



Planning Public Transport

2 Day Programme



Overview

High quality public transport plays an essential part in ensuring the mobility of those without access to cars, and tackling adverse side effects of cities' and towns' dependence on the car such as traffic congestion and carbon emissions. The course will focus on the bus market in the UK, and the role of public transport service planners and operators in providing effective public transport services, including recent changes in government policies.

This two-day course provides a practical guide to the market served, costing, operations planning, demand forecasting and economic appraisal methods for the development of public transport services. It includes a 'hands on' exercise, using given data for an expected demand level, vehicle costs, round trip times, etc. to estimate total and unit costs of producing a bus service.

Day One

- Public Transport Market Structure and Trends: From sources such as operator data and NTS. Variations by mode (bus, rail, taxi) and market sector. Recent changes, especially those arising from health and economic disruptions.
- Cost Structures and Cost Allocation Methods: Indicators of transport provision and use
- Measuring Usage of Public Transport Systems: Smartcard data. Inference of O&D patterns, user trip rates, distribution by time of day. Relationships with traditional data collection methods.
- Network Planning Issues: Including determination of service frequency and running times. Role of accessibility on foot, and stop/ station spacing. London approach versus deregulated commercial network. Variations by time period.
- Indicators of Service Quality and Reliability
Interactive Exercise: Using given data for an illustrative urban bus service, to calculate resources required, costs, and effects on demand of changes in service frequency.

Day Two

- Factors Affecting Demand: Especially car ownership and other external factors. Impacts of service frequencies and fare levels on demand. Generalised

Who should attend

The course is designed for planners and managers in the industry, national, regional and local government, and consultants who deal with short range public transport planning and operations. No advanced knowledge in mathematical methods or computers is required, although a working knowledge of commonly-used spreadsheets (such as Excel) would be useful. It will benefit to practicing public transport professionals or those engaged in transport planning.

Topics covered

- ✓ Urban public transport market structure
- ✓ Government policy changes in public transport
- ✓ Ridership data sources, especially smartcard data
- ✓ Scheduling and costing of services
- ✓ Financial and economic appraisal and project evaluation
- ✓ Demand forecasting
- ✓ Service quality



- cost. Elasticity concepts and values. Monetisation of Benefits. Effect of marketing and branding.
- Effects of Service Quality: 'Soft' versus 'hard' factors. Market segmentation and alternative pricing approaches. Marketing techniques, including individual approaches.
- Demand-Responsive Services: Financial and Economic appraisal in public transport Based on HM Treasury 'Green Book' guidance and DfT's 'TAG' guidance. Concepts of 'value for money', 'best value', and comparisons for uses for public money. 'Soft factors' and the 'new Green Book'. Wider economic effects.
- National Bus Strategy: With a focus on enhanced partnerships and franchising issues and local authority roles. Bus Services Act 2017 powers. The 'Manchester case'. Criteria for monitoring outcomes.

This is a preliminary programme and subject to change

