

Scheme 7. Urban Traffic Control

DESCRIPTION

External consultants will be commissioned to conduct a telematics feasibility study for an Urban Traffic Control (UTC) system within Peterborough to update the previous study completed in June 2000. The study will largely focus on the implementation of a SCOOT (Split Cycle Offset Optimisation Technique) UTC system as well as considering other viable options.

Initially the SCOOT UTC system will be focused on key corridors with the purpose of increasing bus priority and reducing delay times during peak periods. These routes will be based on traffic data and particular congestion problems with public transport vehicles and adhering to timetable schedules. Final route selection will depend upon the outcome of the feasibility study.

UTC system hardware and software will be purchased together with a SCOOT licence, controller modems, SCOOT loops, civil works and provision of private wire transmission lines.

The estimated revenue costs for the initial routes for a four year period are £600,000. This will include communication costs and the cost of specialised staff to operate the system. Exact costs will be dependent upon the completed study.

COSTS

PCC
Funding
£25,000C

PCC
Funding
£250,000C

PCC
Funding
£100,000R

R-Revenue
C-Capital

The key for this **Urban Traffic Control** scheme will be to provide the main bus corridors and congested routes with the initial UTC system. These routes will be directly linked to Real Time Passenger Information therefore providing key, high frequency and reliable routes for bus services.

SCOOT is a fully adaptive control system which uses data from vehicle detectors and optimises traffic signal settings to reduce vehicle delays and stops.

INDICATORS / EVALUATION (Blue text highlights Core Outcome Indicators)

- **Number of Local Bus Passenger Journeys per year**
- **% of trips by each main mode**
- **Total car distance travelled (all trips)**
- Number of signals covered by Urban Traffic Control Scheme



BEST PRACTICE

Journey time surveys in Worcester and Southampton found that SCOOT control reduced delays substantially compared with non co-ordinated signal operation. Typical delay reductions were 23% in Worcester and 30% in Southampton. Reduction of delays and stopping time reduced fuel consumption and emission of hydrocarbons and carbon monoxide. Prioritising public transport vehicles has made the transport environment more equitable and reduced the potential for social exclusion through lack of access to the car.

KEY PARTNERS

- External consultants

Scheme 7. Urban Traffic Control

  Urban Traffic Control Centre	YEAR 1 (04/05) External consultants feasibility study for UTC system within the city. (£25,000C)	YEAR 2 (05/06) Installation of system and undertaking of works on specified routes (£250,000C)	YEAR 3 (06/07)	YEAR 4 (07/08)	YEAR 5 (08/09)	EXIT STRATEGY Further expansion of the UTC network will be funded through the LTP programme. Revenue costs for the current and future UTC network will be funded through the LTP programme.
	Peterborough City Council	£25,000C	£250,000C			

Revenue Bid Funding

Other

Scheme 8. Real Time Passenger Information

DESCRIPTION	COSTS
<p>A quality partnership with the main bus operator will be developed, followed by the introduction of Real Time Passenger Information System.</p> <p>Initially, 20 buses equipped with real time information, and 10 on-street signs, will be rolled out on the main bus corridor. The funding will cover software, project management and system configuration (including main base station) costs. Accurate costing will be dependent upon a full assessment of coverage of base station units for transmission of signals to signs, on-bus units and control centre equipment.</p> <p>Revenue costs will include maintenance of signs and bus units, software, base station licensing and system configuration at a cost of £20,000 per annum for a four year period.</p> <p>The system will aim to incorporate speaking bus shelter signs and on-vehicle displays to enable the blind and partially sighted to travel with confidence. The system will also be linked to the internet to allow access to accurate pre-travel information.</p> <p>Peterborough City Council have been in ongoing discussions with the neighbouring County Councils of Cambridgeshire and Bedfordshire regarding cross boundary compatibility of such a system. The configuration of this will be fully taken into account within this project so as to allow cross boundary compatibility.</p> <p>The supplier of any real time passenger information system will be decided upon completion of a competitive tender process and costs should therefore be treated as indicative.</p>	<p>PCC Funding £250,000C</p> <p>Bid Funding £80,000R</p> <p>Stagecoach Funding £20,000R</p>
<p><i>Accurate, real time information increases confidence and reduces anxiety for the potential public transport user. The provision of an appropriate system for Peterborough through the Real Time Passenger Information (RTPI) Scheme, together with an effective UTC system, will help to make travel by bus, convenient, reliable and economical whilst ensuring that information is disseminated in the most effective way.</i></p>	<p>R-Revenue C-Capital</p>

INDICATORS / EVALUATION (Blue text highlights Core Outcome Indicators)

- **Number of Local Bus Passenger Journeys per year**
- **Number of users satisfied with local bus services**
- **% of trips within city by each main mode**
- To increase the number of Real Time 'on street' signs


BEST PRACTICE

- Poole City Council has a fleet of 152 vehicles and 100 on-street signs with RTPI technology. Access is possible through WAP,PDA and the internet, as well as the on-street signs.

KEY PARTNERS

- Stagecoach
- Other bus operators

Scheme 8. Real Time Passenger Information

 <p style="text-align: center;">Poole - Real Time Passenger Information Display</p>	YEAR 1 (04/05)	YEAR 2 (05/06)	YEAR 3 (06/07)	YEAR 4 (07/08)	YEAR 5 (08/09)	EXIT STRATEGY			
		<p>Initial roll out of 20 buses equipped with real time information equipment and 10 on street signs on the main bus corridor</p> <p>(£250,000C)</p> <p>Revenue costs £20,000R</p>	→	<p>Revenue costs £20,000R</p>	→	<p>Revenue costs £20,000R</p>	→	<p>Revenue costs £20,000R</p>	<p>Further expansion of RTPI will be dictated by the development of quality partnerships and a joined up approach with local bus operators.</p> <p>Bus operators likely to increase funding proportion as a business case can be made for the system.</p> <p>Apportioning revenue costs and capital costs between the local authority and bus operators will be assessed in greater detail in year 2 of the project.</p> <p>Funding to be sought from local businesses and development agreements for on street information signs.</p>

Peterborough City Council	£250,000					TOTAL	£250,000
Revenue Bid Funding	£20,000	£20,000	£20,000	£20,000	£20,000	TOTAL	£80,000
Other (Stagecoach)*	£5,000R 1 day a fortnight	£5,000R 1 day a fortnight	£5,000R 1 day a fortnight	£5,000R 1 day a fortnight	£5,000R 1 day a fortnight	TOTAL	£20,000

R – Revenue Funding C- Capital

Scheme 9. Passenger Information Screens

DESCRIPTION

Passenger information screens will be located in the main shopping centre. By housing such displays within the centre, it will enable people to ascertain travel information before making their way to the interchange point. This will increase travel confidence and allow well informed decisions to be made.

Information screens will display both bus and rail information. Rail information will be displayed on slave monitors fed from the rail station, requiring liaison with both Network Rail and GNER (who run Peterborough Railway Station). Bus time information will be displayed in “real time” where available and timetabled format where not.

The screens will display time of departure, destination, route information and bay or platform number. The screens will not be situated in isolation but with other information such as integrated timetable booklets, map information and an interactive kiosk to access other information on sustainable transport modes.

Opportunity for sponsorship and advertising in the form of scrolling screen displays will be investigated, although information provision will remain the priority.

Maintenance and management of the screen and software to deliver the information will form the revenue cost of the [Passenger Information Screens](#) scheme at approximately £5,000 per year for the four year period. The first year will include for the assessment of siting and display screen technology, along with associated software and hardware systems.

Site and risk assessment will be carried out in partnership with Queensgate Management who control the operation of Queensgate Shopping Centre, (the primary undercover shopping centre in Peterborough).

Integrated travel information will be provided in a convenient location. People will be able to receive all types of travel information before reaching a travel interchange point, therefore allowing informed decisions to be made about travelling time and mode. The key will be in the marketing of this aspect in line with the overall marketing campaign. [Marketing and Promotion](#) scheme will significantly impact upon the success of the [Passenger Information Screens](#) scheme.

COSTS

PCC
Funding
£100,000C

Bid Funding
£25,000R

R-Revenue
C-Capital

INDICATORS / EVALUATION (Blue text highlights Core Outcome Indicators)

- Awareness of Sustainable travel options


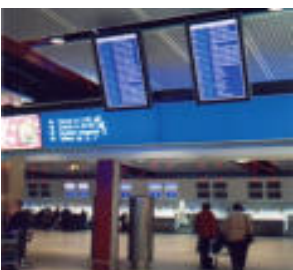
BEST PRACTICE

- The Bullring shopping centre in Birmingham has plasma and touch screens throughout, displaying up to date travel information and providing a journey planning service. The system is also web enabled: www.bullring.co.uk/website/JourneyPlanner

KEY PARTNERS

- Queensgate Management
- GNER (Great North Eastern Railway)

Scheme 9. Passenger Information Screens

	YEAR 1 (04/05)	YEAR 2 (05/06)	YEAR 3 (06/07)	YEAR 4 (07/08)	YEAR 5 (08/09)	EXIT STRATEGY
 Departure Information		Installation of display screens and integrated information point. (£100,000C)				Development and maintenance costs would be funded through corporate sponsorship / advertising. Updating of display screen technology and enhancements potentially funded through LTP programme.
 Information Displays		Maintenance and management of the screen and software (£5,000R) Assess siting and display screen technology along with associated software and hardware systems. (£5,000R)	Maintenance and management of the screen and software (£5,000R)	Maintenance and management of the screen and software (£5,000R)	Maintenance and management of the screen and software (£5,000R)	

Peterborough City Council	£100,000					TOTAL	£100,000
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Revenue Bid Funding	£10,000	£5,000	£5,000	£5,000	£5,000	TOTAL	£25,000
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Other

Scheme 10. Transportation Interactive Website

DESCRIPTION

The [Transportation Interactive Website](#) scheme will build upon the transportation website (currently being developed by the Passenger Transport Team) to increase interactivity. The main focus will be on interactive mapping that will bring together all the strands of walking routes, cycling routes and information along with bus stops and timetable information. The website will remain dynamic and subject to continual improvement and adaptation. Feedback from the travelling public and user groups will be encouraged, so as to keep the website at the forefront of integrated, sustainable travel information.

The most important emphasis will be easy access to travel information for people visiting the city. The aim will be to provide seamless links into existing national websites such as those provided by Network Rail and *traveline*, at the same time as providing local information and personalised travel planning.

Consultation with user groups will provide information on what people want to see on the website and how they want to use it. Results from this initial study will provide important information for the continual development process. Consultation and feedback will become a permanent and important feature of the website.

Alternative languages and accessibility options, along with other forms of interactivity recommended by the consultation exercise, will be provided.

The website will effect annual maintenance costs of £5,000.

The focus of the online information delivered through the [Transportation Interactive Website](#) scheme will be on accessibility and usability. People need to be able to find key information quickly and easily to enable travel decisions to be made. The website's structure will be dynamic in that it will be continually updated and developed in response to public consultation and feedback.

COSTS

Bid Funding
£5,000R

PCC
Funding
£50,000C

Bid Funding
£20,000R

R-Revenue
C-Capital

INDICATORS / EVALUATION (Blue text highlights Core Outcome Indicators)

- Awareness of Sustainable travel options
- Number of users accessing [Transportation Website](#)


BEST PRACTICE

- Barcelona operates an excellent journey planning service on its website. The service is aimed at tourists could easily be used by local people travelling around the city too www.tmb.net/en_US/home.jsp

KEY PARTNERS

- *traveline*
- Local Bus Operators

Scheme 10. Transportation Interactive Website

	YEAR 1 (04/05)	YEAR 2 (05/06)	YEAR 3 (06/07)	YEAR 4 (07/08)	YEAR 5 (08/09)	<u>EXIT STRATEGY</u>
 <p>Peterborough City Council Transportation Website</p>	<p>Consultation and user group study (£5,000R)</p>	<p>Development of website (£20,000C)</p> <p>Annual updating costs (£5,000R)</p>	<p>Development of website (£10,000C)</p> <p>Annual updating costs (£5,000R)</p>	<p>Development of website (£10,000C)</p> <p>Annual updating costs (£5,000R)</p>	<p>Development of website (£10,000C)</p> <p>Annual updating costs (£5,000R)</p>	<p>Development and updating costs will be reduced as the majority of this work will have been undertaken in the 5 year project period.</p> <p>Updating costs will be funded through corporate sponsorship and advertising.</p>
Peterborough City Council		£20,000	£10,000	£10,000	£10,000	TOTAL £50,000
Revenue Bid Funding	£5,000	£5,000	£5,000	£5,000	£5,000	TOTAL £25,000
Other						

Scheme 11. Interactive Kiosks

DESCRIPTION

The interactive kiosks will be located in key locations within the city to maximise accessibility and will include the bus station, rail station, information centre, Central Library, Town Hall and other Council offices. Initially six kiosks will be installed.

Interactive kiosks will present information generated through the **Transportation Interactive Website** scheme in a touch screen layout to increase accessibility. A keyboard will also be provided to input more detailed information. The emphasis will be on usability so that people will not require any computer experience to navigate through to the desired information.

Each kiosk will be equipped with printing options, a hearing loop facility, and multilingual capabilities to widen the accessibility of sustainable travel information within the city. There will be a full reporting and monitoring system to allow information to be gathered for evaluation and development purposes.

The **Interactive Kiosks** scheme will incorporate an extensive maintenance package and include the cost of developing the sites to incorporate more information and interactivity options.

The key attributes of each kiosk will be :-

- High quality and durable
- Vandal proof
- Reliable and responsive technology
- Multilingual
- Searchable and easily updateable
- Easy to use customisable interface
- User friendly interactive experience

The branding and livery of the kiosks will be linked to the overall marketing and promotion of the project thereby enabling easy recognition of sustainable travel information points.

The kiosks will be integrated with other travel information including, guides, maps and timetables and will form a recognised branding that will be applied across the entire project.

COSTS

PSA
Funding
£60,000

Bid Funding
£25,000R

R-Revenue
C-Capital

INDICATORS / EVALUATION (Blue text highlights Core Outcome Indicators)

- Awareness of Sustainable travel options
- Number of users accessing 'Interactive Kiosks'

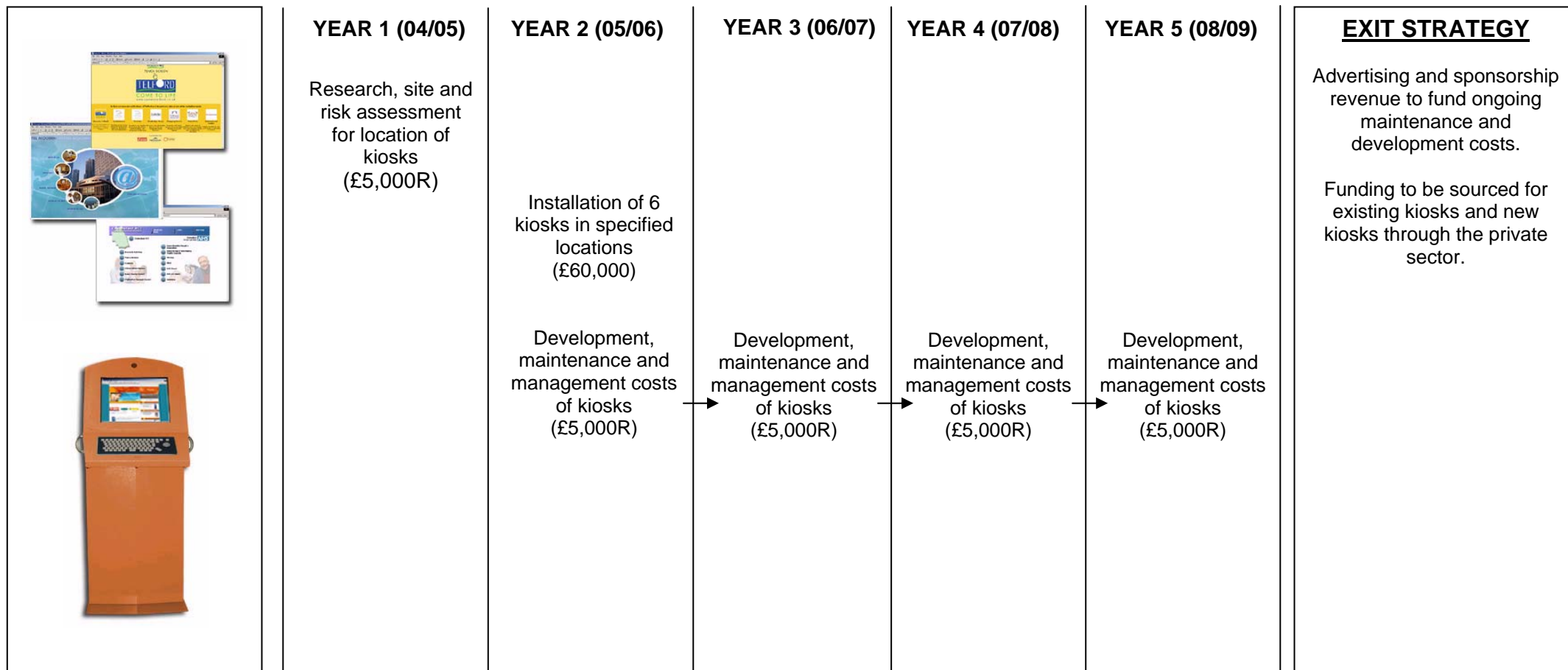
BEST PRACTICE

- Bristol installed i+ touch screens at locations across the city as part of the Bristol Legible City project. The kiosk provide information about the immediate vicinity but could be adapted to include travel information.

KEY PARTNERS

- Queensgate Management

Scheme 11. Interactive Kiosks



Peterborough City Council

Revenue Bid Funding	£5,000	£5,000	£5,000	£5,000	£5,000	TOTAL	£25,000
Other (PSA Funding)		£60,000				TOTAL	£60,000