

## TAYSIDE AND CENTRAL SCOTLAND TRANSPORT PARTNERSHIP

16 MARCH 2010

## TRAVEL INFORMATION STRATEGY

## REPORT BY PROJECTS MANAGER

This report provides an update on progress in implementing priorities as set out in the Travel Information Strategy. The report also seeks the Partnership's agreement to launch a regional Travel Information Gateway website – [www.tactranconnect.com](http://www.tactranconnect.com)

## 1 RECOMMENDATIONS

### 1.1 That the Partnership:-

- (i) notes progress in implementing priority actions as set out in the Travel Information Strategy;
- (ii) approves the launch of a regional Travel Information Gateway Website – [www.tactranconnect.com](http://www.tactranconnect.com); and
- (iii) endorses the appointment of Steer Davies Gleave to develop the website at a cost of £20,000.

## 2 BACKGROUND

2.1 At its meeting on 28 October 2008 the Partnership approved sub-strategies for Walking & Cycling; Buses; Park & Ride; and Travel Information, which detail specific proposals and Action Plans in support of the RTS in these key elements of the Strategy (Report RTP/08/28 refers).

2.2 Each of the sub-Strategies sets out Planning Objectives which support and contribute to the over-arching RTS Objectives, along with an Action Plan setting out High, Medium and Low Priority Actions which the Partnership will pursue. The Travel Information Strategy has 3 key strands which are summarised briefly below :-

- **informing travel choices and awareness** – aims to ensure people are better informed of their travel choices and are more aware of where they can access travel information when required either before or during their journey;
- **facilitating modal shift and sustainability** – aims to ensure people are informed of the negative impact their travel mode may have and are able to access the information they require to make more sustainable travel choices;
- **making efficient use of the transport network** – aims to ensure that travel information plays its part in ensuring that the transport system is operating to its maximum efficiency.

- 2.3 At its meeting on 23 June 2009 the Partnership approved a 2-year Revenue Budget for 2009/10 and 2010/11 for RTS development and implementation, utilising allocated Scottish Government Grant in Aid funding (Report RTP/09/30 refers). £70,000 of the Revenue Budget was allocated to developing the Travel Information Strategy. This allowed for development of a Regional Bus Information Strategy; investigation into the potential for expansion of Real Time Passenger Information at key interchanges and at bus stops, particularly in the Perth & Kinross and Stirling areas; and the undertaking of an investigation into the development of a regional travel information database and journey planner, based on development of existing local and national systems such as dundeetravelinfo.com and Traveline Scotland. All of these proposals were identified as priorities within the Travel Information Strategy.
- 2.4 At its meeting on 15 December 2009 the Partnership approved a re-profiling of Revenue expenditure, adjusting the allocation for Travel Information Strategy to £50,000 (Report RTP/09/45 refers). This report also informed the Partnership that the revised 2009/10 work programme for Travel Information Strategy would concentrate on two main actions: the development of a travel information web “gateway” site and completion of a Regional Bus Information Strategy.

### **3 DISCUSSION**

#### Travel Information Gateway Website

- 3.1 The Travel Information Strategy recognises that a lack of knowledge and information on travel choices can act as a real barrier to efficient use of the transport network and aims to increase the population’s knowledge of their travel alternatives, enabling them to make more effective use of existing transport infrastructure and services, by improving the availability and quality of information. A key element in achieving this aim is providing web based travel information.
- 3.2 Work has been ongoing to improve the provision of and access to travel information on computer websites and in particular to integrate multi-modal regional and local information with national public transport information, to provide seamless web access for all transport information needs. Building on their experience of developing Dundee City Council’s dundeetravelinfo system, further development work they are doing with the Council on this, and previous similar work with Traveline elsewhere in the UK, consultants Steer Davies Gleave were commissioned to assist in developing a regional web-based portal covering all relevant travel information sources.
- 3.3 A regional web “gateway” has been developed that utilises existing travel information from national and local websites and tailors the information to regional and local needs providing information on all modes of transport (bus, rail, walk, cycle, car, motorcycle, air, taxi) within, to and from the Tactran region. The web “gateway” can provide travel information (for example car park location, capacity and tariffs) at a level of detail that a national website is unlikely to be able to provide, but also has sufficient geographical coverage to provide for longer journeys (such as commuting journeys) than a local authority website on its own can provide.
- 3.4 The public transport journey planner on the web gateway has been developed in partnership with Traveline Scotland and the website in general has been developed to complement national travel websites and to offer a “one stop shop” for all multi-modal transport needs.

- 3.5 The Tactran travel information website will be branded “tactranconnect” with the website address [www.tactranconnect.com](http://www.tactranconnect.com). A demonstration of the “tactranconnect” website will be given at the meeting.
- 3.6 Tactranconnect is programmed to go live during Spring 2010 and the Partnership is asked to approve the launch of the website.

#### Regional Bus Information Strategy

- 3.7 Initial work on the development of a Regional Bus Information Strategy (RBIS) was undertaken as part of the RTIS, but completion of this was deferred pending the outcome of related work on the national Buses Action Plan, which has now been published. Consultants MVA developed the initial work on the RBIS and have been commissioned to complete this work by 31 March 2010. The RBIS will also act as the Local Bus Information Strategy for Dundee, Perth & Kinross and Stirling Councils. Angus Council’s Bus Information Strategy was approved in April 2005.
- 3.8 MVA have reviewed their initial work in light of emerging neighbouring RTPs’ Bus Information Strategies and the most up to date guidance published by Scottish Government. A series of focus groups, one in each Council area, have been held with community and equality groups as well as organisations with interests in bus service information. On-street questionnaire surveys have been conducted throughout the region to collect feedback from bus users and non-users. The adverse winter weather has affected the timing of the consultation process. Nevertheless, it is intended to complete a final draft version of the RBIS by the target date and report on this to the Partnership meeting on 15 June 2010.

#### Other Initiatives

- 3.9 Other related initiatives include work on employee promotional material, to raise awareness of Tactran’s Travel Planning Toolkit and “tactranconnect” website.

### **4 CONSULTATIONS**

- 4.1 This Report has been developed in consultation with partner Councils through the Transportation Officers Liaison Group, the Public Transport Officers Liaison Group and the Chief Officers Liaison Group, who are in agreement with the proposals.

### **5 RESOURCE IMPLICATIONS**

- 5.1 The total costs of implementing the Travel Information Strategy actions described within this report are anticipated to be in the order of £53,000, which will be contained within the 2009/10 RTS Implementation Budget, as discussed in a separate report.
- 5.2 The cost of developing the Travel Information Gateway Website “tactranconnect” is anticipated to be £22,500 of which £2,500 relates to development costs for integration with Traveline Scotland. An additional £2,500 is allocated for a marketing launch of the website in 2009/10. The Partnership is asked to endorse the appointment of Steer Davies Gleave to undertake this development work at a cost of £20,000, as discussed in the report. Further financial allocation for marketing the website will be required in 2010/11. In addition, the annual cost of maintaining the website is anticipated to be around £5,000, including staff costs.

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**NOTE**

Background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (and not containing confidential or exempt information) were relied on to a material extent in preparing the above Report:

Tactran Travel Information Strategy

Report to Partnership RTP/08/28, Regional Transport Strategies Sub-Strategies, 28 October 2008

Report to Partnership RTP/09/30, 2009/10 and 2010/11 Revenue Programme, 23 June 2009

Report to Partnership RTP/09/45, Revenue Budget Monitoring 2009/10, 15 December 2009