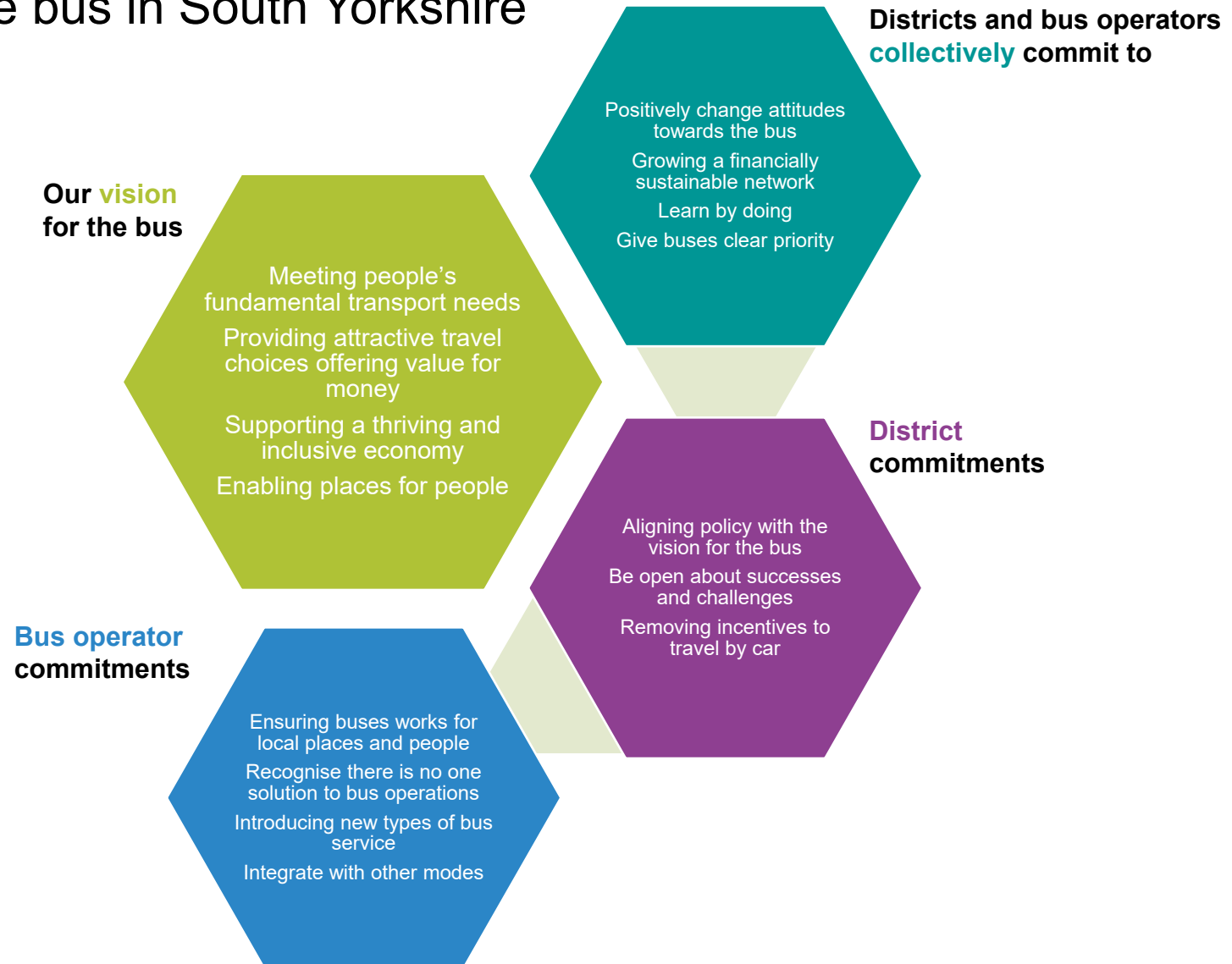


# Emerging objectives for Bus

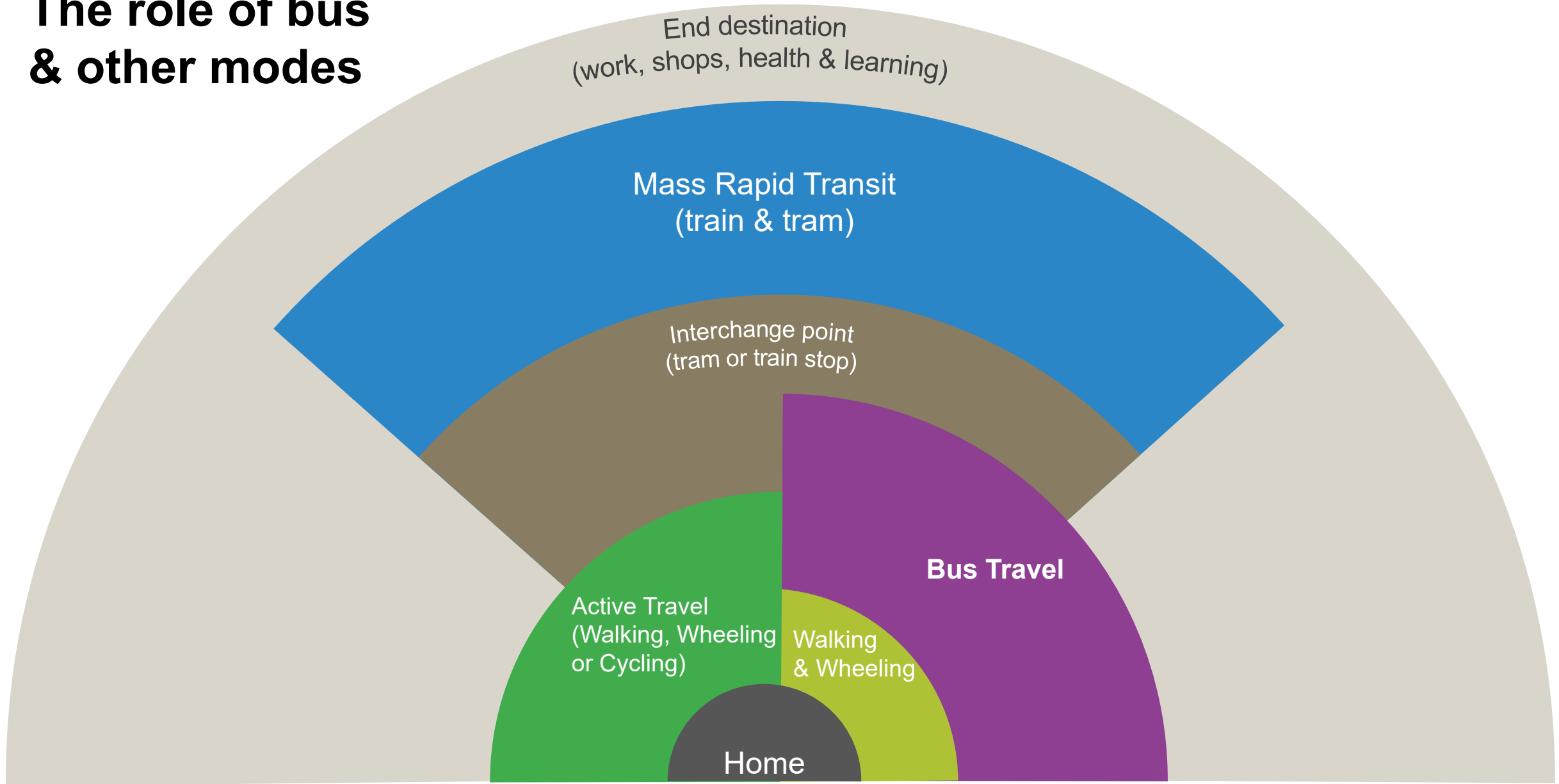
Appendix A

# Shaping a vision for the network

A committed vision for the bus in South Yorkshire



# The role of bus & other modes



Policy Theme	Objectives				
<b>Environment and Decarbonisation</b>	Ensure future upgrades to the SCR bus fleet utilise 'green technologies' to support a zero-carbon transition.	Support a better street environment for all by promoting the advantages of travelling by bus, as well as the disadvantages of travelling by car			
<b>Economic Recovery, Growth and Development</b>	Support a thriving and inclusive economy by bus providing access to jobs, training and opportunities across the region	Connect significant emerging developments (including housing and employment) to encourage uptake	Create and maintain a resilient bus network with processes in place to acknowledge uncertainty, opportunities and challenges		
<b>Modal Shift</b>	Actively attracts non-bus users by being more convenient than the car, supported by policies that promote bus use over cars	Improve journey speeds and reliability through bus priority enhancements and enforcement	Create a clear and consistent message about the value of the bus to change the mindset of politicians and to the public		
<b>Levelling Up</b>	Ensure communities facing transport poverty are not left behind by responding to local needs and ensuring that they are served by modes that work best for them	Ensure the bus service is accessible for all both physically and financially			
<b>Passenger Experience</b>	Provide an aspirational choice for travel that offers an alternative to the car that is transparently better value for money	Provide a simple, clean, safe and fun service that is designed with all users in mind, including women, children and the elderly	Offer a consistent gold standard level of customer service across the bus network to improve passenger confidence	Deliver a consistent bus timetable, numbering and branding that is easy for customers to understand	
<b>Connectivity</b>	A commercially sustainable network that supports the fundamental connectivity needs of passengers	A network that complements and integrates with train, tram and active travel links	Make better use of all assets across the network, including education and health transport to enhance connectivity	Embrace advances in technology to connect areas where it's not commercially viable to run frequent buses	