



GUILDFORD PARK & RIDE PASSENGER SURVEYS & USAGE

SURREY COUNTY COUNCIL LOCAL COMMITTEE (GUILDFORD)

21st JULY 2005

KEY ISSUE

This report reports on surveys carried out into the views of passengers about the Park and Ride services, and into the demand for those services. It recommends modest increases in the Park and Ride bus fares.

SUMMARY

The report summarises the findings of the Park and Ride bus passenger survey undertaken during October 2004 and the increase in passenger usage. It notes that fares were last increased during March 2003 and recommends an increase from 1 October 2005.

Report by

LOCAL TRANSPORTATION DIRECTOR

Surrey Atlas Ref.

Pages 108, 109 and 130

GUILDFORD B.C. WARD(S)

N/A

COUNTY ELECTORAL DIVISION(S)

N/A

OFFICER RECOMMENDATIONS

The committee is asked to agree:

- (i) that the results of the Park & Ride surveys, including the usage of the Guildford Park & Ride services, be noted.
- (ii) that the revised fares as set out in this report take effect from 1 October 2005.

INTRODUCTION and BACKGROUND

- 1 Surrey County Council (SCC) has commissioned a series of qualitative surveys that would provide detailed information on the views of the users of the park & ride services. Surveys were conducted on all services (Route 100 Spectrum, Route 101 Ladymead and Route 200 Artington). These were carried out during October 2004, prior to the introduction of the new fleet of Park & Ride buses. A copy of the survey form is attached as **ANNEXE 4**.

SURVEY ANALYSIS

Response Rates, Journey Purpose & Frequency of Use

- 2 Interviewers collected the views of 915 respondents over a 3 day period (Tuesday, Thursday and Saturday). There was a good distribution across the age spectrum (17 – 65+), but the overwhelming majority of respondents (78%) were female. This reflects the expected pattern of bus usage. Shopping (52%) and work (38%) were the most common purposes of journeys made using the park and ride service, and the majority of respondents reported regular use of the park and ride scheme (73% used it once a week or more, with 27% using it 5-7 days a week). Only 10% used the service less than once a month or as a one-off use. 123 respondents had some kind of encumbrance (shopping bags, pushchair, walking stick etc). Full details are shown in **ANNEXE 1**.

Reasons for choosing Park and Ride

- 3 Overall, convenience (79%) and low price (62%) were the two most commonly cited reasons for using the service. Additional reasons included the expense of parking in Guildford town centre (7%), and a lack of parking spaces (6%). All other responses were reported by 3% of respondents or fewer.
- 4 Respondents using the service for work were most likely to report low cost as a reason for choosing park and ride (74%, compared to 62% overall). Passengers using the service for shopping were more likely to report convenience (88%, compared to 79% overall).
- 5 Respondents using the service most frequently (5-7 days a week) were more likely to report low cost as a reason for choosing park and ride (73%, compared to 62% overall). Respondents using the service on a less frequent basis were more likely to cite convenience.

Attitude Questions

- 6 There was a generally very positive response to the park and ride service. 100% agreed that the service gave value for money (99% strongly agreed), and also that the buses are easy to get on and off. 97% were happy with the park and ride site that they used, and thought that the buses ran often enough. Full details are shown in **ANNEXE 1**.
- 7 Least agreement was reported to statements concerning directions to the park and ride sites (85%) and passenger information at the bus stops (88%). However, these two also had a greater number of respondents indicating that the statement did not apply to them (those who knew the sites well and therefore who had no need for directions, and those who do not look at the timetables).

Site-specific results

- 8 **Spectrum Service 100:** generally, this service received high levels of agreement with the statements. However, agreement to the statement 'the bus usually runs on time' was lower compared to the two other services (82%, compared to 91% overall). This route was most heavily dominated by users going to work, and it is therefore probable that they were most affected by rush hour traffic. Indeed, a significant amount of the negative responses to this question were received from workers, and it therefore appears that there is a need to review the timetable and/or the bus route for this site to take account of delays caused by heavy traffic. The buses currently run via Stoke Road, Chertsey Street and North Street; it is possible that, with the completion of the Woodbridge Road bus lane during 2005/06, diversion of the buses to this route would reduce delays and help bus services to run to schedule. Against this, it would no longer be possible to pick up and drop off passengers at the top end of the town as at present.
- 9 **Artington Service 200:** again, there was a high level of positive agreement achieved for most aspects of the service. It was the comfort of the buses which received least agreement (88%). It should be noted however that this survey was carried out before the new buses were introduced. Despite this service having heavy usage by workers, it received a positive response to the statement 'the bus usually runs on time' (97% agreed, compared to 91% overall). This may be due to the location of the site.
- 10 **Ladymead Service 101:** as a Saturday only service, the number of respondents using the 101 was lower than that from other sites. 79% of passengers travelled for shopping purposes, with almost half (48%) using the site every Saturday. Fewer passengers at Ladymead (70%) thought this site was convenient, reflecting the highway constraints which make this site the least easy to reach by car.

PASSENGER USAGE

- 11 The number of passengers travelling on the Park & Ride buses continues to increase, and have recorded significant rises on both the Spectrum and Artington services. During 2004/05:
- 312,972 journeys were made on Service 100 (Spectrum to Town Centre), an increase of 32% on 2003/04;
 - 401,000 journeys were made on Service 200 (Artington to Town Centre), an increase of 21% on 2003/04;
 - 17,062 journeys were made on the Saturday only Service 101 (Ladymead to Town Centre), an increase of 3% on 2003/04.

These increases could be accounted for in part by the revised marketing and promotion of the Park & Ride bus services and the introduction of the fleet of new buses. **ANNEXE 2** contains information on passenger usage at all three sites since 1999.

PASSENGER ORIGINS

- 12 Plans showing the origins of passenger using the 3 Park and Ride sites are attached as **ANNEXES 3A, 3B and 3C**.
- 13 In the case of the Spectrum site, many passengers live very close to the site, suggesting that free parking and the frequency of the bus services are a material factor in their decision to use the route. Others are broadly spread to the east, north-east and north. It must be expected that some of these users will be extracted by the Merrow site when it comes into operation next year, while others may find a future site on the A322 or A320 more attractive. Few users seem to be approaching from the A3 to the north-east, or the A3 and A31 to the south-west.
- 14 Users of the 101 Ladymead service are much fewer in number, but their geographical distribution is broadly similar to that of the Spectrum site, as might be expected.
- 15 The majority of users of the Artington site approach from the south, with origins mainly in Waverley borough or West Sussex

FARES

- 16 The funding of the Park & Ride services is derived principally from Surrey County Council's CPZ on-street parking surplus, together with contributions from Guildford Borough Council (in relation to the Spectrum site) and from the fares revenue received on-bus. No charge is made for car parking at the Artington, Ladymead, Spectrum and University car parks, and passengers pay a fare to travel as they board the bus.

17 The current fares charged on the park & ride services were last revised on 1 March 2003. Since this date car parking charges have increased at a number of locations within Guildford and bus fares on the commercial bus network in the area have risen annually, with the latest scheduled for July 2005. It is therefore proposed to increase the fares on services from Artington, Spectrum and Spectrum by 10 pence per single adult journey from 70 pence to 80 pence, and 20 pence return thus increasing the fare from £1 pence to £1.20, with effect from 1 October 2005.

18 The following table provides a comparison of current and proposed fares:

Ticket type	Current Fare	Revised Fare w.e.f. 1 October 2005
Adult single	70p	80p
Adult return	£1.00	£1.20
OAP single	35p	40p
OAP return	50p	60p
Weekly ticket (for Spectrum and Artington)	£4.00	£4.80
Monthly ticket (for Spectrum and Artington)	£14.00	£17.00

19 It is the view of officers that this increase will have minimal impact upon demand for park and ride amongst existing and potential users, and will continue to represent excellent value for money. The additional farebox revenue generated will also assist by reducing pressures on budgets. The following table shows the effects that the proposed increases will have on revenue and the net cost of the service.

	Gross Cost	Farebox Revenue	Net Cost
2004/05 outturn	£529,879	£318,940	£210,939
2005/06 (no fare increase)	£547,000	£319,000	£228,000
2005/06 (fare increase Oct. 2005)	£547,000	£342,000	£205,000
Full year (with fare increase)	£547,000	£365,000	£182,000

Projections are 'like for like' comparisons, and assume no change in costs or patronage, and ignore Merrow Park and Ride (due to commence Spring 2006).

- 20 It is suggested that the increased fares be applied only to existing services, and that the new Merrow Park and Ride service, which is expected to commence in Spring 2006, should initially charge the current fares. The business case for the Merrow project was based on these fares. The modest differential between the fares from Merrow and the other sites will help to establish the Merrow facility, and may discourage users from the A25 / A246 corridors from continuing to use the Spectrum site rather than Merrow. It is not intended that the differential be maintained in the long term.

SUMMARY AND REASONS FOR RECOMMENDATIONS

- 21 The Guildford Park and Ride services continues to be a success, demonstrated through the positive passenger survey and the increasing passenger usage. The proposed fares revision will increase farebox revenue derived from these services, thus reducing pressure on the relevant budgets, and without damaging passenger demand for the Park & Ride services.

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BACKGROUND PAPERS: None

RESULTS OF PARK AND RIDE PASSENGER SURVEYS

(Total respondents – 915)

Gender	All Routes	Route 100	Route 101	Route 200
Male	22%	24%	27%	21%
Female	78%	76%	73%	81%

Q2 : Age	All Routes	Route 100	Route 101	Route 200
17 – 24	14%	19%	12%	11%
25 – 44	29%	30%	28%	29%
45 – 64	34%	28%	36%	38%
65+	23%	24%	24%	22%

Q3 : Journey Purpose	All Routes	Route 100	Route 101	Route 200
Work	38%	50%	13%	34%
Shopping	52%	35%	79%	58%
Education	3%	5%	1%	3%
Other	9%	13%	7%	7%

(Multiple responses, therefore total is greater than 100%)

Q4 : Frequency of use	All Routes	Route 100	Route 101	Route 200
5 - 7 days a week	27%	40%	0%	24%
2 - 4 days a week	22%	22%	0%	25%
Once a week	24%	16%	48%	24%
Monthly	18%	14%	26%	19%
Less than once a month	8%	6%	20%	8%
One off use	2%	2%	6%	1%

Q5: Have you parked here today?	All Routes	Route 100	Route 101	Route 200
Yes	97%	94%	94%	99%
No	3%	6%	6%	1%

Q6 : Reason for choosing park and ride	All Routes	Route 100	Route 101	Route 200
Convenient	79%	73%	70%	83%
Cheap	62%	67%	43%	62%
No time constraint	3%	3%	1%	4%
Good service (frequent etc)	3%	3%	2%	3%
Use facilities near car park	1%	2%	-	-
Enjoy the bus ride	1%	-	1%	1%
Recommended by others	1%	1%	2%	1%
More frequent/convenient than local buses	0%	1%	-	0%
Good links with other bus services	0%	-	1%	-
No parking at workplace	2%	4%	-	1%
Not enough parking spaces in Guildford	6%	5%	15%	5%
Congestion in Guildford	1%	1%	7%	1%
Too expensive to park in Guildford	8%	10%	7%	6%
Close to home	1%	2%	-	1%

(Multiple responses, therefore total is greater than 100%)

RESULTS OF PARK AND RIDE PASSENGER SURVEYS (continued)

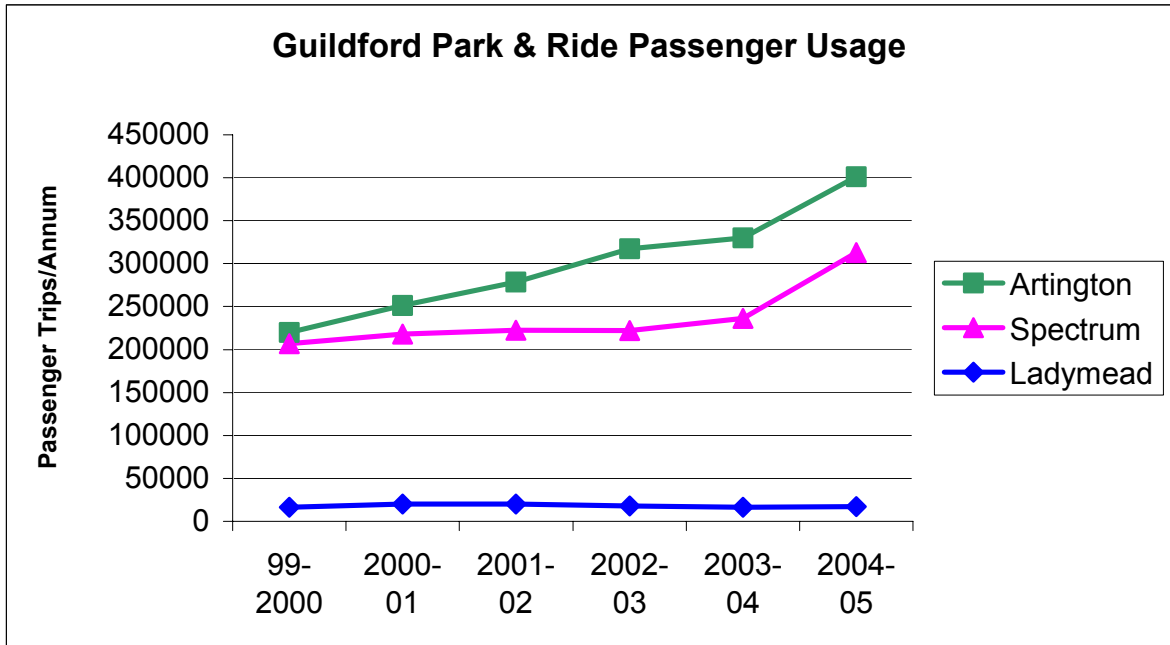
Q7 : To what extent do you agree with the statement:

	Overall agreement	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Does not apply
The directions to the car park are easy to follow	82%	54%	31%	0%	2%	1%	11%
I am happy with the Park & Ride site	95%	66%	31%	0%	2%	0%	1%
The passenger information is easy to understand	87%	58%	30%	1%	1%	0%	11%
The bus usually runs on time	88%	58%	33%	3%	3%	0%	3%
The buses run often enough	95%	66%	31%	1%	2%	0%	0%
The buses are easy to get on and off	100%	72%	28%	0%	0%	0%	0%
The buses are comfortable	89%	65%	25%	8%	1%	0%	0%
The bus drivers are helpful	91%	64%	29%	5%	2%	0%	0%
The Park & Ride service gives value for money	100%	99%	1%	0%	0%	0%	0%

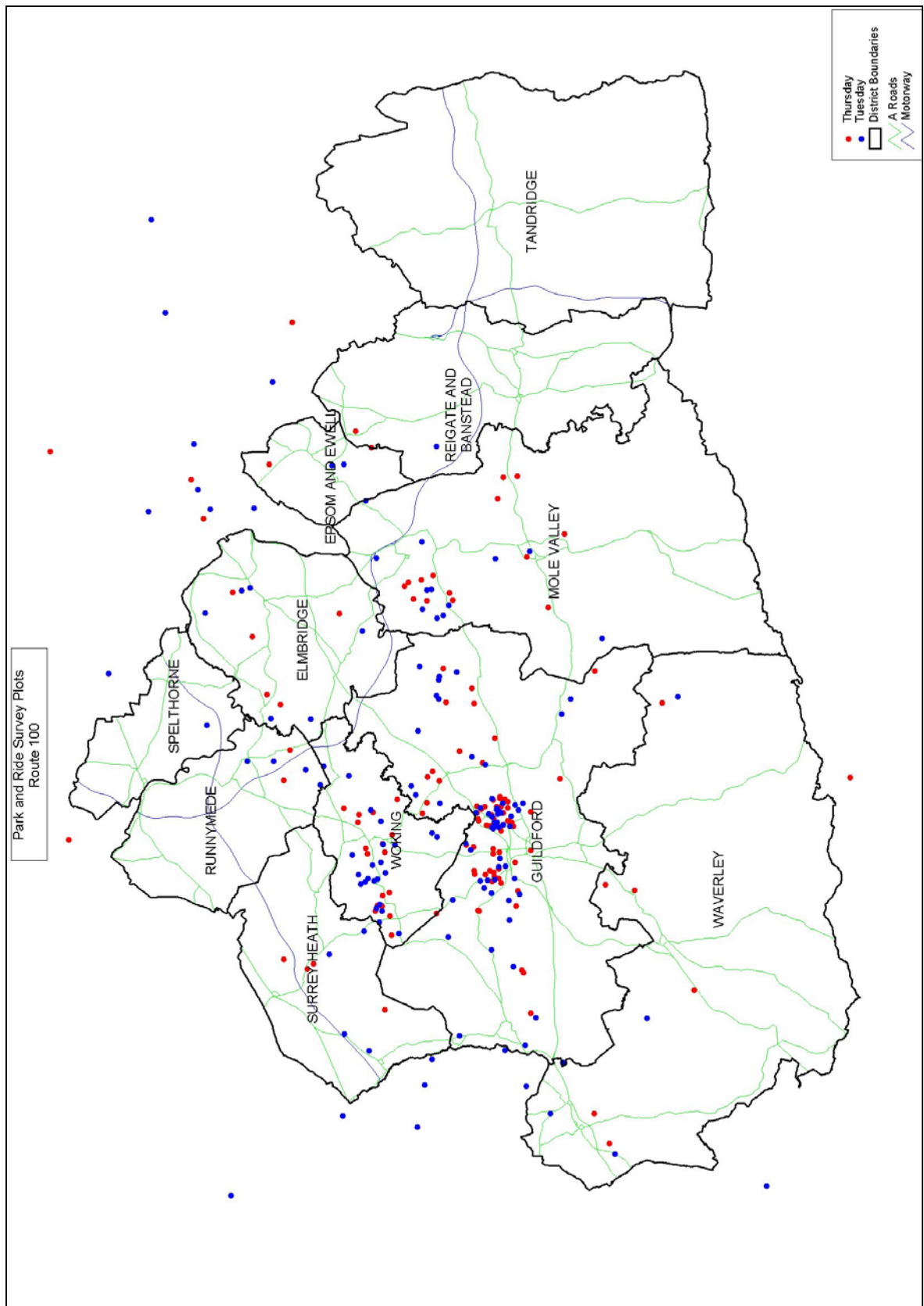
Q8 : Any other ideas or comments to improve the service

Comment / idea	Percentage of respondents
More / bigger spaces	30%
Extension of existing timetabled hours	7%
Improvements to Guildford bus station e.g. cleaner, better lighting	7%
Presence or enlarging of bus shelter	5%
More buses at peak times	5%
Better facilities at site (e.g. vending machines)	3%
Sunday / Bank holiday service	3%
Better / more accurate advertising	3%
More accurate information boards at stops	2%
Clearer directions to park and ride sites	2%
Car parks divided into zones	1%
Better facilities on buses (e.g. seat belts, working heating)	1%
Additional stops (at college, university and railway station)	1%
Drivers being more courteous and not speeding	1%
Maintaining reliability in afternoon	1%
A free service	1%
Clearer signage / parking in car park for those with special needs	1%
An additional site at Merrow	1%

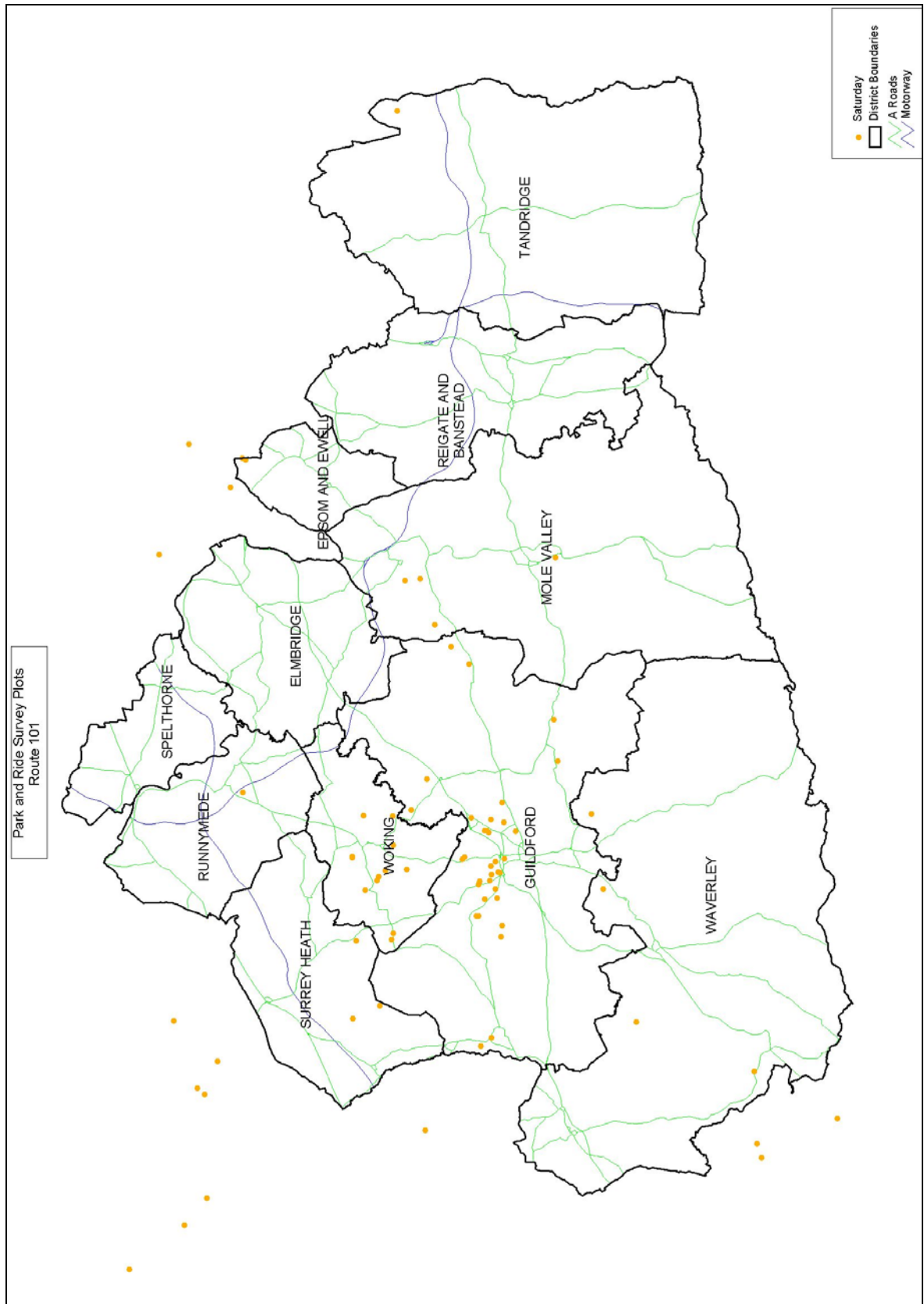
PARK AND RIDE PASSENGER USAGE 1999 TO 2005



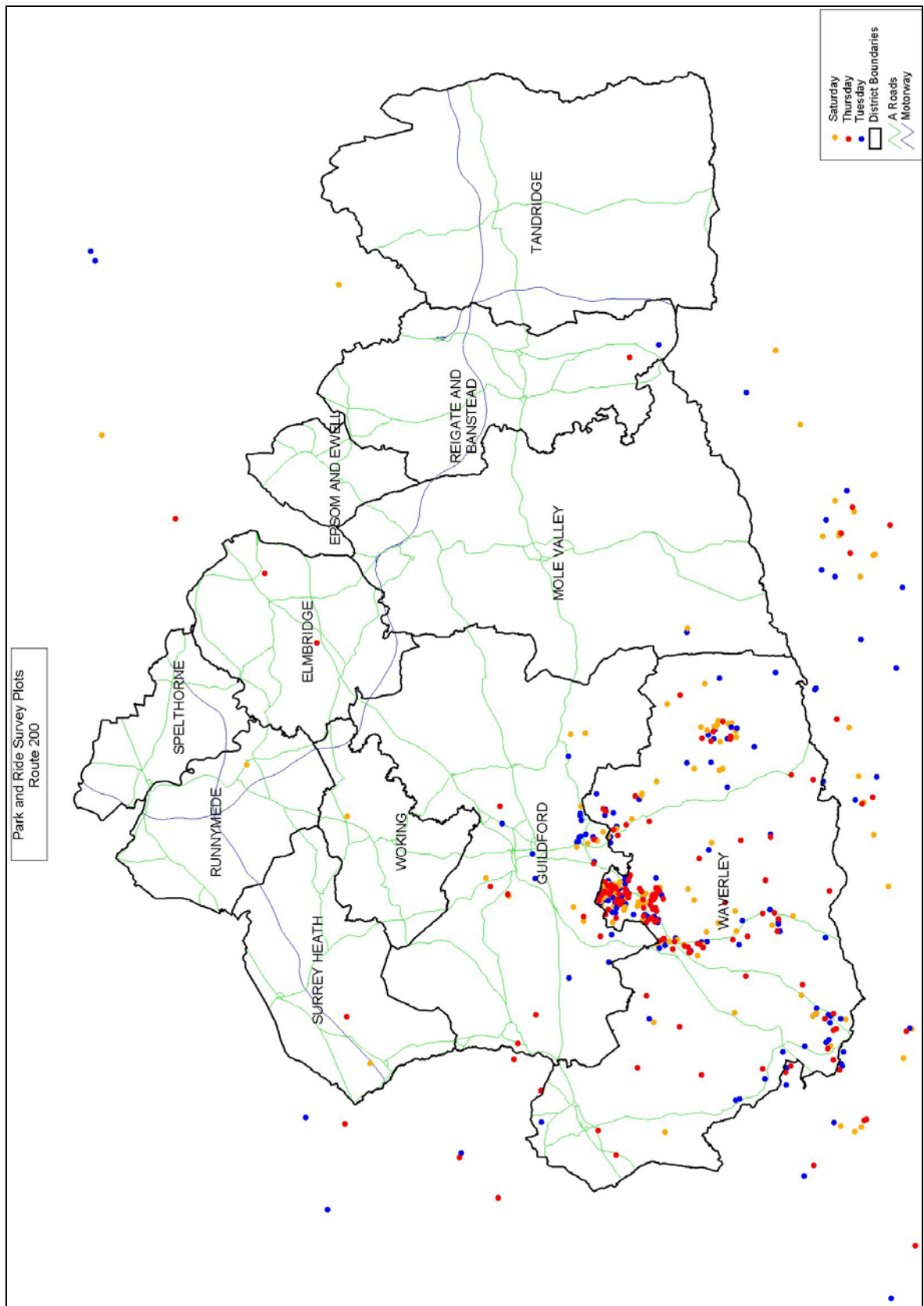
PASSENGER ORIGINS – ROUTE 100 (SPECTRUM)




PASSENGER ORIGINS – ROUTE 101 (LADYMEAD)



PASSENGER ORIGINS – ROUTE 200 (ARTINGTON)



COPY OF SURVEY FORM



Interviewer _____ Time _____

Park & Ride Bus Passenger Interviews

Route
 100..... 101..... 200.....

Day
 Tues..... Thurs..... Sat.....

Boarding
 Spectrum..... Artington..... Ladymead..... G'ford Bus Stn

Note gender
 Male..... Female.....

If present: Wheelchair..... Shopping trolley.....
 Bulky bags..... Pram / pushchair.....
 Walking stick..... Small children (not in pram etc.).....

Hello, I'm here on behalf of Surrey County Council. They need to gather some feedback from bus users regarding the Park & Ride services. Can you spare 5 minutes to help? Thank you.

Q1 Can I take your postcode (or street name if you prefer)? _____

Q2 Can you indicate your age range from the following?
 17 - 24..... 45 - 64.....
 25 - 44..... 65+.....

Q3 What is the purpose of your journey today?
 Work..... Education.....
 Shopping..... Other.....
 Please specify _____

Q4 How many days a week do you normally use this service?
 5 - 7 days a week..... Monthly basis.....
 2 - 4 days a week..... Less than once a month.....
 Once a week..... One off use.....

Q5 Have you parked here today?
 Yes..... Go to Q6 No..... Go to Q7

Q6 What made you choose the Park & Ride? _____

Please state the extent to which you agree or disagree with the following statements: whether you agree strongly, tend to agree, neither agree nor disagree, tend to disagree, strongly disagree, or whether they do not apply to you at all

Q7 To what extent do you agree with the statement:

	Strongly AGREE	Tend to AGREE	Neither Agree nor Disagree	Tend to DISAGREE	Strongly DISAGREE	Does not apply
The directions to the car park are easy to follow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If unsure or disagree, why _____						
I am happy with the Park & Ride site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If unsure or disagree, why _____						
The passenger information at the bus stop is easy to understand (how to use the service etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If unsure or disagree, why _____						
The bus usually runs on time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If unsure or disagree, why _____						
The buses run often enough	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If unsure or disagree, why _____						
The buses are easy to get on and off	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If unsure or disagree, why _____						
The buses are comfortable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If unsure or disagree, why _____						
The bus drivers are helpful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If unsure or disagree, why _____						
The Park & Ride service gives value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If unsure or disagree, why _____						

Q8 Finally, have you any other ideas or comments, that would improve the service?

Thank you for your time.