

READING IMPLEMENTATION PLAN SUMMARY

Reading's vision for transport as set out in the Local Transport Plan (2011-26) is that *'people should be able to travel into and around Reading – to and from home, work, leisure or the services they need – easily, safely, comfortably and sustainably'*.

Effective traffic and transport management and efficient use of transport infrastructure is essential to Reading's ability to accommodate the volume of trips which come into and through Reading on a daily basis. Reading's two strategic goals for the POLITE project as set out below both contribute towards the objective of providing more consistent bus services in the urban area.

STRATEGIC GOAL 1: MASS RAPID TRANSIT (MRT)

The implementation of Mass Rapid Transit (MRT) is a key policy for Reading with the objective of creating high-quality public transport corridors offering fast journey times. During the POLITE project various examples of good practices relating to the implementation of MRT and Bus Rapid Transit (BRT) schemes from around the UK have been identified. It was concluded that of the good practice cases reviewed, the examples from Cambridge and Swansea most closely matched Reading's situation and requirements, as both of these examples include implementation of on and off-street bus priority measures through a constrained highway network.

The key areas of knowledge to be transferred to Reading from these POLITE good practices are set out below:

- Inclusion of MRT schemes within local policies and methods of securing funding for the scheme.
- Development of access charging mechanisms to achieve a balance between annual access charge and per km charge for use.
- Understanding of how the scheme has been designed to merge between guided and road operation.

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- Experiences of different approaches to ticketing and lessons learnt from the development of a multi-operator ticket.
- Lessons learnt from the relationship of the local authority providing the infrastructure and private bus company operating on the route.

This knowledge transfer will enable Reading to re-design the previous MRT proposal to enable affordable standalone schemes to take advantage of the current funding opportunities.

STRATEGIC GOAL 2: BUS PRIORITY AT TRAFFIC SIGNALS

The provision of bus priority at signals in Reading has been investigated, but as yet has not been implemented widely. During the POLITE project various examples of good practices relating to bus priority at signals from around the UK were reviewed. Lessons learned from the good practice examples show it is only worthwhile targeting sites where bus priority can make a real difference. To this end the following objectives have been identified:

- Minimise bus delay
- Prioritise late running buses
- Maintain service headways
- Minimise impact on general traffic and avoid detrimental impact to other bus services.

It was identified that of the good practice cases reviewed the Bristol implementation most closely matched Reading's situation and requirements. The key lessons to be transferred from the Bristol case study therefore are focused on the evaluation of which junctions are suitable for bus priority, and the detailed SCOOT configuration knowledge which has been shared by Bristol following their investigations and analysis.

A full review of Reading's junctions will then be carried out to identify any suitable junctions for the implementation of bus priority.