



Transport for London  
**London Buses**

**Countdown**

London TravelWatch

Access to Transport Committee

Wednesday 16 December 2010

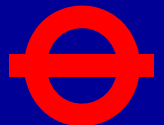
# Countdown Update

- **Transport for London and the Mayor are committed to providing real-time information (RTI) to passengers across all London's bus services. This commitment is reflected in both the Mayor's Transport Strategy and TfL's current Business Plan 2009/10 – 2017/18.**
- **Significant advances have been made in technology since we first introduced Countdown, offering TfL the opportunity to provide RTI across its entire network for the first time.**
- **New media channels and formats allow TfL to reach more passengers than ever before at a cost we can afford.**
- **We recognise the value that passengers' place on good quality information and believe that we must expand the range of ways in which RTI is provided.**



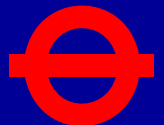
# The new Countdown

- “Countdown” is no longer a number of signs giving RTI at some 20% of London’s bus stops.
- The new Countdown system provides RTI for *ALL* bus routes and bus stops across London’s network.
- Use of both the Internet and SMS will secure access to bus RTI both at and away from a bus stop. A new generation of on-street signs will complement this.
- The Internet and text message services are scheduled to be available by early 2011.
- The roll out of 2,500 new Countdown signs will start in spring 2011 and will be complete by summer 2012.



# Stop selection strategy

- Every stop in London will be assessed against a range of criteria.
- The new signs will be installed at stops where they provide most benefit to the greatest number of passengers. The assessment will take into account:
  - Number of passengers using stop
  - Proximity to centres of population
  - Proximity to transport interchanges
  - Proximity to key local services
  - Low frequency or night routes serving stop
- All existing signs will be removed and each location reviewed against the criteria. Existing signs will not be replaced if the stop does not meet the criteria.
- Once the first 2,500 signs are installed, we will review whether installing more represents value for money.



# Stakeholder engagement

- Stakeholder engagement will commence in January 2010
- TfL recognise the importance of working with it's primary stakeholders, such as London TravelWatch and the London boroughs.
- Borough engagement will commence on January with information packs tailored to individual boroughs.
- We welcome any feedback and input regarding Countdown, the stop selection process and involvement opportunities.
- For further information about TfL's new Countdown system, please visit

<http://www.tfl.gov.uk/countdown>

- or e-mail:

[countdown@tfl.gov.uk](mailto:countdown@tfl.gov.uk)

