Appendix 2: Elements that are contained within the proposed EP.

i. **Multi operator ticketing** – network wide, always offering the best value option for journeys with more than 1 operator. Inclusion of "tap on/tap off" or equivalent technology to capture proper origin/destination data would provide significant intelligence to inform network planning.

ii. **Bus priority** – reliability is key to attracting passengers, we will identify hotspots for delays to buses and implement priority where space allows.

iii. "**Whole route" audits** – identify all causes of delay on core routes and implement measures to address them. These may be individually small but can add considerably to schedules across routes – e.g., parked cars, bus stops difficult to get out of, junctions difficult to turn out of.

iv. **High quality bus stop infrastructure**:
   a. All stops to have timetable display – real time in urban areas or stops used by more than xx passengers per day.
   b. Clean high-quality shelters at all stops used by more than xx passengers per day. Consider – CCTV, no use of polycarbonate (it clouds and deteriorates over time).
   c. Raised kerbs at all stops.
   d. Integrated with Local Cycling & Walking Infrastructure Plan (LCWIP) to consider walking routes to stops – identify where new pedestrian infrastructure / cut throughs could make network more accessible.
   e. Maintenance of bus stop environment (not just shelters).
   f. Upgraded town centre interchange. Consider – bus station ownership/operation town centre bus stand allocation.

v. **Bus network**:
   a. Core network of direct, frequent, high quality inter-urban services linking all of our key settlements.
   b. 100% of urban residents within 350 metres walk of a frequent (every 15 minutes daytime) service to their nearest town centre.
   c. xx% of rural residents within 800 metres walk of an hourly (daytime) or better bus service to their nearest town centre, or a demand responsive equivalent.
   d. All key employment sites within 800 metres walk of a bus service.
   e. Improved interchange at railway stations.
   f. Core network of evening and Sunday services to support employment, retail, and leisure. Consider defining who would be included in core network.
   g. Consider service stability agreement – service changes only on agreed dates.

vi. **Patronage growth** – in year 1, no further decline. Year 2 onwards, patronage growth of 5% year on year. A modal shift target and measure would underpin climate change and emissions targets. For example, xx% of bus passengers choosing to make their journey by bus instead of car.

vii. **Customer satisfaction** – targets for satisfaction with journey experience, information, waiting facilities, personal security.

viii. **Emissions** – define emission standards, linking with air quality strategy. Modal shift of itself generates significant environmental benefit.

ix. **Development standards** – all residential and industrial developments subject to minimum design standards to accommodate bus services with parking restrictions as needed. Contributions strategy to ensure minimum 5 years of support for new/extended services backed with strict travel plan enforcement.

x. **Marketing** – co-ordinated, consistent, sustained high profile marketing campaign to promote the network and support patronage growth.