Implementation toolkit to promote local authority support for low carbon emission buses

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Strata
strategic transport advice

Quality, Innovation & Originality

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Presentation Overview

- Key objectives

- The brief

- Methodology

  - Background research

  - Interviews and Reporting

  - Developing toolkit structure & text

  - Developing toolkit design & layout

- Draft product – current examples

- Steps to completion

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Key Objective

To create a working Toolkit for use by LTAs to encourage opportunities for Low Carbon Bus (LCB) provision.

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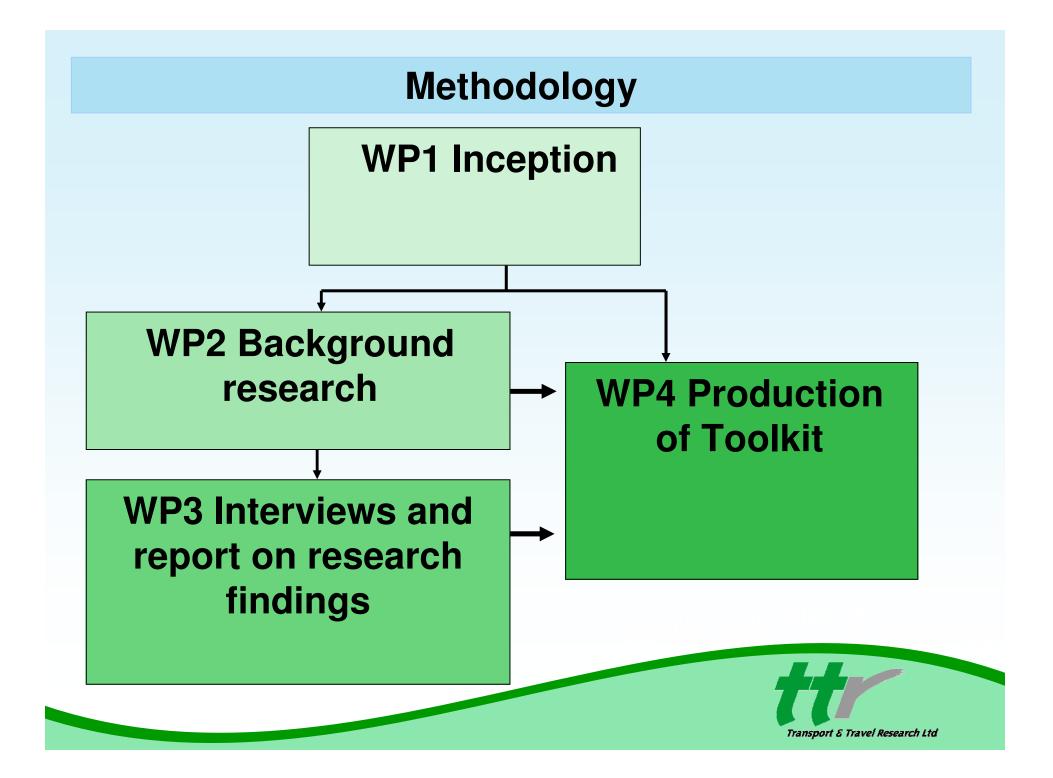
The research brief & how TTR/Strata addressed it

Requirements

- Demonstrate / explain how LTA Regs affect LA's green transport options

- Guide to LTA 2008, including examples

- Toolkit on LCB micro-site

- Hard-copy print-ready

- An attractive, informed and "user friendly" format

- List of contacts / influencers (for future use by LowCVP)

Key issues

- How can LCB become a mainstream choice?

- Experience & opportunities of Legislation and Regs?

- Experience & lessons of Green Bus Fund

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Methodology

WP1 Inception

WP2 Background research

WP3 Interviews and report on research findings

WP4 Production of Toolkit

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WP2 Background - Local Transport Act 2008

- Enabling legislation covering wide area of local transport responsibilities.

- Much of the bus legislation sought to address non take-up of Transport Act 2000 powers.

- Essentially a "rebalancing" piece of legislation – slightly more power to local authorities. Modest reform of TCs.

- Strengthened role for local government in defining partnership and franchising approaches.

- Other 'instruments' also remain available.

Funding, value for money & risk management remain the keys to unlocking the opportunities.

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Methodology

WP3 Interviews & Report Findings

A. Develop Interview Guide

B. Define Participant list & gain agreement

C. Conduct Interviews & prepare meeting notes

D. Case studies (hardcopy & web)

WP3 Interview methodology

- 18 organisations with 60 – 90 minutes in-depth

- TfL, PTE, County and City Councils, regional Partnership, Bus Operators

- Talked to GBF winners (LTA and Operator) and PT officers in regions where LTA colleagues bid, and also where Operators were winners

- Interviews took place in February and March 2011

WP3 Interview topics

To understand the practical challenges for LCB, supplementing knowledge of study team.

- What makes LCB attractive?

- What are the barriers? Real or imagined?

- Early success stories & Possible problem areas

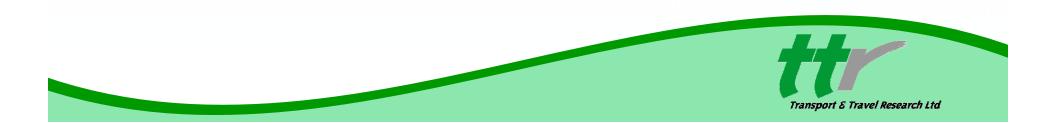- What has worked in the past? Sound process and partnership buy-in?

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Methodology

WP4 Production of Toolkit

A. Structure & Text
(the "copy')

B. Design & layout
("how it looks")

C. **hardcopy**

D. **web based**

WP4 Toolkit Structure & Text

- Concentration on Opportunities

- Self-contained units of information

- Supporting information and links to LowCVP LCB micro-site

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WP4 Toolkit Design & Layout

- Strong visual

- Easy to read

- Directory/ reference style

WP4 Hardcopy & Web Product

- One product, works for both users

- PDF based

- User-updateable

- LowCVP adaptable

- Links to external references

Steps to Completion

- Final copy

- Final design

- Fine-tuning (minor)

- Toolkit components produced for LowCVP distribution (October)

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Thank you

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