

### SUMMARY OF THE BETTER BUS AREA GRANT PROJECT.

In March 2012, the Milton Keynes Council was awarded £2.23 million from the Department for Transport's Better Bus Areas Fund to fund a project that will develop Real Time Passenger Information (RTPI) and Marketing initiatives for public transport in Milton Keynes. In addition to these funds, local sources will add another £1.086 million.

The project is to be delivered by March 2014 and the bid was split into six areas, with indicative funding amounts from the grant set out as follows:

- **Develop/expand RTPI in Milton Keynes** (£875,000)
- **Develop smart ticketing** (£100,000).
- **Bus service enhancements** by local contribution from Arriva.
- **Smarter Choices** - delivering bus based personalised travel planning (PTP) packs delivered to all 63,000 households within 400 metres of the 2, 4, 5 and 8 services and to 16,400 employees (accessing the 2, 4, 5 and 8 service corridors) (£475,000); and improving roadside publicity for bus services (£100,000).
- **Interchange improvements** (via improved on street promotion etc) (£340,000).
- **Wayfinding** - Targeted improvements to the walk connections from three inward facing residential areas to 4 major bus routes (running along grid squares) with wayfinding routes developed and implemented in partnership with local residents. Delivery of "AccessAdvisr", a web-site and mobile phone application that aims to 'make difficult journeys easier'. The core focus of AccessAdvisr is on improving the quality and user-focus of accessibility information for people with limited mobility. (£340,000)

These six measures have been carefully developed to work together and address four key "gaps" identified in the bid:

- Better integration of services (less interchange penalty or more direct routes)
- Better, more timely and reliable information (including perceptions)
- Better access directly to residential areas
- Better understanding of how to use the bus for non-users