

Appendix 1

A3 Zip Bus Priority Corridor Review Summary Report

May 2012

Purpose of Report

This summary report reviews the delivery and effectiveness of the Hampshire Section of the A3 (ZIP) Bus Priority Corridor, which runs from Clanfield north of Waterlooville to Portsmouth. The paper considers how this major transport asset can deliver its full potential as part of a wider step change in the public transport network and facilitate sustainable travel and economic growth across South Hampshire. The full Review is available as Appendix 3.

Following the opening of the A3 scheme in 2008, it was agreed that a post implementation Review would be carried out. The outcomes of this review can be split into two categories:

- 1. Issues and improvements outlined in relation to the A3 Corridor, and how they are being actioned; and*
- 2. Lessons that can be learnt and applied when undertaking similar projects in the future.*

2. Background to the scheme

CONTEXT

2.1 The A3 Bus Priority Corridor (ZIP) runs from Clanfield, north of Waterlooville to Portsmouth. The ZIP Bus Priority Corridor opened for use in November 2008, providing a priority route for First Group service 41 between Clanfield and Gunwharf Quays in Portsmouth. As well as providing a dedicated bus and cycle-way, the scheme ensures that buses are given priority over other traffic at busy junctions and through the centre of Waterlooville.

2.2 The scheme is a major public transport project which in its current form originated as far back as 2001. However the vision for the project started in the 1990s with the A3 corridor being part of the South Hampshire Rapid Transit (SHRT) network of public transport improvements. This included the original proposal to provide the Light Rapid Transit link between Portsmouth and Gosport.

2.3 Hampshire County Council's (HCC) Local Transport Plan (2001-2006) covered the scheme. Chapter 7 'South Hampshire Rapid Transit' outlined the concept and on pages 4 to 6 set out the A3 ZIP project. Below is an extract.:-

"In the A3 Portsmouth-Waterlooville-Horndean corridor, an incremental approach is being taken in partnership with bus operators. This should deliver a high quality public transport service that will appeal to car users in terms of journey time, quality of service and cost. The vehicles used will be fully accessible and of high specification, providing an improved service between Portsmouth City Centre, Purbrook, Waterlooville, Cowplain and Horndean.

The approach offers a major opportunity to develop new, rapid transit services using the existing highway. The crucial aspect of the scheme is to ensure reliability and punctuality of the service with an improved journey time (comparable or better than the equivalent car journey) coupled with high quality. The proposed features of the scheme include:

- New high specification vehicles (articulated) with low floor and low emissions;
- Priority measures including bus lanes and traffic signal priority to be developed throughout the corridor to maintain rapid journey times; New express and direct services to and from Portsmouth City centre and serving Queen Alexandra Hospital;
- Stop design to include, as appropriate, raised kerbs for level access, bus boarders and cycle parking;
- New waiting facilities including high quality shelters with telephones and CCTV coverage (see Figure 7.1.4);
- Full information including static and real time with details of rail and bus links;
- Marketing including new identity and route branding;
- Ticketing initiatives such as advance payment methods and smartcards;
- Dedicated staff to ensure high customer care standards;
- Integration with existing public transport, cycling and walking routes."

2.4 The LTP (2001-2006) was approved by Committee and full County Council in 2001, thereby confirming the policy of developing the A3 Zip Project Which is a key part of the overall strategy.

2.5 The A3 ZIP Bus Priority Corridor was developed primarily in order to mitigate an expected 40% rise in traffic on the local network over the next 30 years. It was designed to offer a genuine alternative to car travel in one of the busiest parts of South Hampshire, future-proofed to deal with the implications of the

growth in the corridor from proposals such as the Major Development Area (MDA), West of Waterlooville.

- 2.6 The original aim of the project was to provide a safe, reliable and frequent service between Commercial Road, Portsmouth to the Causeway Junction and a potential park and ride in Horndean, as well as contributing to a planned reduction in the number of car journeys made in and out of Portsmouth each day. The ZIP route was designed to offer greater transport choice, improve connections with the wider transport network in South Hampshire, and provide a high quality alternative to the car. Aside from the people of Portsmouth, the scheme also impacts 25,000 people who live, work, shop and go to school along the route between Widley and Clanfield.
- 2.7 The ZIP Bus Corridor is a completed example of the type of measures to be implemented elsewhere in the South of the County. Designed with the future in mind, the ZIP Bus Priority Corridor was part of Hampshire County Council's Local Transport Plan 2006-2011.
- 2.8 The Project was a collaboration between the County, Portsmouth City Council and the bus operator. In addition, through the Bus Quality Partnership, East Hampshire District Council and Havant District Council were also involved in the delivery of the project.
- 2.9 The total cost of the enhancements to the corridor between Portsdown Hill and Clanfield was £34.5 million. £25.1m of this was provided by the Department for Transport, with £8.0m from Hampshire County Council's capital programme and £0.7 million of developer contributions.
- 2.10 Bus operator, First Group, were on board from the beginning and committed to significant investment, totalling some £4.8m on a fleet of new buses along the primary route, increased scheduling and promotion.
- 2.11 A voluntary Quality Bus Partnership Agreement (QBP) with First Group, Hampshire County Council, Havant Borough, Portsmouth City Council, East Hampshire District Council and Havant Borough Council was signed early on in the development.
- 2.12 Portsmouth City Council contributed to the project by implementing bus lanes in the city and other measures to improve the quality of the bus service.
- 2.13 Design started on the project in 1999. Following the production of a scheme appraisal and bid for funding through the Major Scheme process to the Department for Transport, construction began of the key infrastructure measures in 2002. The project was built out from south to north, starting in Portsdown and Widley. The project works were completed in 2008 and the buses started using the full route between Clanfield and Portsmouth.
- 2.14 The project includes significant bus priority measures designed to segregate buses from traffic congestion and to create access for buses where other traffic is excluded. Measures include:

- 16km of ZIP corridor;
- 6.5km bus and cycle lane;
- Improvements to Waterlooville town centre, including a dedicated bus and pedestrian 20mph zone;
- Improvements to 65 bus stops – 51 with new shelters, most with real-time information;
- 11km of renewed road and footway surfaces, surface water drainage improvement and new lighting columns;
- Reduced speed limits to aid road safety;
- Improvements to forecourts of local shops and churches;
- Extensive areas of trees, shrubs and bedding along the route.

2.15 One of the key features of the project was the emphasis on creating an identity for the route which would differentiate the corridor and the services using it from other bus services. This involved the use of a shared ZIP branding on bus livery, stops and shelters, street furniture, literature, and timetables.

PUBLIC CONSULTATION

2.16 For the ZIP scheme, public involvement in the project was ongoing through development, design and build stages. As a busy transportation corridor, the scheme impacted on in excess of 25,000 people who live, work, shop, and go to school along the route.

2.17 The 16 km route was designed, consulted and built in five key sections broadly from south to north. For each section, following initial consultation, Hampshire County Council ran feedback events about a year later to show the general public the final proposals to be built. Additionally in each section bus stop locations were consulted separately, and residents were notified of proposed locations of new street lighting. Between the main consultation and the feedback event, the development of each section had been achieved through the use of consultative panels for Purbrook, Waterlooville, Cowplain and Horndean. Over the life of the project there were four Consultative Panels that met every 2-3 months. Details of these Panels are included in Appendix 1.

2.18 When construction started, the consultative panels became a platform to raise day-to-day build and operational problems and get answers directly from the contractor.

2.19 During the design, consultation and build phases the importance of accountability was recognised, and therefore contact details of the Client Manager and Project Manager appeared on all scheme publications. When

briefings, talks and meetings about the scheme were arranged with the wider community at least one, if not both, would attend to ensure continuity.

2.20 In addition to the follow-up consultations, feedback to the public was through: quarterly newsletters; weekly progress letters from the main contractor for sections under construction; the website; the iTravel kiosk; advertisements in the local press; one-stop-shops (caravan displays); and presentations to social groups and schools as applicable.

3. Objectives.

3.1 As with any major transport scheme, the County Council set out their objectives for the project at the outset and these were contained within the bid for Major Scheme Funding to Government.

3.2 The stated objectives of the scheme were the following:

- To form an integral part of the South Hampshire Bus Rapid Transit network;
- To provide a high profile public transport priority scheme that will positively encourage a modal transfer from cars to buses;
- To increase travel choice and encourage less reliance on the car by improving conditions for public transport users, cyclists and pedestrians;
- To improve safety and personal security for those travelling in the corridor;
- To ensure good accessibility for all, including the mobility impaired, thus contributing to a reduction in social exclusion;
- To contribute to an overall reduction in negative impacts of increased traffic volumes on the environment; and
- To provide a scheme that can be expanded to meet the transport needs of the future major development area at Waterlooville.

3.3 Furthermore, Hampshire County Council stated in its Major Scheme Appraisal of June 2002, which accompanied the bid for funding for the scheme to the Department for Transport;

“To be a success the project must provide and be seen to deliver high quality facilities uniformly along the route to emphasise the importance of public transport along this established transport corridor.”

3.4 To provide an indication of the performance of the scheme against the County Council’s objectives, the Council set targets in relation to bus services at the start of the project. These are reviewed later in this report.

3.5 It should be noted that the ZIP scheme has been in operation for 3 years and this report represents a first review of a project which was designed to create a long term change in the quality of public transport in the corridor over a 25-30 year project life. As such, some changes, particularly those related to travel behaviour, can take time to manifest themselves or to demonstrate their full impact. Furthermore, the opening of the scheme has coincided with a particularly deep economic recession which inevitably will have an effect in the short term performance.

3.6 The County Council's targets were to achieve during the lifetime of the project:

1. An 18% increase in passenger trips (on Service 41);
2. A 20% reduction in morning peak maximum journey time (on Service 41);
3. A 4% modal shift from car to public transport in the corridor;
4. A 50% increase in bus frequency in the wider corridor;
5. Significant improvements to local community and public realm along the route.

3.7 The intention was to start monitoring the performance against these targets as soon as the operational phase of the scheme had settled in and a suitable period had elapsed. This would enable meaningful results to be surveyed and collected. Inevitably, major schemes have initial "snagging" or post completion issues to be resolved, and likewise marketing and public awareness campaigns take time to be initiated and to have effect. Three years after opening, the initial analysis and surveys are underway and reported in this document.

4. The scheme performance to date.

WHO IS USING THE ROUTE AND WHAT DO THEY THINK OF IT?

4.1 Passenger perception surveys were undertaken in the corridor in November 2010, almost 2 years after the bus priority corridor improvements were completed. Clearly a further 12 months have elapsed since these surveys, and hence an update is due later this year. The results were as follows.

4.2 The highest use of the corridor was made for shopping journeys (33%) followed by journeys to work (20%). Over 80% of those travelling used the service at least 3 days a week or more. Combined with the fact that 65% of users have been travelling on the service for 2 years or more, this paints a picture of solid long term clientele who would be well placed to judge how well the improvements are working and have transformed their journey.

- 4.3 It is apparent from the survey results that passengers have been impressed with the improvements to reliability and journey times resulting from the A3 ZIP Corridor improvements. In excess of 60% of users felt that the bus lanes had made a significant difference to reliability and journey times.
- 4.4 Likewise, passengers were very positive about the facilities at bus stops, the quality of the vehicles, and the ride comfort. The results of the surveys are available in the supporting documents to Appendix 3.
- 4.5 What is interesting is that the majority of the users of the service did not have a car available for their journey and that was why they were using the bus. This would suggest that they are unlikely to be former car users who have transferred as a result of more reliable and frequent services. This, however, should be taken in the context of decreasing traffic flows in the corridor and increasing bus patronage.

MEETING THE TARGETS

- 4.6 It is clear that the partnership with the key stakeholders, First Group and the local authorities, has remained strong throughout the project, with all parties remaining committed to the project.
- 4.7 Hampshire County Council's application to the Department for Transport stated that: "To be a success [the project] must provide and be seen to deliver high quality facilities uniformly along the route to emphasise the importance of public transport along this established transport corridor." It is fair to say that the project has achieved this in part. Certainly the facilities are high quality, and the profile of the project has remained high.
- 4.8 In assessing the project against the targets set, the operational Phase of the project has already identified some encouraging trends, as follows.
- 4.9 **Target 1.** Passenger numbers are up by 4.7% on Route 41 which, combined with increases associated with other services in the corridor and the introduction of two new express routes, means that the target of 18% is well on the way to being realised. There is further encouragement in the further 2% increase in passenger numbers resulting from the 2011 targeted marketing campaign.
- 4.10 **Target 2.** It is apparent from the survey results that passengers have been impressed with the improvements to reliability and journey times resulting from the A3 ZIP Corridor improvements. In excess of 60% of users felt that the bus lanes had made a significant difference to reliability and journey times. Likewise, passengers were very positive about the facilities at bus stops and the quality of the vehicles and ride comfort.
- 4.11 The target to reduce am peak journey times by 20% has also been partially met. What is clear is that the measures introduced as part of the ZIP corridor project have ensured that Route 41 has been much less affected by rising congestion levels (and the associated impact upon journey times) since 1999.

Further measures in Portsmouth at the southern part of the route would be likely to improve the 8.4% reduction to date.

- 4.12 **Target 3.** It is too early to tell if the 4% mode shift to public transport has been achieved, and further monitoring will be required. However, the project will be essential in achieving a higher share to sustainable modes from new development in the corridor, particularly at: the West of Waterlooville MDA; the expansion and redevelopment at QA Hospital; and the major development sites in Portsmouth at Tipner and Northern Quarter.
- 4.13 **Target 4.** Whilst Service 41 has not met the target of a 50% increased frequency, the introduction of the new routes 20 and X42, and increases of other services in the area (some of which use parts of the ZIP corridor), mean that the 50% increase in frequency on an overall basis *has* been achieved. The fact that these new services have been put in place by Stagecoach (service 20) and First (service X42) during difficult trading conditions is a good reflection of the growth in public transport use in the area.
- 4.14 **Target 5.** The implementation of the scheme has delivered significant improvements to local communities and public realm along the route, particularly the works undertaken in Waterlooville town centre. All bus services to the town centre now have much improved access, and the profile of public transport has been raised as a travel option.
- 4.15 The commitments agreed in the Quality Bus Partnership have been met in full, enabling progress towards the passenger transport targets to be advanced. But it is disappointing that the style and quality of facilities is inconsistent when crossing into Portsmouth. A 'family' style would have brought further benefits and publicity to the ZIP brand. Portsmouth City Council have had some problems with their RTPI failing to perform adequately and the system was ultimately switched off, which was unfortunate, and no replacement has yet been implemented.
- 4.16 Clearly this has been detrimental to the perception of the scheme as an end to end bus priority corridor and may have resulted in the full scheme not realising its full potential and hitting its targets.
- 4.17 Some concerns have been raised by local residents about certain aspects of the scheme as implemented, the resultant effects on traffic at key junctions, and the displacement of traffic into surrounding residential areas. These issues have been fully investigated and additional surveys and analysis undertaken.

5. Lessons Learned

LESSONS LEARNED

- 5.1 There are lessons to learn from the contract and implementation process used, but overall there are some positive outcomes to be stressed. In

particular the use of Aalborg Material Use Sheets was a success, helping the team to divert over 8,000 tonnes of waste from landfill, generating estimated savings of around £0.5million.

5.2 This review of the development, construction and implementation of the A3 ZIP Corridor project has identified some important lessons for future bus priority projects, and in particular for the ongoing roll out of a wider bus rapid transit network for South East Hampshire. Namely:

- Develop a clear governance structure at the outset, to be regularly reviewed as the project develops;
- Identify project teams with the correct multi-disciplinary skills required for the delivery of future major schemes;
- Ensure effective engagement with stakeholders and partners at all stages of the project;
- Employ a Route Manager for the operational Phase of any future major public transport project;
- Ensure adequate “before and after” monitoring of the scheme to track progress against objectives;
- All budget components need clear identification through the life of the project: consultation, operation, promotion, maintenance, and Part 1 claims if necessary;
- Ensure an adequate budget is identified and programmed in future years for ongoing maintenance at the outset;
- Identify and secure ongoing funding for scheme promotion to ensure the benefits of the scheme are communicated to as wide an audience as possible
- There is a need to maximise opportunities for better integration of ITS systems across local authority boundaries.

5.3 Detailed Lessons learned from the Development, Design and implementation of the project are included in the full Review report.

CONTRACT AND IMPLEMENTATION

5.4 The Project Term Contract was procured with only the first section having been fully designed by Engineering Consultancy and the subsequent sections were priced on indicative rates and feasibility drawings. Design of each section was not always complete when handed to the contractor for construction. As a result, more than anticipated on-site changes were required, adding delays and costs.

- 5.5 Furthermore, the final extent of the route and the order of phased construction were considerably different from that tendered for. Moreover, owing to the 6-year construction period, the Schedule of Rates was out of date very early on.
- 5.6 Despite slow production of section designs and protracted final accounts, a good working relationship with the contractor was maintained.
- 5.7 The handover of a project that had been in construction in phases for such a long time was challenging; it meant some of the nuances and reasoning behind earlier stages needed restating so that public queries on why items, such as crossings, were provided in one place and not another could be answered.
- 5.8 This is clearly a lesson to be learned for future bus priority schemes and the roll out of South East Hampshire Bus Rapid Transit.

DESIGN AND CONSTRUCTION

- 5.9 An innovation piloted on this project was the use of sustainability “Material Use Sheets”, which helped the team divert over 8,000 tonnes of waste from landfill, generating estimated savings of around £0.5million.

ONGOING COMMUNICATIONS

- 5.10 A part-time communications officer was appointed in 2005 to maintain public relations, reporting to the project manager and focussing on the engineering aspects of the project. This work ceased in 2008 upon completion of works. It is now realised that appointing a marketing officer to oversee the marketing of the route as a whole is essential for the promotion, development, and management of the built asset, as well as for the transport services and stakeholder partnerships.
- 5.11 Information Points and CCTV were installed along the corridor, providing a telephone link to Traveline. Despite the opportunities for misuse, 103 genuine queries were received between December 2009 and September 2010. Unfortunately, in order to realise cash savings, Havant Borough Council have now ceased to monitor the CCTV feeds, rendering the equipment redundant.
- 5.12 Six on-street journey planning and information kiosks were provided to widen travel choice. Usage is broadly in line with expectations, with over 1,300 users per month, though a number of kiosks are among the least-used in the County.
- 5.13 Member involvement was well maintained during construction, but a forward plan of involvement and liaison after implementation is required, and this needs to be linked with other BRT projects in SE Hampshire.

6. Responding to issues.

- 6.1. Some concerns have been raised by Havant Borough Council and East Hampshire District Council together with some local residents; these concern certain aspects of the scheme as implemented, as well as the resulting effects on traffic at key junctions, and the displacement of traffic into surrounding residential areas. The section below covers issues raised in connection with rat running traffic in Hordean and delays to traffic at Causeway junction. These issues have been fully investigated and additional surveys and analysis undertaken.
- 6.2. In addition, Appendix 2 provides initial officer responses to further issues raised by Cllr Keast as part of evidence gathering for this review.
- 6.3. Cllr Mel Kendal met with George Hollingbery on the 9th July 2010 in order to discuss the A3 ZIP Project. Concerns were raised about “rat running” through local streets in Horndean as a result of vehicles being displaced from the A3. It was therefore agreed to undertake traffic surveys to determine whether vehicles were indeed “rat running” along roads in Horndean. The analysis concluded that the likely number of vehicles ‘rat running’ during the morning peak is very low, though locally it is perceived to be a problem. Residents are probably unable to distinguish between the vehicles of other residents, those with business along the route, and drivers making a short cut. Given the low number of vehicles observed “rat running” it is unlikely that these vehicles are following this route as a direct consequence of the A3 project implementation.
- 6.4. The second issue that was raised was that of delays to traffic at the new traffic signals that were installed at the junction of the A3 Portsmouth Road with Catherington Lane and Dell Piece West as part of the A3 ZIP Project. These traffic signals replaced the earlier roundabout and three adjacent pedestrian crossings, and they incorporate shared pedestrian crossings on all arms and a new bus lane on the A3. Further new traffic signals were then installed at the adjacent Hazleton Way junction. The justification for the replacement of the roundabout was based on three traffic issues: traffic leaving the A3M queuing back on to the Motorway, the need to improve safe crossing for schools in the vicinity, and the need to create priority for buses to protect them from congestion.
- 6.5. Following the introduction of the new signals, a number of local residents petitioned Hampshire County Council to reduce delay, particularly on Catherington Lane and Hazleton Way. A number of timing changes were made in response to these comments, and a survey was carried out on the 25th February 2008 to measure journey times on the approaches to the two junctions.
- 6.6. Following a meeting with representatives of the local community on the 14th May, councillor Thornber requested that further traffic surveys be arranged to quantify the reported delay, and to evaluate the scope for improving access from Catherington Lane at peak times. A report was

produced which recognised that the new traffic signals have proven contentious because of a perceived additional delay arising from their installation in favour of the roundabout they replaced. This perception may be based on the stop-start queuing at the traffic signals compared with the slow moving queues more typical of roundabouts. However, as the report showed, the actual delay encountered by road users is, however, on average less than before.

- 6.7. Experiments were carried out to increase green time on Catherington Lane (50% extra), but they did little to reduce delay on this approach, while delay on the other approaches increased marginally. This suggests further alterations would be unlikely to reduce average delay.
- 6.8. It was recommended that traffic queues and delay at this location should be monitored, and the signal timings adjusted as necessary to keep this to a minimum, consistent with the objective of improving bus journey time reliability. This was subsequently undertaken and signals modified.
- 6.9. The full technical reports for both the issues raised are included in Appendix 3.
- 6.10. Real Time Passenger Information (RTPI) was only installed on the Hampshire sections, after the Portsmouth system failed. The lack of integration with Portsmouth was disappointing and meant that the route, in terms of total continuity, was compromised. Clearly this has been detrimental to the perception of the scheme as an end to end bus priority corridor and may have resulted in the full scheme not realising its full potential and hitting its targets.
- 6.11. Then, in 2009 Hampshire's RTPI contactor went into liquidation, resulting in poor performance of the system. A new system with VIX for the Hampshire section was procured at further expense. Initial performance is already showing a significant improvement over the previous system.

WHAT HAS BEEN DONE SINCE OPENING

- 6.12. Since opening in November 2008, nominal works have been undertaken where the budget permitted. The largest change was the additional pedestrian phase which has been included in the signals at the Padnell Road Junction on the Durley Road arm.
- 6.13. The other element that has been addressed is a number of new and existing signs that required rationalisation, especially with respect to the shared footway/cycleway. There have also been some anomalies within the Traffic Regulation Orders (including, at Waterlooville Town Centre, a "prohibition of driving" order, and a "no waiting at any time" at the southern end) that were implemented as part of the scheme and, again, these have been rationalised.

- 6.14. Timings were adjusted at the Causeway Junction in response to representations to give more green time for Hazleton Way and Catherington Lane traffic, and to make the junction easier to cross for pedestrians and cyclists, particularly for Horndean Campus pupils.

7. Next Steps, Further development and Ongoing Review

- 7.1. Monitoring the Scheme. Now that the scheme has been fully operational for at least 3 years, there will be ongoing monitoring to examine in detail how the service is progressing against its targets. It was necessary that this monitoring study was not undertaken too soon as the service needed time to settle down after the disruption caused by the construction work. This study will entail analysis of journey times and reliability, and will include passenger surveys to establish to what extent the improved bus service has managed to attract people from using their cars.
- 7.2. Pedestrians and cyclists. Havant Borough Council has been awarded SUSTRAINS funding, and is seeking other funding to allow for the completion of the off-road pedestrian and cycle routes on the approaches to Cowplain, which were omitted during the construction phase due to budget constraints. Once complete, this will mean vulnerable cyclists can travel most of the 16km length of the scheme, away from the traffic, either off-road or sharing the 6.5km of bus lanes. One of the options being considered is a pedestrian and cycle phase across Padnell Road at the existing signals, which will be subject to funding from Havant Borough Council.
- 7.3. Bus passenger facilities. In terms of facilities for bus passengers, there is the aspiration to fit RTP1 on the remaining bus shelters between Waterlooville and Horndean which were initially omitted. This could take place as part of the upgrade of ZIP to be part of the wider SE Hants BRT network.
- 7.4. Currently the route in Portsmouth City Council is not served by RTP1 but sites have been identified which could share the VIX system and could be trialled in the near future, should a common system be implemented.
- 7.5. Further junction works. It is currently too early to fully comment on the specific success of the ZIP bus corridor. Once monitoring is complete, the scheme will be reassessed and any necessary remedial works identified. Nevertheless, the County Council is currently aware of certain areas where works are still outstanding, such as the installation of traffic signals at the Park Lane junction. At present there are no funds available to implement any further improvement works on the A3, either by way of remedial works or additional measures, but schemes have been identified which will enable them to be taken into consideration for funding should any new funding (possibly from development such as West of Waterlooville MDA) arise which could contribute to their implementation. It is anticipated that as the MDA comes forward there will be a need to signalise additional feeder road

junctions in order to ensure that the efficiency of the ZIP bus priority corridor is not compromised.

- 7.6. ZIP in the context of wider Bus Rapid Transit. In 2008 Bus Rapid Transit was identified by Transport for South Hampshire as a key transport project that would help provide a solution to the area's transport issues. An outline of a BRT network has been identified which will connect key towns and employment centres in South East Hampshire, including Gosport, Fareham, Portsmouth, Havant, Waterlooville, Segensworth, Whiteley and QA regional hospital at Cosham. An indicative network plan is shown in Appendix 3.
- 7.7. The proposed network concept builds on the packages of measures and the success of the A3 ZIP Corridor project. The development of the A3 corridor and the lessons learned have already played a fundamental part of the development of the BRT Network, and will continue to do so. Phase 1 of the network between Fareham and Gosport opened on the 22nd April 2012. Services on Phase 1 are branded "Eclipse" and will ultimately be rolled out across the wider network and will incorporate the A3 Corridor services as part of the Eclipse identity.
- 7.8. A report on progressing the wider BRT was considered at the Transport for South Hampshire Joint Committee meeting on the 29th May 2012.

8. Conclusions

- 8.1. Overall, there is no doubt that the A3 Bus Priority project has delivered significant improvements to public transport in the area. Passenger numbers are increasing and investment by operators in new vehicles and new services has been strong. High quality infrastructure has been installed and journey times are reducing.
- 8.2. The results of the passenger perception surveys undertaken show strong endorsement of the benefits of the measures included in the A3 ZIP scheme. Targeting these benefits in ongoing marketing and information will ensure that the project will make a valuable contribution to sustainable travel in the corridor, particularly as demand for travel from new development grows in the future.
- 8.3. The experience and lessons learned will also provide an important input to the development of the wider South East Hampshire Bus Rapid Transit network, of which the A3 ZIP scheme will become an integral part.