


# smartbus

**Melbourne's bus services are being tailored for the twenty-first century, with a program that strengthens the role of buses in our public transport system.**

**Services as part of the SmartBus program commenced on Monday the 5th of August 2002. Ventura Bus Lines in conjunction with The Department of Infrastructure, VicRoads, the cities of Monash and Whitehorse developed Victoria's first SmartBus service.**



The SmartBus program is a 'cross-town' bus service that will use arterial roads to offer a regular, efficient and reliable means of getting you where you need to go. It will provide important connections between railway stations, shopping centres and other community resources. SmartBus is an innovative high-tech concept that marks a new era in bus travel in Melbourne.

As part of Linking Victoria, the State Government's plan for revitalising our transport network, SmartBus will help deliver a more integrated transport system that works for the community.

The SmartBus program is also an integral part of the Scoresby Integrated Transport Corridor project, designed to link Melbourne's east and south eastern

suburbs. SmartBus operates on Ventura's pre-existing route 703 service, between Blackburn Railway Station and Clayton Shopping Centre (however the bus continues on to Middle Brighton, as it always has).

Blackburn Road was chosen for the SmartBus program because it is an excellent example of a 'cross-town' bus route, with an existing 703 bus service linking major activity centres. Due to the success of SmartBus along Ventura's route 703 service, our route 700 service from Mordialloc to Box Hill has become another SmartBus route.

What makes SmartBus on routes 700 & 703 so smart?

Extra buses now operate on routes 700 & 703, to make catching SmartBus easier. This includes a higher frequency service on both weekdays and weekends, and later operating night services (after midnight on weekdays).



*Since 1924*  
**Ventura**

There are also limited stop buses on route 703 during weekday peak hours. These buses are marked with the letter “L” and only stop at Blackburn Railway Station, Kmart (Burwood Hwy), Syndal Railway Station and Monash University. These services only operate on university days, which are:

Year	Semester One		Semester Two	
	From - To	From - To	From - To	From - To
2006	27 February- 14 April	24 April- 30 June	17 July- 22 September	2 October- 17 November

Bus reliability is being assisted by the use of new technology, to help reduce the incidence of buses running late. Initiatives include:

- ‘real-time’ tracking technology - to give late running buses priority at traffic signals, to assist drivers in keeping to schedule;
- ‘real-time’ electronic displays at bus stops - with information on the latest bus arrival times;
- ‘real-time’ electronic displays at train stations - with information on the latest bus and train arrival times; and
- fine tuning of timetables - to cater for increased SmartBus services and ensure coordination of bus and train timetables.

Better connections to trains are offered by synchronising timetables, and bus drivers have immediate information on train arrival times available to them on the electronic signs.

There are also fixed timetables and route maps at every SmartBus stop.

Improved bus stops along the route provide greater accessibility for all, as all stops have benefited from a renovation to upgrade facilities. The renovation complies with the Commonwealth Disability Discrimination Act.

Key changes to the bus stops include:

- installation of pram crossings;
- improvements to footpaths surrounding bus stops;

- colour contrasting to assist vision impaired passengers;
- improved lighting and signage;
- new flags and cases with updated maps and timetables;
- compliance of kerb height for low-floor bus accessibility; and
- provision for wheelchairs to access and park under bus shelters

Many of the buses along the route are low-floor and low-emission.



## For further information please write to the SmartBus

### Mail:

Level 25, Nauru House  
80 Collins Street  
Melbourne, 3000

**Email:** [smart.bus@doi.vic.gov.au](mailto:smart.bus@doi.vic.gov.au)

**Fax:** 03 9655 8994

### Or contact Ventura at:

[enquiries@venturabus.com.au](mailto:enquiries@venturabus.com.au)  
21 Scotchmer Street  
North Fitzroy, 3068