

Appendix 3

REVIEW OF A3 ZIP PROJECT MAIN REPORT

1. Purpose of Report

The A3 Corridor (ZIP) Bus Priority Corridor Project 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.

This report reviews the delivery and effectiveness of the Hampshire Section of the A3 (ZIP) Bus Priority Corridor, and considers how this major transport asset can fully deliver its potential in the future as part of a wider step change in the public transport network to facilitate sustainable travel and economic growth across South Hampshire.

Following the opening of the A3 scheme in 2008, it was agreed that a post implementation Review would be carried out as part of the County Council's usual review procedures (the Gateway Process).

Three years after the scheme went operational, this report reviews the way in which the project has lived up to its objectives. It summarises significant positive and negative outcomes that arose during the key phases of work, in order for lessons to be documented and best practice taken forward into other major projects.

Finally it looks at how the A3 corridor scheme can be developed in the future and its role as part of a wider Bus rapid transit system for South Hampshire.

2. Background to the scheme

2.1. Context

The A3 Corridor (ZIP) project is a significant 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 a part of the South Hampshire Rapid Transit (SHRT) network of public transport improvements that included the original proposal to provide the Light Rapid Transit link between Portsmouth and Gosport.

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.

Corridor Bus Priority and Bus Rapid Transit schemes have evolved over the last 10 years or so to be a vital component of many towns and cities major infrastructure proposals to combat traffic congestion and permit sustainable growth in jobs and housing through greater public transport use. Examples in the South East include the Crawley “Fastway” scheme and Dartford “Fastrack”.

What these schemes and others have in common is the combination of a package of measures, which when combined over the length of a route, create a significant improvement or step change in reliability and journey experience for public transport in key corridors. The essential elements of a project are maximum segregation of buses from other traffic over a the majority of the route, priority at traffic signals to make sure that buses are not held up and become unreliable, superior stops and waiting facilities which combined with Real time Passenger Information(RTPI) seek to transform the experience for passengers. Finally bespoke vehicles with a clear identity and branding enable targeted marketing to raise public perception and awareness of the project.

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. As a busy transportation corridor, in addition to the people of Portsmouth, the route between Widley and Clanfield impacts in excess of 25,000 people who live, work, shop and go to school along the route.

It is an important first stage in the development of a wider bus based transit network for the County which aims to provide direct, reliable and quick public transport links between key towns and employments centres in South East Hampshire, Including Gosport, Fareham, Portsmouth, Havant, Waterlooville and Queen Alexandra Hospital.

3. Policy Context

Councils throughout the country were given tough targets by the previous Government to increase public transport use, reduce congestion and increase housing. To accommodate this growth the County had to provide a transport infrastructure that can cater for the growing numbers of residents.

Traffic and congestion on the country's roads is predicted to rise by approximately 36% by the year 2025. South Hampshire is also likely to see the construction of around 2,500 new homes a year between now and 2025, so it is vitally important that the County Council works with the bus companies to develop high quality services so that, as congestion on Hampshire's roads increases, the County Council is capable of providing a real option for people's travel needs in the area.

Traffic studies have shown that an "invest only" policy designed to meet even existing trends would need long stretches of five lane motorways in South

Hampshire by 2026 as well as massive investment in local roads. Such expenditure is neither practical nor deliverable and, even if it were, there would be damage to the environment. A new approach which emphasises a reduction in the need to travel and the introduction of better public transport options, making the best use of the existing transport networks as well as selective and targeted investment in additional road capacity, is the basis of the County and Transport For South Hampshire strategy.

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.

It is the result of a quality bus partnership between Hampshire County Council, Portsmouth City Council, Havant Borough Council and the bus operator First.

4. Objectives.

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

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, and contribute 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.

Furthermore, Hampshire CC stated in the Major Scheme Appraisal of June 2002 that 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.”

To provide an indication of the performance of the scheme against the objectives the County developed the following targets in relation to the scheme which were set at the start of the project, and are reviewed later in this report.

It should be noted that the ZIP scheme has now been in operation for 3 years and therefore 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.

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. 50% increase in bus frequency in the wider corridor.
5. Significant improvements to local community and public realm along the route.

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 to enable meaningful results to be surveyed and collected. It is inevitable 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.

5. A description of the scheme

5.1. Overview

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 Purbrook. The project works were completed in 2008 and the buses started using the route between Clanfield and Portsmouth

5.2. Route

The A3 Corridor (ZIP) Bus Priority Corridor Project runs from Clanfield, north of Waterlooville to Portsmouth. The original project was to provide a safe, reliable and frequent service between Commercial Road, Portsmouth to the Causeway Junction on the A3 and a potential park and ride in Horndean.

The park and ride scheme was subsequently not pursued; however the route was extended during the design and building phase to Gunwharf Quays in the south and Clanfield to the north.

The corridor was developed very much with the future in mind. As such this package of improvements to public transport along the ZIP corridor was put in place prior to the major housing development being planned for the area to the west of Waterlooville. This development will place additional strain on the local highway network, but by implementing this bus corridor in advance of the major development the County Council has ensured that as soon as new residents move into the area they have the choice of a good quality public transport links to Queen Alexandra Hospital, Cosham, Portsmouth City Centre and Gunwharf Quays.

As the number of houses built on the development reaches certain trigger points, new bus services that provide links to Waterlooville town centre and to Portsmouth will also be put in place. The ZIP bus corridor will play a significant role in meeting the transport needs of the development.

5.3. Measures and Bus Priority Provided by Hampshire County Council

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 southbound bus gates at Purbrook and north of Waterlooville

- 16km of ZIP corridor
- 6.5km bus and cycle lane
- 6 new traffic signal giving bus priority
- Improvements to Waterlooville town centre, including dedicated bus and pedestrian 20mph zone
- Improvements to 65 bus stops – 51 with new shelters
- 28 bus shelter information screens with real-time bus arrival information
- 16 CCTV Cameras for security & traffic monitoring
- 11km of renewed road and footway surfaces, surface water drainage improvement and new lighting columns
- 13km of new cycle routes on and off road

- Reduced speed limits to aid road safety
- Better parking facilities at local shops
- Improvements to forecourts of local shops and churches
- Extensive areas of trees, shrubs and bedding along the route

Appendix A contains a map of the measures along the route

5.4. In addition the following measures were also provided by Portsmouth City Council

- SMS text plates on all 51 bus stops on the route for timetable information
- All existing bus shelters replaced with high quality bus shelters with extra information boards and shelter location name plates
- Bus stop raised kerbs installed at all locations
- New bus lane in Kingston Crescent for the service to gain fast access to the existing southbound bus lane into city centre
- Reduced speed limits to 20 mph in Queen Street to aid road safety
- Major improvements which included new infrastructure and road layout at Cosham Interchange near Cosham train station
- All roads resurfaced and street lighting replaced on the route by Colas under the PFI contract

5.5. Identity and marketing

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 from other bus services this involved the use of a shared ZIP branding on bus livery, stops and shelters, street furniture and literature and timetables. Illustrations and examples of the branding, marketing material and identity for the route are included in Appendix I.

A dedicated web-site (Hantsweb) afforded a useful platform to post news and updates for the general public, media and professional bodies. Excellent use of the site was made throughout construction, providing informative clear details in plain English.

6. The development of the scheme

6.1. Stakeholders

As stated above the Project was collaboration between the County, Portsmouth City Council and the bus operator.

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.

A voluntary Quality Bus Partnership Agreement (QBP) with First Group, Hampshire County Council, Havant Borough, Portsmouth City and East Hampshire Councils was signed early on in the development, and has ensured a £4.8million investment by First Group on a fleet of new buses along the primary corridor (service 41).

Portsmouth City Council contributed to the project by implementing bus lanes in the city and other measures listed above.

6.2. Public Consultation

For the ZIP scheme, public involvement for the development of 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 or churches along the route.

Covering 16km it was decided from the beginning of 1999 to design, consult and build the project in five sections.

- Section 1 - Widley to Purbrook: Design, consultation and development phase period January 1999 to January 2002
- Section 2 - Purbrook to Waterlooville: Design, consultation and development phase period September 2001 to January 2004
- Section 3 - Waterlooville Town Centre: Design, consultation and development phase period January 2003 to December 2004
- Sections 4 and 5 - Waterlooville to Clanfield: Design, consultation and development phase period May 2004 to December 2007

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.

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

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.

During the design, consultation and build phases the County recognised the importance of being accountable 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.

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 B.

6.3. Funding.

The total cost of the enhancements to the corridor between Portsdown Hill and Clanfield was £34.5 million. See Breakdown in Table 1 below.

Table 1	
Cost Item	Cost
Fees Design; Consultation; Development; and Supervision	£7.8m
Main Civil Contract Works	£21.6m
Other Works Bus Shelters; Traffic Signals Supply; RTPI; CCTV; Information points; Kiosks; Landscaping; Power supplies and External Contributions	£2.6m
Statutory Undertakers Diversion	£2.3m
Part 1 Claims	£0.2m
Total Cost	£34.5m

£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.

Funding sources for the project are identified in Table 2

Table 2; Funding Sources	
Funding Item	£
DFT Major Bid	£25.1m
HCC LTP Capital Programme	£6.94m
HCC Road Safety	£0.06m
HCC Maintenance	£0.55m
HCC Quality of place	£0.54m

EHDC Hampshire Village Initiative	£0.06m
EF Developer Contribution	£0.13m
PCC Contribution	£0.1m
HBC Contribution	£0.3M
Other	£0.72M
Total Budget	£34.5M

Prior to 2003/04 the County Council had already invested heavily in development of this route, having spent £5.894million of Local Transport Plan (LTP) funds on development and starting delivery of the first phase. In 2004/05 that commitment was rewarded with the £25.1million Major Schemes funding allocation from Government for the remainder of the route. Since then, additional funding from Portsmouth City Council, developer contributions, and other local resources have also been added.

6.4. Procurement

Conventional procurement was rejected in favour of a 'Project Term Contract' (PCT) and savings of £1.66million were calculated to have been generated, when compared to section-by-section tendering as money became available.

7. The scheme performance to date

7.1. Who is using the route and what do they think of it?

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:

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.

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 quality of the vehicles and ride comfort. The results of the surveys are appended in Appendix C.

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

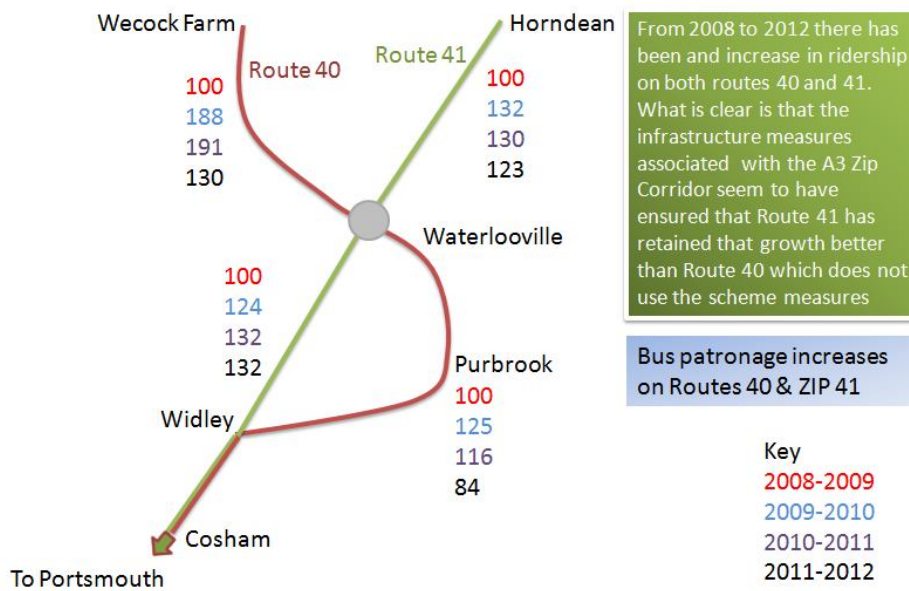
would suggest that they are unlikely to be former car users who have transferred as a result of more reliable and frequent services. This however should be taken in the context of decreasing traffic flows in the corridor and increasing bus patronage.

Headline performance against targets figures are as follows;

Target 1 -18% increase in passenger trips

Figures supplied by the Bus operator show a steady increase in patronage on route 41 since the scheme opened. Route 40 which also shares the southern part of the corridor has also seen increases, but more variability resulting from less protection from congestion and delays compared to Route 41 which uses the full scheme.

Figure 1: Patronage increases Routes 40 & 41



Source First Bus

The modest 4.7% increase on service 41 illustrated in the data supplied by the operator, First Bus, and shown in the diagram above, masks a very encouraging picture in the wider area. 2009 saw the introduction of two express bus services by First Bus and Stagecoach linking Waterloo and Havant with QA Hospital and Portsmouth via the M275. These services offer a journey time of just 15 minutes from Portsmouth City Centre to QA Hospital. Together they provide a combined frequency of one every 15 minutes, representing significantly more journey options for many people in the area.

The New services introduced in 2009, complementary to service 41, offer a faster end-to-end journey time for some passengers and have increased overall numbers along the A3 corridor well above the 18% target.

That new services using the route are thriving is a good reflection on the private sector confidence in the public transport market in this area. Investment in such projects as the ZIP bus corridor, Havant bus station and the Quality Bus Partnership agreements covering services 21 and 23 has driven this growth and the County Council is very hopeful that this growth will continue on the back of sustained investment in public transport and the major development in the area, including the significant recent expansion of QA Hospital.

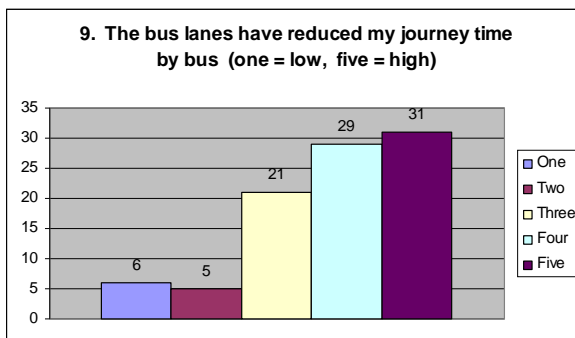
The construction of the new housing area to the west of Waterlooville will also provide opportunities to boost bus services using the new ZIP bus corridor.

Target 2 - 20% decrease in am peak. maximum journey time

Journey times for buses services in the corridor over the period since 1999 have increased by as much as 12%. However results from Service 41 which is the prime user of the ZIP corridor have only increased by 3.5% in the same period. This suggests a saving of 8.4%, which is short of the target. Reasons for this modest, but still significant saving may be the result of ongoing and delays in the southern section of the routes which has a yet not received such a comprehensive set of priorities.

The data is supported by the evidence from passenger perception surveys undertaken in 2010 which show high levels of satisfaction with the improvements to journey times resulting from the ZIP scheme. See results in Figure 2 below.

Figure 2 Passenger Perception surveys - Journey times



As congestion increases, especially with the new West of Waterlooville development, journey time savings will increase, and are expected to achieve the target.

Target 3- 4% modal shift

It is too early to tell if the 4% mode shift to public transport has been achieved and further monitoring will be required.

However, over the period 2000 to 2011 there has been 10% decrease in all traffic and in particular car traffic levels in the A3 Corridor at Peak times. Figures taken from a traffic survey location on the A3 show that the decrease has become

significantly more pronounced since the introduction of the A3 ZIP scheme improvements in 2008. See Table 3 below.

Table 3: A3 Traffic Flow changes

% change in A3 Am Peak traffic levels	2000-2011	2000-2007	2008-2011 (post ZIP Corridor scheme opening)
	-10%	-5%	-6%

This decrease in traffic levels in combination with the 5% increase in patronage on Route 41 since the improvements were opened would seem to indicate the potential for some modest shift from car to public transport in the corridor.

Although there is probably as yet no significant mode shift of the order outlined in the targets, it is early days for the scheme.

It is anticipated that Route 41 is likely to be increasingly attractive as an alternative to the car for new residents in the corridor based on the very encouraging positive comments on the effect of the bus lanes and other improvements on journey times and reliability and the quality of the experience contained within the passenger perception surveys undertaken.

Target 4- 50% increase in bus frequency

Whilst Service 41 has not met the 50% increase, the introduction of new routes 20 and X42 and increases of other services in the area, of which some 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.

Target 5 Community and Public Realm improvements

The project delivers infrastructure improvements that have created a high quality ZIP branded bus corridor, with added significant improvements that benefit the wider community for bus passengers, cyclists, pedestrians, local shops and all road users since it was fully open for use in November 2008.

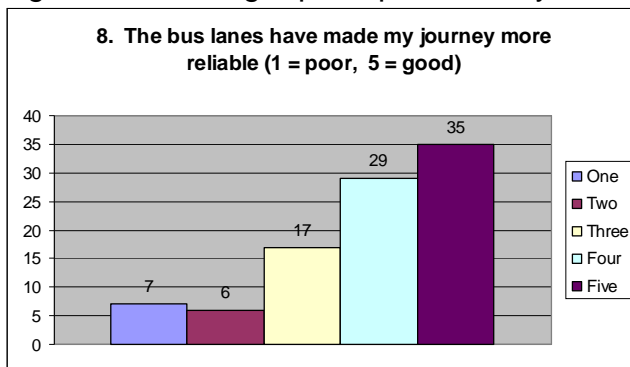
In particular the improvements made to Waterlooville town centre. Waterlooville is a major destination and local interchange on the ZIP corridor, with a bypass that had been built around the town centre in the late 1970s – although only the northern half of London Road was pedestrianised. The result was that the southern half of the town had become relatively rundown and the town was left with a distinct dual character. By creating a bus-only zone in the town centre and removing through traffic, the works unified the London Road to provide a safe pedestrian shopping environment, returning the focus of the town centre southwards – back to its historic location.

The new townscape includes bespoke lamp columns, ornamental trees, seating and high quality paving, plus improved facilities for the street market. Central to the scheme is the provision of high quality bus stop facilities for passengers. 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. To allow pedestrians better freedom to use the town centre, the speed limit has been lowered to 20 mph. Care has also been taken to provide cycle facilities, with secure cycle parking and safer off-road routes in busy areas. Images of the changes in Waterlooville are included in Appendix C

7.2. Bus Punctuality /Journey time reliability

Although not one of the targets set, journey time reliability is a very important consideration both for existing passengers and for prospective users. Passenger perception surveys from 2010 asked users on Route 41 whether the bus lanes had made their journey more reliable. Over 60% said they had had a positive effect. See Figure 3

Figure 3: Passenger perception surveys - Reliability



7.3. Safety improvements

Also in addition to the targets set, it was predicted that there would be a reduction in road accidents and casualties in the order 10%-15%. Data collected October 2008 to November 2010, shows a 40% reduction in accidents per-month (3.8 to 2.3 reported incidents per month).

7.4. Stakeholder's involvement.

Partnership with First Group and the local authorities remained strong, with all parties remaining loyal to the project and meeting all their commitments.

The commitments agreed in the Quality Bus Partnership have been met in full, enabling progress towards the passenger transport targets to be advanced.

Portsmouth City Council has had some problems with their Real time passenger information (RTPI) failing to perform adequately and the system was ultimately switched off, which was unfortunate. Clearly this may have been detrimental to the perception of the scheme as an end to end bus priority corridor.

7.5. Contract and implementation performance.

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 contractor for construction. As a result, more than anticipated on-site changes were required, adding delays and costs.

Furthermore, the final extent of the route and the order of phased construction were considerably different from that tendered for and, owing to the 6-year construction period, the Schedule of Rates was out of date very early on.

Despite slow production of section designs and protracted final accounts, a good working relationship with the contractor, Dyer & Butler, was maintained.

Handing over of a project that had been in construction in phases for such a long time was challenging, and 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. This is clearly a lesson to be learned for future bus priority schemes and the roll out of South East Hampshire Bus Rapid Transit.

7.6. Design and construction performance.

An innovation piloted on this project were sustainability "Material Use Sheets", which helped the team divert over 8,000 tonnes of waste from landfill, generating estimated savings of around £0.5million. These achievements were reported as a case study in South East England Development Agency's (SEEDA) 'Pathway to Zero Waste' report and savings in 2005/06, of over £157,000 contributed to the Council's achievement of 2.5% Gershon Efficiency Savings in that year.

7.7. Operational performance

Some concerns have been raised by local residents about certain aspects of the scheme as implemented and 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.

Further to an A3 Zip Project briefing meeting between George Hollingley MP and Cllr Mel Kendal on 9 July 2010, concerning fears of residents about rat-running traffic local streets caused by vehicles displaced from the A3, it was agreed to undertake traffic surveys to determine whether vehicles were 'rat running' along the following routes in Horndean:

- Murray Road between A3 Portsmouth Road and Catherington Lane. This would be to avoid delay at the Portsmouth Road, B2149, A3 London Road and Catherington Lane signalled junction and;
- Along Hazelton Way & Padnell Road to avoid delay along the A3 London Road between the Portsmouth Road, B2149, A3 London Road and Catherington Lane signalled junction and A3 London Road, Padnell Road junction.

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 as a direct consequence on the A3 project implementation.

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 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 Hazelton Way junction.

Following the introduction of the new signals, a number of local residents petitioned Hampshire County Council to reduce delay, particularly on Catherington Lane and Hazelton Way. A number of timing changes were made in response to these comments, and a survey was carried out on 25 February 2008 to measure journey times on the approaches to the two junctions.

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 although the new traffic signals have proved contentious, principally because of the additional delay believed to exist now compared with the roundabout they replaced, which may be a perception based on the stop-start queuing at the traffic signals compared with the slow moving queues more typical of roundabouts. The actual delay encountered by road users is, however, on average less than before.

Experiments were tried 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.

Subsequently signal timings were adjusted as necessary to keep this to a minimum, consistent with the objective of improving bus journey time reliability.

The full technical reports for both the issues raised are included in Appendix D and E.

7.8. Post opening modifications

Since opening in November 2008 some works have been undertaken where 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.

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 (which includes Waterlooville Town Centre, prohibition of driving order and no waiting at any time at the southern end) that were implemented as part of the scheme and, again, these have been rationalised.

Timings were adjusted at the Causeway Junction 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.

7.9. Real Time Passenger Information (RTPI)

Real Time Passenger Information (RTPI) for bus services is a critical component in promoting local bus services, improving passenger experience and encouraging modal shift from the car. RTPI helps remove many of the uncertainties regarding bus travel and this increase in passenger confidence in conjunction with infrastructure and operational improvements is accepted as the formula for a successful Quality Partnership scheme such as the Zip (A3) corridor.

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. Then, in 2009 Hampshire's RTPI contactor went into liquidation, resulting in poor performance for the County's 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.

7.10. Marketing and Communications.

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 marketing the route (as a whole) as well as the ZIP brand was essential and that a route manager position was essential for promotion, development and management of the built asset, transport services and

stakeholder partnerships. This is now in hand and a new route manager is to be appointed.

Despite the above in April 2011 a direct mail-out marketing campaign for the ZIP corridor project was launched with the operator. The initiative which lasted over the summer sought to raise awareness of the scheme and its advantages linking it to attractions and facilities served by the route. Results provided by First of the effectiveness of the campaign suggest that it resulted in a 2% increase in patronage.

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.

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.

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.

7.11. Lessons Learned and Recommendations for Future Major Projects

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.

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.

Further details of the lessons learned are included in Appendix F.

8. Future Monitoring

8.1. Monitoring the scheme.

A monitoring strategy is being developed to provide evidence of success or performance against targets. Now that the scheme has been fully operational for 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. Any new surveys 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.

9. Further scheme development and making the most of the assets

9.1. 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.

9.2. 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. Currently selected stops on the route in Portsmouth are able to make use of the Hampshire system.

9.3. Further junction works

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.

10. ZIP in the context of wider Bus Rapid Transit

10.1. Context

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 K.

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 has already and will continue to play a fundamental part of the development of the BRT Network. Phase 1 of the network between Fareham and Gosport is currently under construction and due to open in spring 2012. The Services on the on the network to be branded "Eclipse" will ultimately be rolled out across the wider network and will incorporate the A3 Corridor services as part of the Eclipse identity.

11. Conclusions and Recommendations

As stated in the Major Scheme Appraisal, "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.

In assessing the project against the targets set, the operational Phase of the project has already identified some encouraging trends. Passengers 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 mean 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.

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 quality of the vehicles and ride comfort.

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 since 1999 and the resultant impact on journey times. Further measures at the southern part of the route would be likely to improve the 8.4% reduction to date.

It is too early to tell if the 4% mode shift to public transport will be 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, Expansion and redevelopment at QA Hospital and the major development sites in Portsmouth at Tipner and Northern Quarter.

Whilst Service 41 has not met the target of 50% increase frequency, the introduction of new routes 20 and X42 and increases of other services in the area, of which some 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.

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

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 loyal to the project and meeting all their commitments.

The commitments agreed in the Quality Bus Partnership have been met in full, enabling progress towards the passenger transport targets to be advanced.

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 Material Use Sheets, which helped the team divert over 8,000 tonnes of waste from landfill, generating estimated savings of around £0.5million.

Some concerns have been raised by local residents about certain aspects of the scheme as implemented and 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. Where appropriate modifications to the scheme have been made.

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.

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. 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.

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

Document

Location

None