
Subject: Appendix 2 : Bus Service Improvement Plan Enhanced Partnership Scheme — BSIP EP Scheme Commitments

Commitments	Description	Obligated party
Fare reduction/simplification	Application of fares reduction	Bus Operators
Business to customer sales and marketing	Delivery of promotional fares activity and behaviour change campaigns	
Business to business sales	Supporting business to business sales via current corporate schemes	
New and improved services	Contract with operators to deliver and secure new and improved services	
Superbus – town network enhancements	Further discussions with the CA to finalise Superbus proposals	
Linkages between bus and urban traffic management and passenger information	Investigate issues between bus/urban traffic management and passenger information and identify solutions to address e.g. locations, resources, responsibilities etc	
Fare reduction/simplification	Development and management of reimbursement scheme	West Yorkshire Combined Authority
Business to customer sales and marketing	Delivery of promotional fares activity and behaviour change campaigns	
Business to business sales	<ul style="list-style-type: none"> • Maintaining capabilities of existing TPN team • Implementing MCard enhancement enabling free tickets for vulnerable people 	
Internal capacity to support fare activity	Recruitment of resource	
New and improved services	Delivery of a five year network plan	
Superbus – town network enhancements	Further discussions with operators to finalise Superbus proposals	

Commitments	Description	Obligated party
Service Innovation (including DRT, mobility hubs)	<ul style="list-style-type: none"> • Procurement of external support to develop mobility hub programme • Explore implementing a further Demand Responsive Transport pilot 	West Yorkshire Combined Authority
Internal capacity to support network management	Recruitment of resource	
Linkages between bus and urban traffic management and passenger information	Investigate issues between bus/urban traffic management and passenger information and identify solutions to address e.g. locations, resources, responsibilities etc	
Safer Travel Campaign with WY Police	Development of a Service Level Agreement with WY Police regarding recruitment of PCSO's	
Internal capacity to support enhanced bus performance management	Recruitment of resource	
Mobility hub development – Phase 1	Supporting procurement of consultancy to develop the mobility hub programme	Borough Council of Calderdale
Linkages between bus and urban traffic management and passenger information	Investigate issues between bus/urban traffic management and passenger information and identify solutions to address e.g. locations, resources, responsibilities etc	<ul style="list-style-type: none"> • City of Bradford Metropolitan District Council • Borough Council of Calderdale • Kirklees Borough Council • Leeds City Council • City of Wakefield Metropolitan District Council
Superbus – town network enhancements	Further discussions with operators to finalise Superbus proposals	
Mobility hub development – Phase 2	Supporting prioritisation phase of mobility hub development	
Bus Priority and related Bus Infrastructure	Development and delivery of bus priority and other related bus infrastructure schemes	