



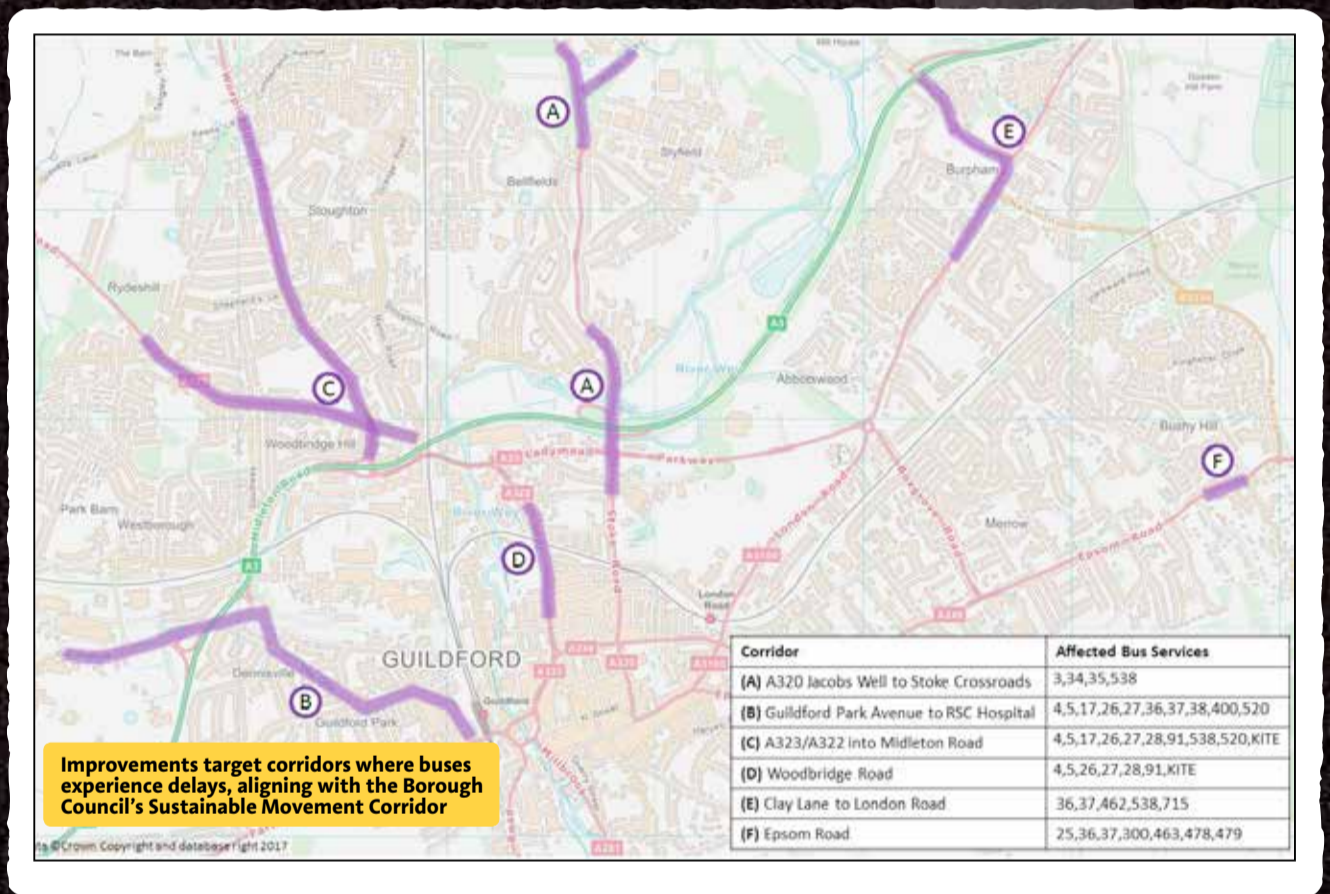
# UNLOCKING GUILDFORD

## IMPROVING OUR BUS NETWORK

Buses are a vital mode of transport for the local area, carrying roughly five million passengers per year and connecting neighbouring towns and villages with Guildford. Every day 15,000 people travel on buses in Guildford, and these numbers are increasing each year.



Delays to bus services make it difficult to meet timetables



### Proposed improvements

We know that having reliable services are essential to passengers, as well as having access to accurate up-to-the-minute travel information. We also want to make sure that the key routes which serve Guildford and its surrounding towns have attractive, clean and well-lit passenger waiting areas, and are easily accessible with conveniently located bus stops.

These improvements could include:

#### Bus reliability and improved journey times

- Intelligent bus priority at traffic signals
- Junction improvements at bottlenecks which will benefit all road users
- Bus-friendly traffic management at pinch points where buses experience delay

#### Better passenger information

- High quality printed timetables, maps and fares information at bus stops
- Increased use of real time passenger information, with displays at bus shelters, shopping centres and at main employment centres
- Audible and visual next stop information on buses
- Bus arrival information through SMS text messaging

#### Improved passenger infrastructure

- New bus shelters with improved seating and lighting
- Improved pedestrian links between bus stops and key locations
- Upgraded bus fleets which are more comfortable for passengers
- An integrated smart and contactless ticketing system

