



Transport for  
West Midlands

# Strategic Vision for Bus

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*“A world-class integrated, reliable, zero emission public transport system providing inclusive travel for all across the West Midlands.*

*With excellent customer service and simple payment and ticketing options.*

*People will be able to make easy and safe door-to-door journeys, by offering new innovative transport solutions and decreasing the need of private single occupancy car journeys.”*

# Why a Vision for Bus?



# Improving bus emission standards



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**West Midlands  
Low Emission Bus  
Delivery Plan**

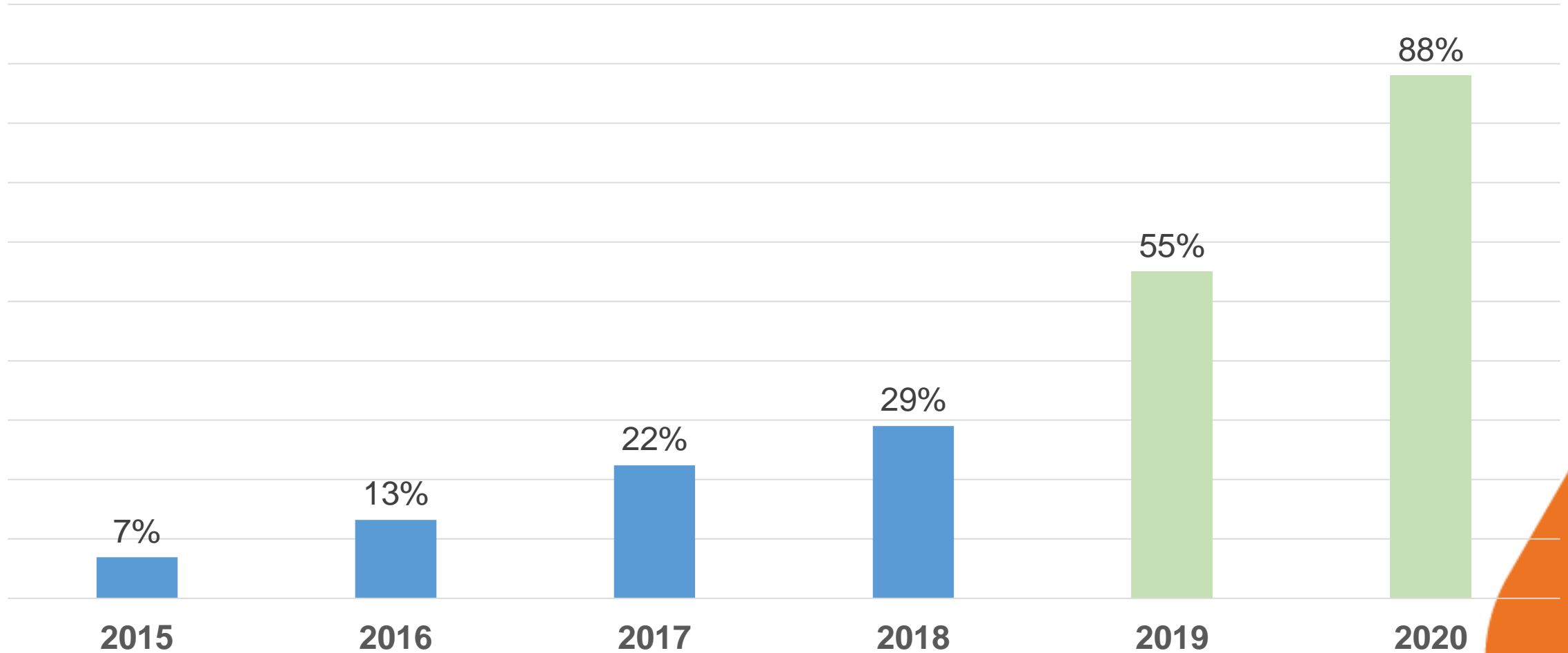
West Midlands

## **BUS ALLIANCE**

50 deliverables for Bus Alliance



# West Midlands bus fleet (c.2,000 buses) – Euro VI or better



# Strategic Vision for Bus: Summary

- The importance of the bus network within an **Integrated Transport System**
- The challenges facing the bus, along with opportunities to implement change and transform the network
- A vision for the future bus network in the West Midlands, and the desired outcomes from this – a long-term plan for investment
- Next steps for assessment of the West Midlands Bus Delivery options

