

Information About the Concessionary Bus Pass



Challenge:

Barton residents identified the lack of direct public transport routes to desirable destinations in Oxford and the high cost of public transport as their biggest transport challenges. The concessionary bus pass provides free use of buses including 'PickMeUp', but there is some confusion about who is eligible for a concessionary pass and how it can be used.

Solution:

Provide information about the concessionary pass and how it can be used.

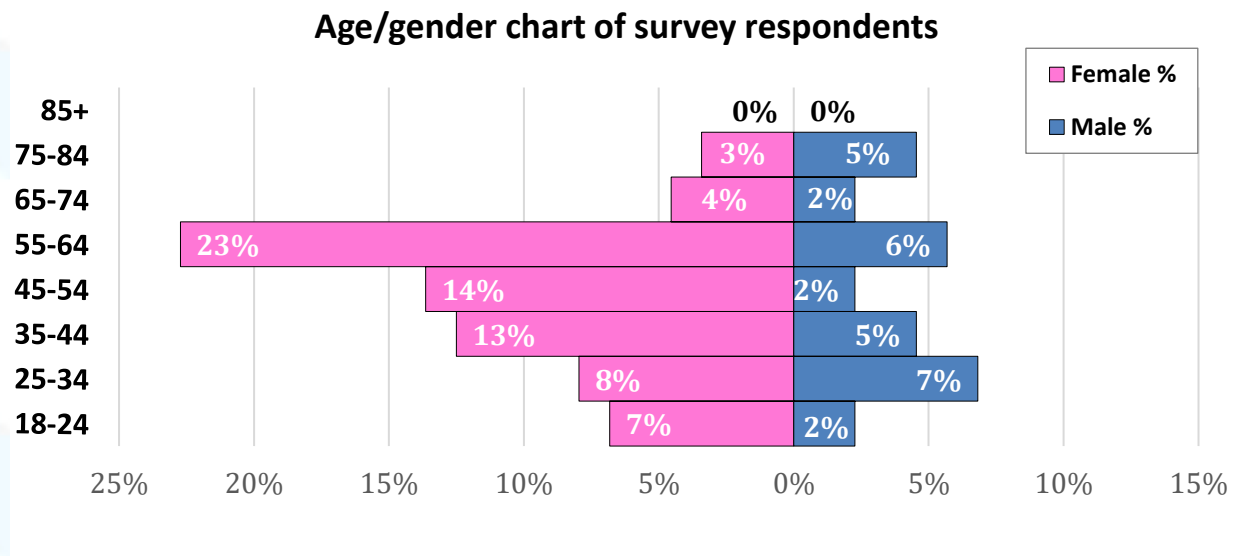
The Pilot:

Information campaign about the concessionary pass targeted at current, recent, and eligible concessionary pass recipients in Barton.

- Publicly available promotional brochures explaining where the concessionary pass can be used, eligibility requirements, and application process. (>100 collected)
- Community event providing support in applying for the concessionary pass. (40 participants)
- Brochure included with new successful concessionary pass applicants in Barton during piloting period. (2 new applicants)

Pilot Evaluation and Monitoring Results:

Baseline data was collected from a paper-based and online questionnaire - **Transport & Mobility in Oxford: What Matters to you?** – between Feb-April 2019, prior to the pilot's deployment. **92** participant responses were collected in total from the **Baseline** questionnaire, and the age/gender split of the respondents can be seen below:

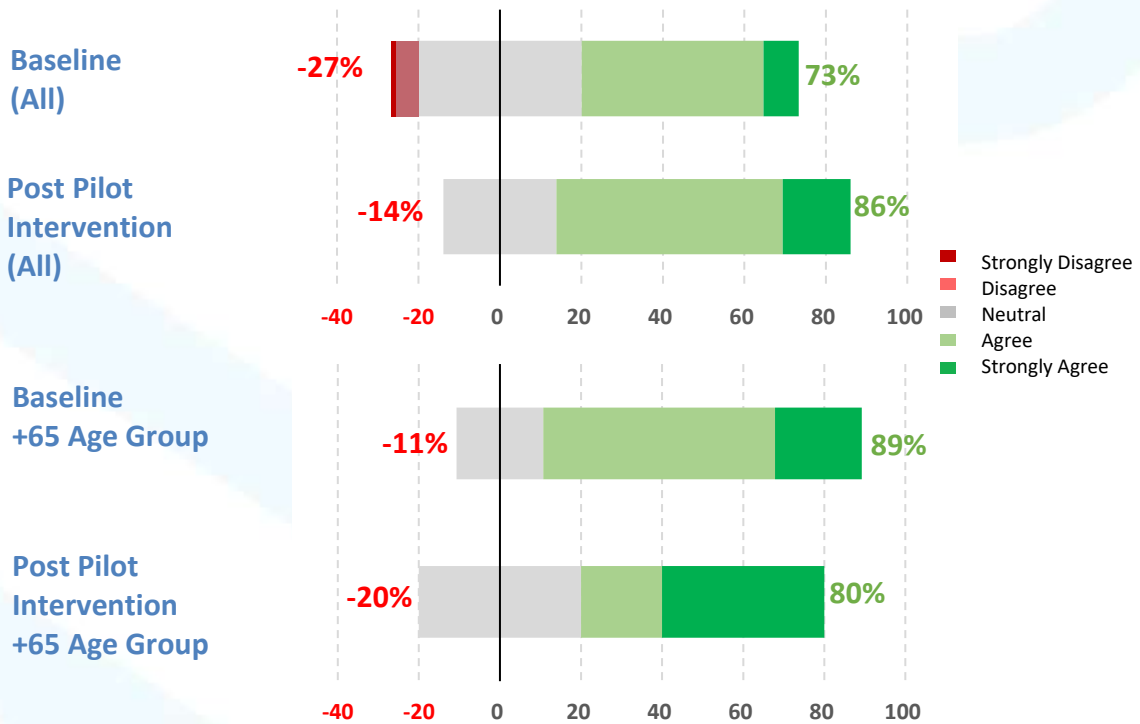


The purpose of this questionnaire was to gather perceptions and opinions from citizens and to thereby inform potential options for transport and urban design interventions in the local area.

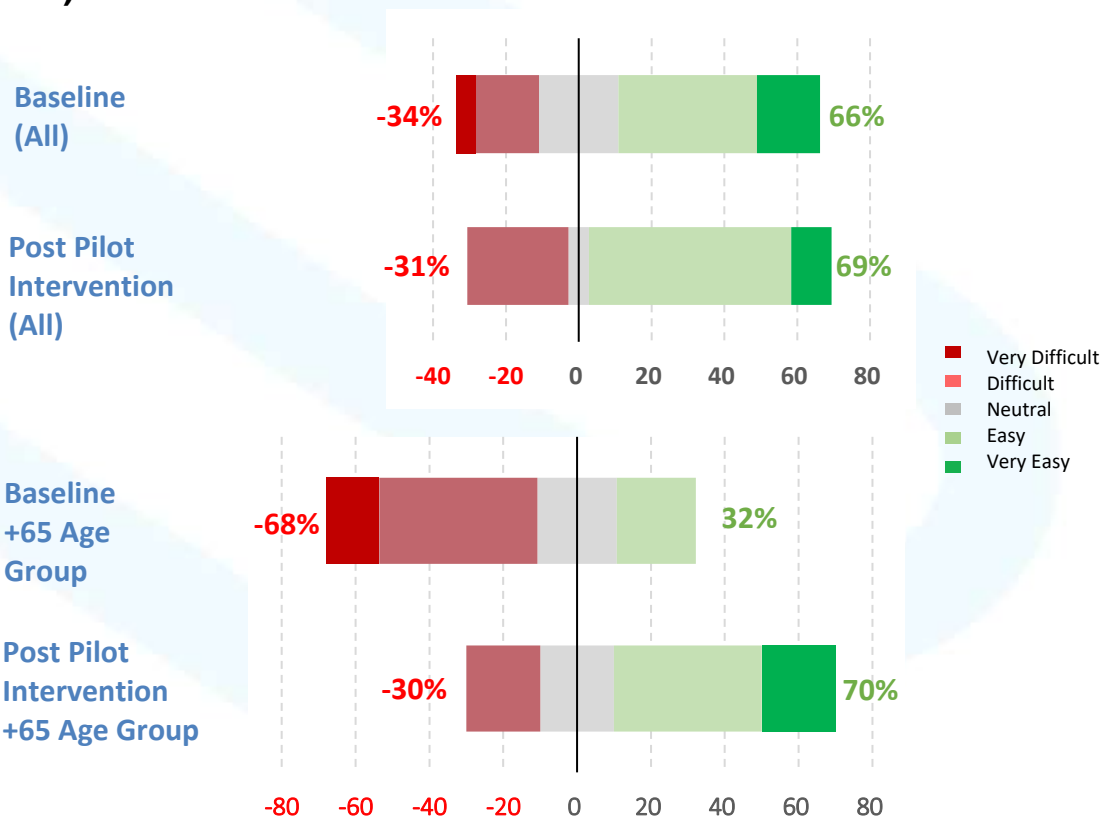
After the pilot was deployed a second questionnaire was then deployed -- **People Post-Pilot Intervention** -- between May-June 2019. **18** participant responses were collected in total from this **Post-pilot Intervention** questionnaire, and the data was used to evaluate the impacts of the pilot against the **Baseline** line data collected previously. The following questions/charts have been selected from this analysis to support decisions about which pilot should be scaled up.

	No of Respondents 65+	N Eligible without Bus Pass	% Eligible with Bus Pass	% Eligible Without Bus Pass	N
Baseline	14	7	50	50	14
Post-Pilot Intervention	5	1	80	20	5

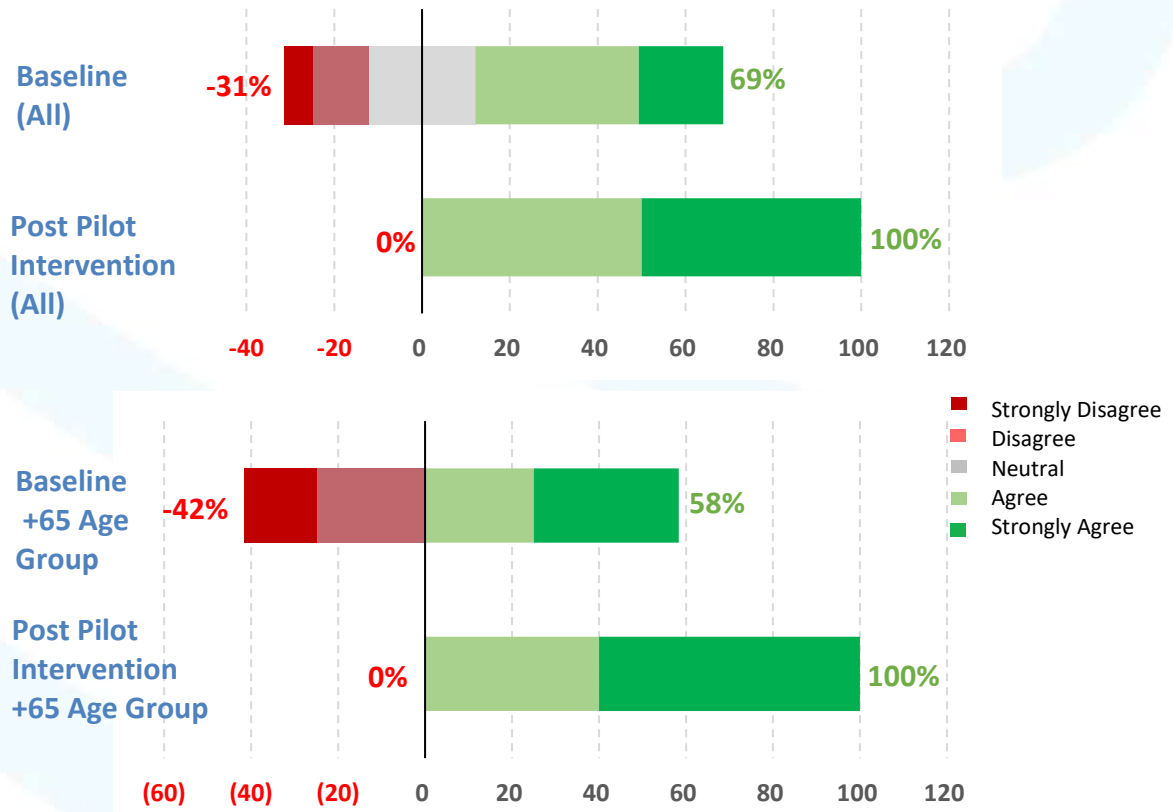
Q.18. The public transport services in Oxford support passengers who may require additional assistance to carry out their daily journeys independently



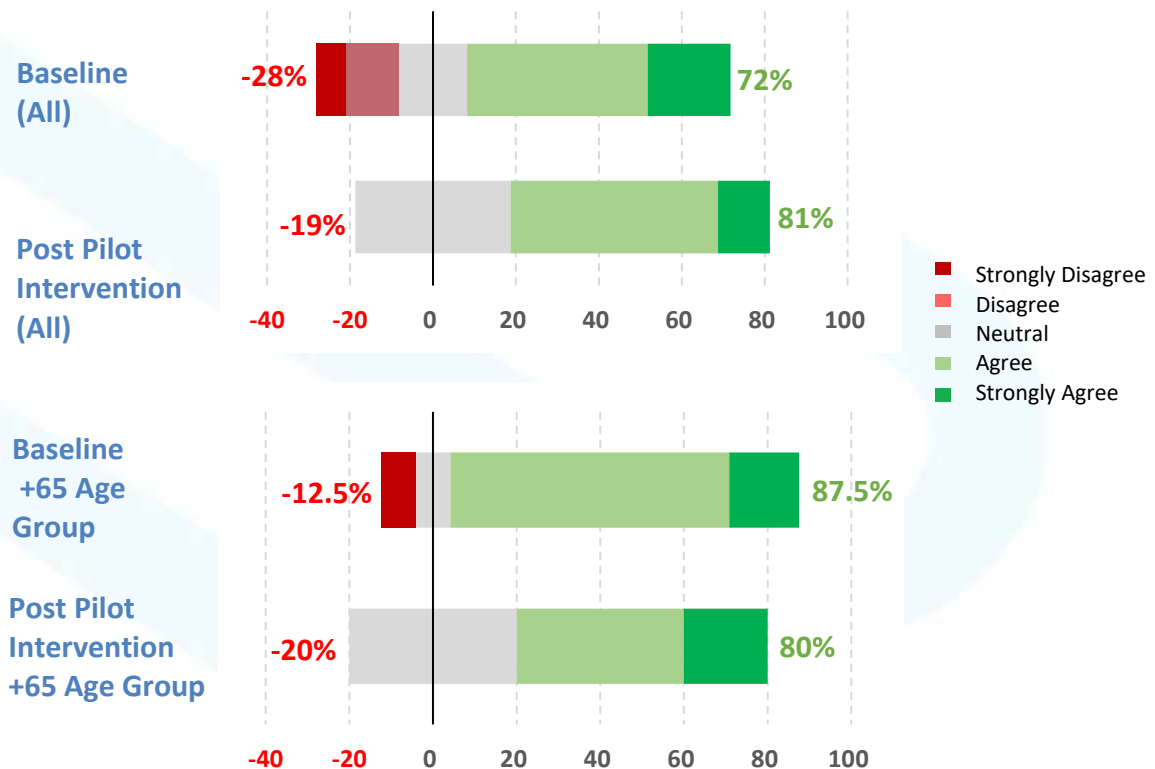
Q24. How easy is it for you to get to the places that you regularly go to satisfy your daily needs? (E.g. supermarkets, GP)



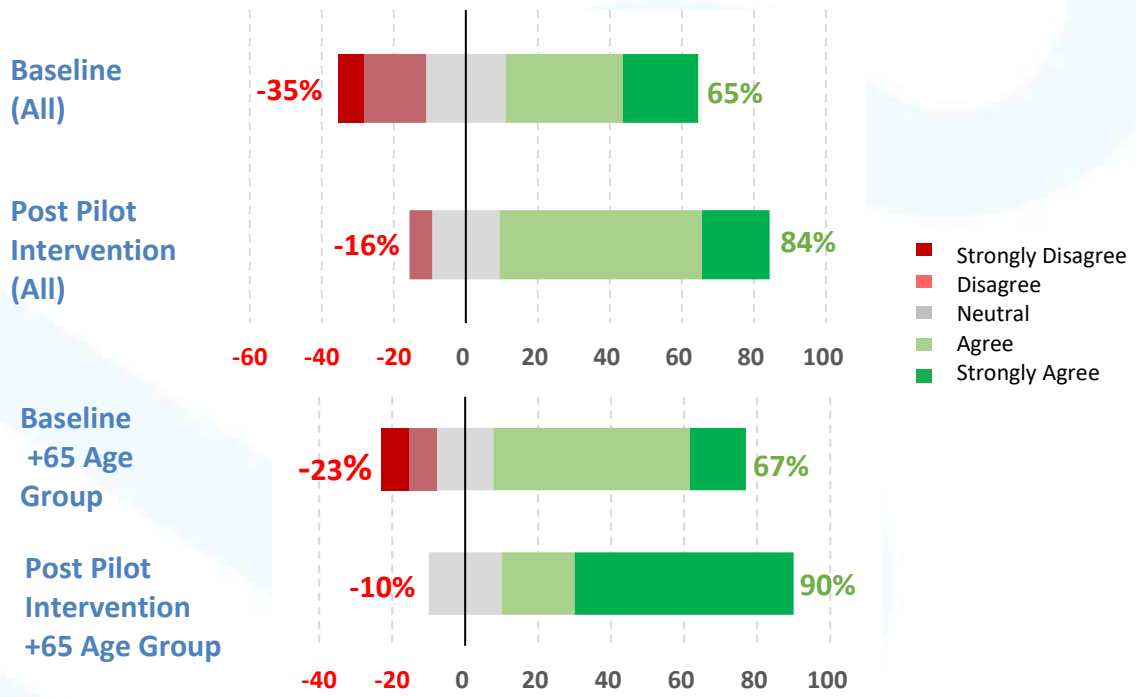
Q45. Having a concessionary bus pass reduces the need for a personal car.



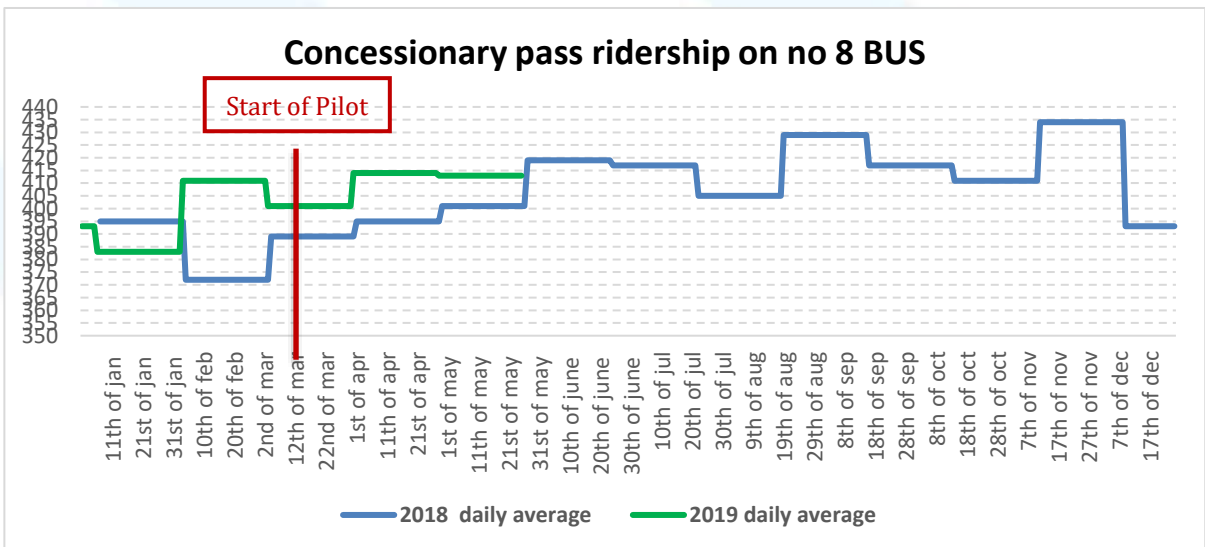
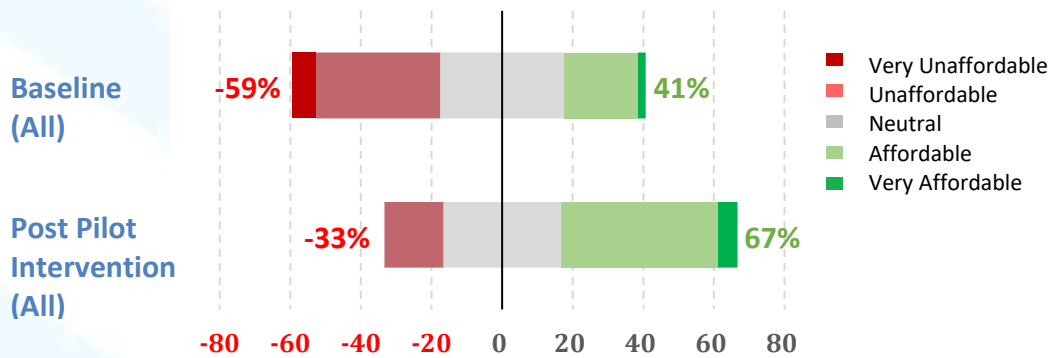
Q46. I know the eligibility requirements for a concessionary bus pass.



Q47. I know how and where a concessionary bus pass can be used in Oxford.



31. How affordable do you find the transport options in Oxford?



Potential Scale-Up Opportunities

The options below are a non-exhaustive list of the possible ways the 'Information about the Concessionary Bus Pass' intervention could be scaled-up and piloted in Jan-Feb 2020. These possibilities will be developed in public workshops and decided on in a public vote.

Provision of Information about Concessionary Pass to all recipients in Oxfordshire

Unicard (the 3rd party contracted to print & distribute concessionary passes in Oxfordshire) has recently reported that a brochure could be included with the concessionary pass at no extra delivery cost. This pilot would consist of re-designing the concessionary pass brochure to update and provide more generalised information for the entire County. The brochure would then be printed and sent out to all concessionary pass recipients across Oxfordshire (~3,000/month).

Wider promotion of Concessionary Pass use

This pilot focuses on promoting the application for and use of the concessionary pass across the broader population rather than targeting recent concessionary pass recipients and renewals. This campaign could include a variety of aspects: brochures, posters, social media campaign, news articles, events. Information provided could include: services available to concessionary pass recipients, application process, changes to concessionary pass rules, new services available to recipients, benefits of public transport use etc.