

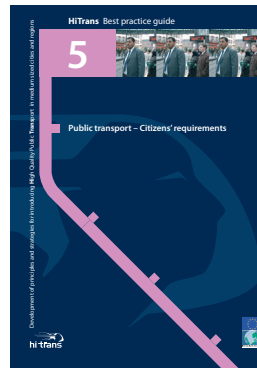
Best practice guide 5 Citizens' requirements

There have been some spectacular cases of cities increasing public transport patronage and achieving a shift from car use to public transport. The gains have been made using both bus and rail-based services, in a variety of regulatory circumstances, and have sometimes been achieved without heavy expenditure. And sometimes the gains have been won in the most unlikely circumstances.

This report investigates what the citizens of medium sized cities require from the public transport system. The report is split into two parts. Part 1 is a desktop study analysing the findings of previous research into the requirements of both users and non-users of public transport. Part 2 presents case studies of medium sized cities and regions that are perceived as being successful in providing high quality public transport.

The latter report presents case studies of 10 such cities and 5 corridors, interviewing the officials concerned to find out how they have done it. The case studies pay careful attention to the local circumstances as well as the public transport service itself.

The report identifies the qualities that have made a difference – things like the fare structure, speed, reliability and frequency. More importantly, it has advice on how to achieve these for those directly involved in providing the service and for the policy-makers who shape the regulatory environment.



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