

Vision, themes and priorities

Vision

A growing, high quality customer centric bus network, which is inclusive, accessible, modern, environmentally friendly and well connected, increasing bus mode share and supporting a shift towards sustainable travel, while enabling healthy lifestyles, high quality economic growth, reduced congestion and enhanced air quality.

Themes



Improve connectivity and infrastructure

Simple, reliable and safe journeys connecting you to places



Climate action

A network for tomorrow's future where more journeys are made by bus



Bus as place shaper

People at the heart of decision making and a network for you

Priorities

1 **Better, safer journeys for all**

Delivering consistently reliable services with improved journey times and punctuality, supported by bus priority and measures that improve accessibility and personal safety. A relevant and inclusive network connecting people to key destinations across Oxfordshire and the wider region, recognising the needs of different communities.

2 **Seamless travel and integrated ticketing**

A more positive customer experience, easy to plan, pay for and use buses alongside other transport modes, through integration and clear real time information on all services and fares.

3 **A clean, green bus network**

A zero-emission bus network by 2040 with improved air quality, reduced carbon emissions and noise pollution, achieved through both the transition to greener vehicles and increased bus use, supporting residents to live healthy lives and enabling businesses to thrive, as our city, towns (including market towns) and the wider region continue to develop.