

## Personal Travel Planning - Australian and English experience

Personal Travel Planning (PTP) involves the provision of information, incentives and motivation directly to individuals to help them voluntarily make more informed travel choices. PTP forms an important element of DfT's 'Smarter Choices' suite of policy initiatives. Interest in PTP grew worldwide after impressive results were reported initially from projects in Australia.

**Peter Stopher** will discuss the challenges in measuring the travel behaviour impacts arising from PTP projects. He will present recent findings from evaluations that do not rely on self-report responses and use panels rather than cross-sectional samples. He will explain how GPS devices have been given to survey participants to obtain more valid measurements of travel behaviour. **Kiron Chatterjee** will summarise what was found out from a review of English PTP projects and consider what gaps there remain in our understanding of the effectiveness of PTP. He will consider whether current methods of PTP are well informed by the latest research on travel behaviour.

After the presentations there will be an opportunity to debate the issues raised, including consideration of whether research conducted at CTS might provide valuable insights for PTP. A buffet lunch will be provided.

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**Peter Stopher** is Professor of Transport Planning at the Institute of Transport and Logistics Studies of the University of Sydney, a post he has held since 2001. He has held academic positions in the USA and Australia, and undertaken consulting assignments around the world. He was educated in the UK and held his first position there. He has more than 40 years of experience as an educator and consultant in transport planning and has published many papers and books in transport-related topics. He is currently writing a book on Survey Design and Management. He teaches and researches in transport policy and planning, survey methods, environmental analysis, and travel demand modelling, and is pioneering the use of GPS devices in transport surveys.

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