



Transport & Travel Research Ltd

www.ttr-ltd.com

PUBLIC TRANSPORT

One of the most challenging tasks facing transport planners is to create attractive alternatives to the private car through improvements to public transport and the provision of better facilities for pedestrians and cyclists. National Government strategies, such as the 10-Year Transport Plan, Local Transport Plans and an increased emphasis on public-private partnerships are helping to focus local authority attention on public transport needs. Additional funds from national Government are facilitating the process.



We have expertise in:

- public transport information
- scheduling and booking systems
- interchanges and system integration
- physical design measures
- public transport operations
- demand responsive transport services
- concessionary fares and ticketing schemes
- pre-paid ticketing schemes and smart cards
- bus priority
- quality bus packages
- personal security issues
- rural bus services
- alternative fuel buses
- social inclusion strategies

Our co-ordination of INFORM, the Public Transport Informatics Group, also gives us direct access to the latest developments in ticketing, information systems, smart cards, and other innovative public transport activities throughout the country.

We can help with:

- development and review of strategic policies
- scheme specification and design
- feasibility studies
- advice on best practice
- scheme appraisal and evaluation
- market research
- impact assessment
- awareness raising and branding
- market positioning



The following are examples of projects we have undertaken

Public Transport Information

- Developed timetable database for Norfolk County Council.
- Evaluated the public transport information service provided by Nottingham Travelwise Centre.

Public Transport



- Carried out research for Transport Direct into travel service needs and whether a cost could be levied on the service.
- Undertook study into the provision of public access information terminals (Infopoints) in West Yorkshire.
- Designed a passenger transport information strategy for Hertfordshire.
- Assessed the effectiveness of public transport information provision for Hampshire County Council.

Fares, Ticketing Schemes, Smart cards

- Led study to apportion running costs to bus companies operating in Devon.
- Undertook research into experiences and acceptance of smart cards amongst elderly people in Formby.
- Developing a user needs analysis for multi purpose smart cards amongst business as part of the European OMNIPURSE project.

Personal Security on Public Transport

- Survey into people's perceptions of personal security on buses on Merseyside.
- Study into fear of crime on public transport for DTLR (now DfT).

Rural Bus Services

- Implementing and evaluating the Leicestershire and Rutland countywide bus network.
- Assessed the demand for new transport links to and from the National Forest.
- Carried out a transport needs assessment of rural residents in Dorset.
- Evaluating the Welsh Transport Direct service in Gwynedd.

Interchanges & System Integration

- Held the posts of Project Manager, Technical and Evaluation Co-ordinator on the EC SWITCH study into enhancing intermodal transport use.
- Carried out a feasibility study for a co-ordinated travel dispatch centre.

Special Needs

- Evaluated telematics based vehicle allocation systems for demand responsive transport as part of the EC SAMPLUS project. Website: www.europrojects.ie/samplusmainweb
- Undertook feasibility studies for demand responsive transport services in a number of UK counties/cities.
- Undertaken a range of commissions to identify and evaluate the transport services and facilities for people with disabilities, e.g. accessible coaches for DTLR, Dial-A-Ride in Bristol.
- Assessed the role played by transport in the decision-making process of young people (16-18 year olds) considering further education in Torbay.

Bus Services

- Involved in the development and assessment of the SMART bus system, a high quality bus service package including bus design and traveller information system on Merseyside.



- Developed a bid for Urban Bus Challenge funding from DfT on behalf of Nottingham City Council.

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