input type="checkbox"/> Mixed / Multiple Ethnic Groups	<input type="checkbox"/> Prefer not to say
<input type="checkbox"/> Other, please specify: _____	

Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

<input type="checkbox"/> No	<input type="checkbox"/> Yes, limited a little	<input type="checkbox"/> Yes, limited a lot	<input type="checkbox"/> Prefer not to say
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What is your postcode: (e.g. LS1 2DE) .....

We would like to keep you informed with updates on the Bus Information Strategy 2019-24 development. If you are interested in receiving more information from us in the future, please provide a preferred method of contact below.

Please select your preferred method of contact:

Email <input type="checkbox"/>	Post <input type="checkbox"/>
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Email: \_\_\_\_\_

Name: \_\_\_\_\_

Address line 1: \_\_\_\_\_

Address line 2: \_\_\_\_\_

Town/City: \_\_\_\_\_ Postcode: \_\_\_\_\_

Please return your completed survey in an envelope to our freepost address by:  
**25<sup>th</sup> August 2019** to: **FREEPOST Consultation Team (WYCA)** (no stamp required)

Thank you for completing our survey.

## West Yorkshire Combined Authority's Privacy Policy

For the purposes of the Data Protection Act (2018) and the General Data Protection Regulations (GDPR), the 'controller' of the personal data which you provide in the attached form is the West Yorkshire Combined Authority ("the Combined Authority", "we", "us") of Wellington House, 40-50 Wellington St, Leeds LS1 2DE (Tel: 0113 251 7272). The Combined Authority is registered with the Information Commissioner's Office with registration number ZA051694.

The Combined Authority is collecting this data and will process it for the purpose of understanding and identifying information that is relevant for the development of the Bus Information Strategy 2019-24.

All questions about your personal data are optional, however, we have asked for this information as we recognise that the needs of different customer groups can vary and we are committed to improving transport services for all customers within the region. Other data provided voluntarily will be used to target information specific to the subject.

There may be other circumstances in which we may share or use certain information about you, which are:

- if we have a legal obligation to do so or if we are required or requested to do so by a competent authority such as the police or a court;
- if we need to use or disclose your information to obtain legal advice or in connection with legal proceedings;
- if we need to share your information to protect your vital interests if you are unable to give us consent or it is unreasonable for us to ask for your consent in the circumstances (e.g. if you are injured).

We will retain your information for the duration of the consultation phase of the project in accordance with our information retention policy and on the expiration of such period we will safely delete it.

Information provided to the Combined Authority will be processed on the basis of consent. As a data subject you have a number of rights under the DPA. These include the right to withdraw your consent and access the information which we hold about you. In some cases you may have a right to have your personal data rectified, erased or restricted, and to object to certain use of your data. For further information, please visit <https://www.westyorks-ca.gov.uk/privacy-notice/>

If you wish to contact us about this privacy statement or to make a request, please use the following details:

**West Yorkshire Combined Authority Wellington House**  
**40-50 Wellington Street**  
**Leeds**  
**LS1 2DE**  
**E-Mail: [Rebecca.BrookesDPO@westyorks-ca.gov.uk](mailto:Rebecca.BrookesDPO@westyorks-ca.gov.uk)**  
**Tel: 0113 251 7272**

If you are unsatisfied with the manner in which we collect or handle your personal data you have a right to make a complaint to the Information Commissioner's Office. Information about how to make complaints can be found on the ICO's website at <https://ico.org.uk>