

Personal Travel Planning - The English Experience



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Personal Travel Planning

Personal Travel Planning (PTP) involves direct contact with individuals, offering information, assistance, incentives and motivation to enable them to voluntarily alter their travel choices.



Photo courtesy, Smarter Travel Sutton

Contents

1. Past experience
2. English case study findings
3. Future possibilities



Photo courtesy, Smarter Travel Sutton

History of PTP in UK

IMPLEMENTATION

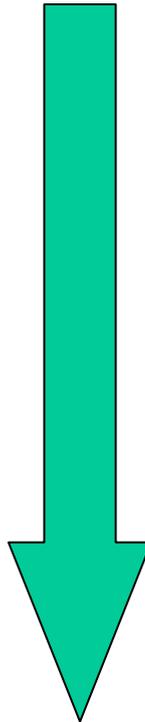
'small scale' residential projects

14 pilots:
residential, school, workplace

Large scale programmes:

- Sustainable Travel Towns
- London, Brighton, Lancashire

1999



2007

REVIEW

Project reporting

Evaluation report

Smarter Choices report

New study to review effectiveness and set out best practice

Perspectives - the provider

‘TravelSmart has demonstrated that changing travel behaviour is both possible and hugely important to a range of policy objectives. Robust evidence of its cost-effectiveness drawn from pilot projects and large-scale campaigns dating back to 2001, has placed TravelSmart at the leading edge of the ‘Smarter Choices’ movement in the UK.’

Perspectives - DfT

‘Providing information directly to individuals has been shown to lead to people making decisions about their travel choices that are often greener and healthier, which also ease pressures on road space.’

‘Subject to value for money tests, we will be increasing our investment in initiatives like these significantly in coming years, and will publish more detailed plans shortly.’

Perspectives - local authorities

'The reluctance to embed Smarter Choices into the culture of authorities revolves around the belief that there is a lack of evidence, or a lack of relevant evidence. According to most authorities, Smarter Choices have long-term benefits, in terms of guiding culture towards one that is more attractive and sustainable for everyone, and often benefits are not observed in the short term.'

'The general lack of monitoring means there is limited adaptive learning. Authorities are unsure which initiatives, or which elements of particular strategies, have produced the biggest impact; therefore they have limited information on which to improve and adapt implementations in the future.'

DfT (2007) Review of the Take-Up of Smarter Choices in Local Transport Plans. Case Study Findings.

Perspectives - researchers

'Results so far available suggest that personal travel planning may lead to reductions in car driver trips of 7-15% amongst targeted populations in urban areas'

'The complexity of the processes and adjustments involved; the fact that those advocating the initiatives are sometimes also responsible for monitoring them ... has led to a lack of confidence in conclusions amongst some professionals'

'Monitoring of planned large-scale projects...as part of the Department for Transport's Sustainable Travel Demonstration Towns project may help to provide more convincing evidence about the effects of such schemes.'

Cairns et al (2004) Smarter Choices. Changing the Way We Travel. Report to DfT

2. Findings

2. English case study findings

- Our research project
- Delivery
- Projects
- Evaluation
- My conclusions



The 2007 DfT research study

- Effectiveness of PTP and best practice guidance
- Residential / household projects
- 2 stage process:
 - Literature review
 - Case study and practitioner interviews and documentary evidence
- Final deliverables:
 - Research Report
 - Summary Report
 - Case Study Summaries
 - Best Practice Guide (soon)

<http://www.dft.gov.uk/pgr/sustainable/travelplans/ptp/>

The study team

■ Research team

- Integrated Transport Planning Ltd.
- Richard Armitage Transport Consultancy
- Cleary Stevens Consulting
- UWE, Bristol

■ Steering group

- Department for Transport
- Steer Davies Gleave
- Transport for London
- Sustrans / Socialdata
- Worcestershire County Council

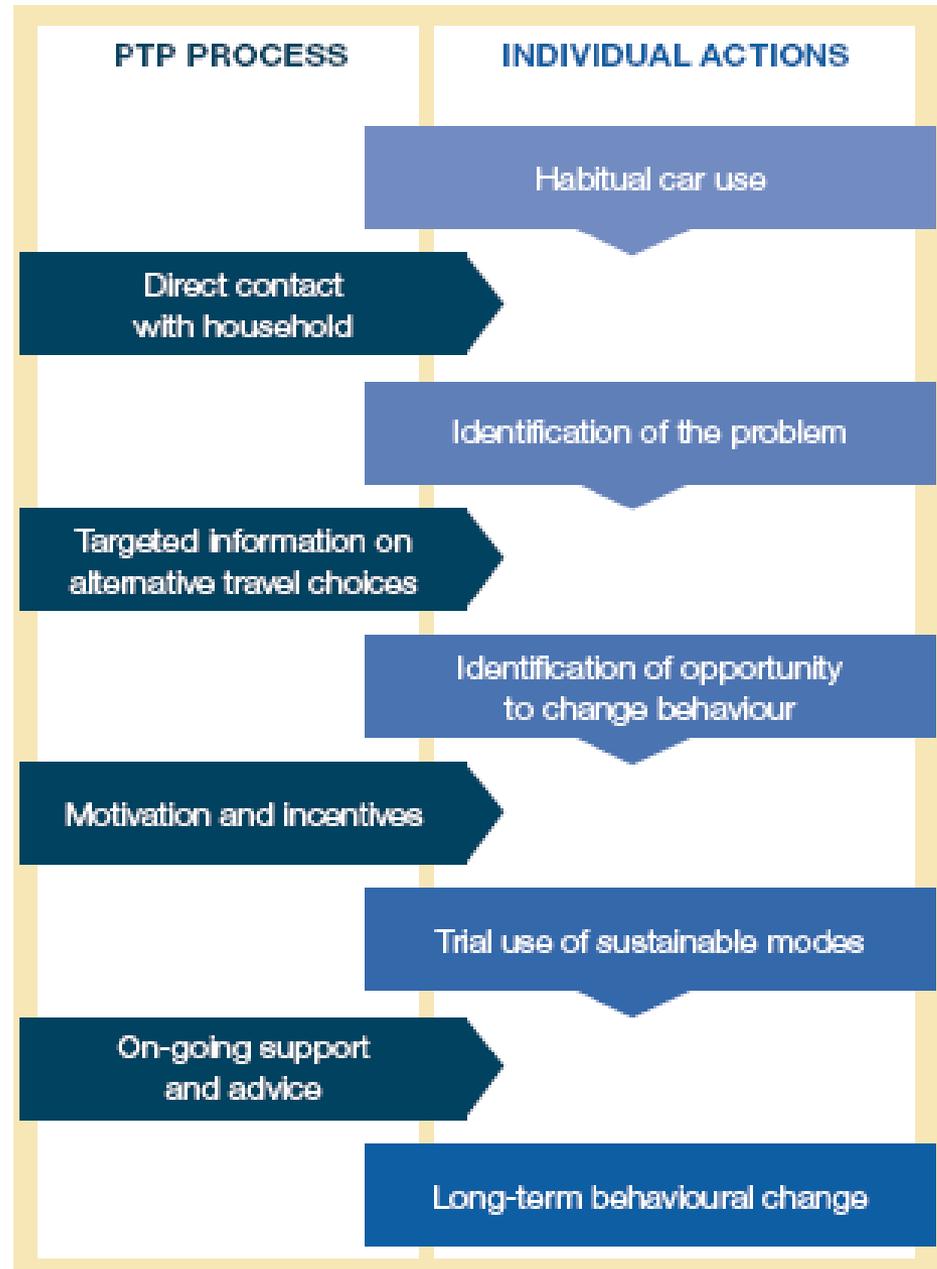
■ Expert panel

Delivery of PTP in the UK

- Two dominant commercial providers:
 - Sustrans / Socialdata, who promote TravelSmart® (using the IndiMark technique developed by Socialdata and promoted together with Sustrans in the UK)
 - Steer Davies Gleave (SDG)
- Local authority led schemes / partnership with consultants
- Evaluation by providers or market research companies

2. Findings

The typical process



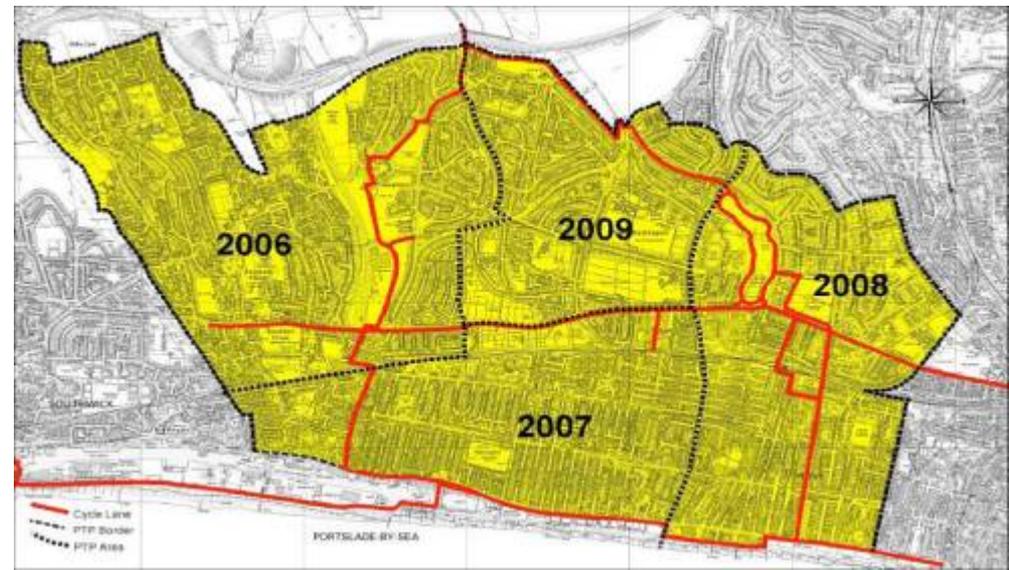
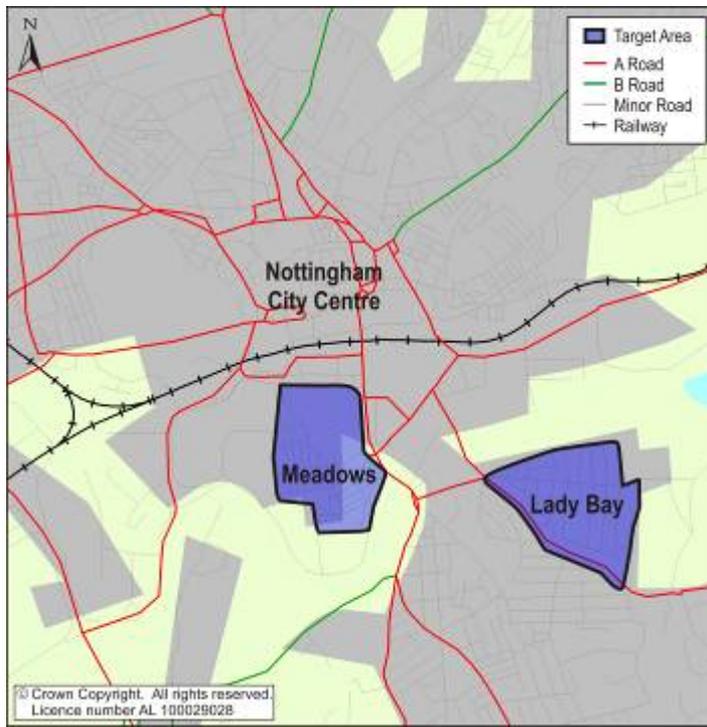
The process ...

- Assemble project team



The process ...

- Identify target areas



The process ...

- Establish the branding and key messages



The process ...

■ Pre-contact publicity



Smarter Travel Sutton

PTP Sutton, Unit 44,
Westmead House,
123 Westmead Road,
Sutton,
Surrey SM1 4JH
Tel: 020 8722 6319
Email: advice@smartertravelsutton.org
Website: smartertravelsutton.org

Dear Resident,

Even small changes to your journey make a big difference

Smarter Travel Sutton is a partnership project between Transport for London and the London Borough of Sutton, to help reduce traffic congestion and improve local air quality. It's all about increasing awareness of alternative travel options and their benefits, along with other services such as cycle training and car clubs.

One of our Travel Advisors will be visiting you in the next couple of weeks to offer you information and advice about the options that are available to you. Afterwards you will receive a free pack of personalised information.

Together we can make a difference!

If every household in Sutton left their cars at home just once a week, it would have a noticeable impact on traffic and pollution levels in your neighbourhood. In addition, replacing some of your shorter car trips with walking or cycling is good for your heart and mind, as well as saving you money on petrol.

It's a great opportunity for us all to make the borough of Sutton a more pleasant and even greener place to live. We hope that you'll be interested in learning more about alternative ways to travel and we look forward to offering you the opportunity to take part.

Yours sincerely

Andrew Gordon
Sutton Project Manager

2. Findings

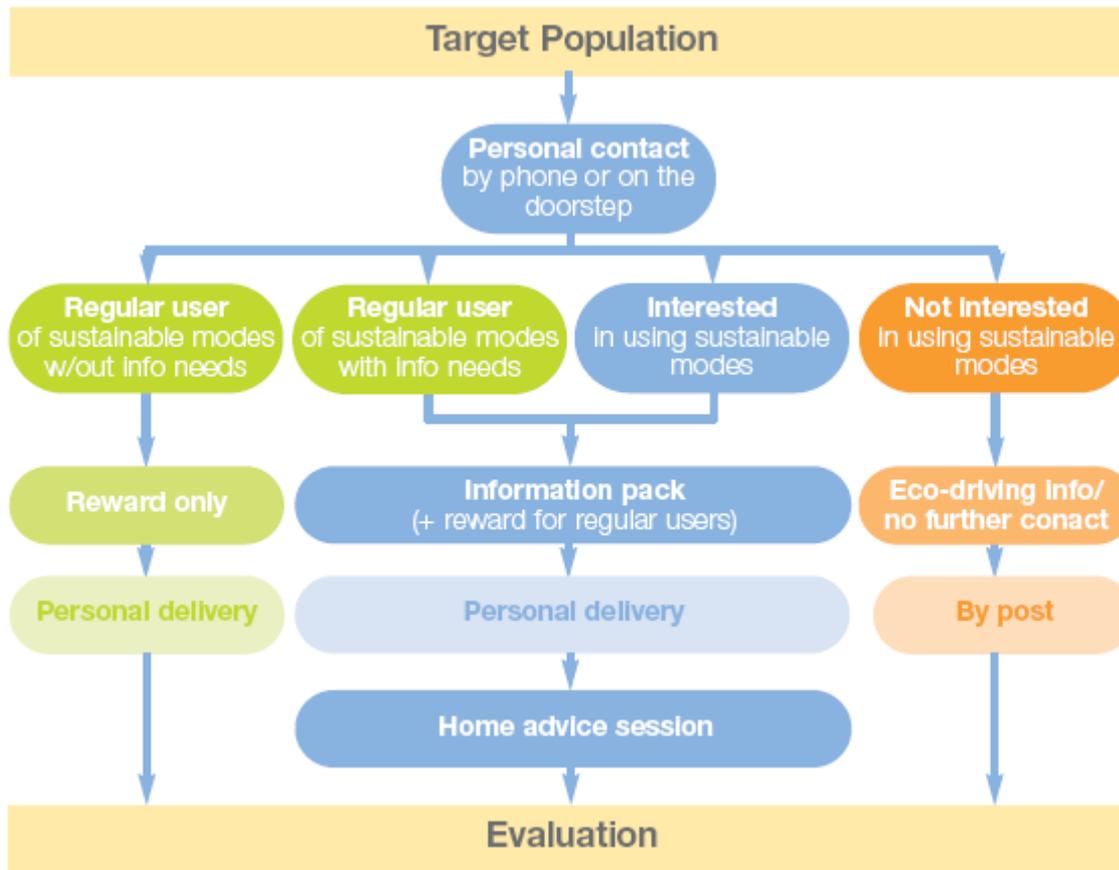
The process ...

■ Initial contact



The process ...

■ Segmentation



2. Findings

The process ...

Information request

public transport

walking

cycling

innovation

information

Please fill out and return this form to order your **free** personal information pack

Help us to **help** you!

Help us to ensure prompt delivery of your materials – please fill in your contact details below

Name: _____

Address: _____ Postcode: _____

Tel. No. _____ Day: _____ Evening: _____

travelsmart Would you like to use environmentally friendly travel options more often? YES NO

How can we help you? Please tick the boxes below to order your personal travel information pack

New local travel maps

A brand-new TravelSmart map for your local area showing walking and cycling routes, information about bus services and local facilities. Includes Skerton, Bare, Halton and Hest Bank. **Torrisholme and Surrounding Area on Foot, by Bike and by Bus:**

Public Transport

- **Bus Stop Timetables:** A booklet showing the frequency and destination of all main services using the bus stops nearest to your home.
- **Lancaster and Morescombe Bus Map and Guide:** A comprehensive guide to the bus routes and destinations throughout the area.
- **Bus service timetables:** Comprehensive services covering the town and main information for bus services of your choice in Torrisholme and the surrounding area.

- 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

Cycling

- **Lancaster and Morescombe Cycling and Walking Map:** Your comprehensive map to getting around Lancaster and Morescombe and the surrounding countryside on foot, showing official cycle routes and how to access them, as well as local facilities including cycle parking.
- **Cycling for All:** A brand-new guide to six short cycle routes in Lancaster with Morescombe. As well as maps and directions it also shows the guide also gives you details of the terrain, color and refreshment stops along the way.
- **Head to Lancaster Cycle Route:** A historical color map of the scenic rural cycle route, taking in villages and market towns. Includes three circular routes around the area.
- **Lancaster to Kendal Cycle Route:** A scenic map and guide to the 52 mile route starting in Lancaster and ending you north via central parts and west to the Lake District, market towns and on into the Lakes.
- **Downed by Bike:** An informative guide to 11 cycling routes in the polluted area of Bowland, featuring maps and route information.
- **Cycling information leaflets:** A series of 6 leaflets covering a range of aspects of cycling with local expert details.

- Cycling: The Right Bike for You
- Cycling: Basic Bike Maintenance
- Cycling: In Different Conditions
- Cycling: Security Matters
- Cycling: Storing your Bike
- Cycling: With Children
- Cycling: Finding your Way
- Cycling: Clothes and Accessories

- **Cycle training information:** Details of cycle training events taking place in Lancaster this autumn, including basic bike maintenance, cycle skills for beginners, intermediate and advanced adult cyclists.

Walking

- **Lancaster and Morescombe Cycling and Walking Map:** See comprehensive map showing getting around Lancaster and Morescombe and the surrounding countryside on foot, showing local trails, walk routes and local facilities across the area.
- **Morescombe Promenade Exercise Zones:** A guide to the five walking routes along the Morescombe Promenade designed to help you start exercising, but also suitable for all.
- **Walk More – Feel the Difference:** A booklet packed with useful tips on walking – the only way to get around and enjoy your town.
- **Walk in to Walk Out:** A booklet useful on walking to work, to work, to get started and how the benefit to your health, and wallet.

Other information

- **School Travel Plans:** Help for parents wanting to ensure their child has a safe and healthy journey to school, including contact details to get your local school involved.
- **Dial-a-Bus:** Information leaflet about the Dial-a-Bus to door to door service designed for people who find it difficult to use conventional public transport including contact numbers for making bookings.
- **Community Clerk:** Information on Lancaster's door to door community services, aimed at those who have difficulty using public transport.
- **Shared Wheelie:** Details about the free on the go service, which lets you with other people travelling in the same direction enabling you to share journeys and save money.

TravelSmart Pledge Card

By taking 'You' to the front of the top of this form, you qualify for a unique discount scheme.

The TravelSmart Design Committee endorse on parking, accessories and new bikes at local shops and outdoor shops.

Free gift!

On quick return of this order form, you can also receive this **FREE** personal FM radio with earphones (Limited numbers available)

Please tick the box to receive this offer.

Further Services

TravelSmart Plus: An opportunity for your local FM radio to receive general advice and support on environmentally friendly travel choices in your area.

- Choose the bus – try our public transport app on your phone.
- Choose cycling – including the linked offer of a free cycle kit, computer and an e-bike.
- Choose walking – including the linked offer of a free poster pack.

See back page for your personal journey plan order form

The process ...

- Compile materials ready for distribution



The process ...

- Deliver requested materials to households



The process ...

- Follow up home visits where required



The process ...

■ Evaluation and reporting

Figure 3.2 Changes in trips by main mode (trips per person/year)

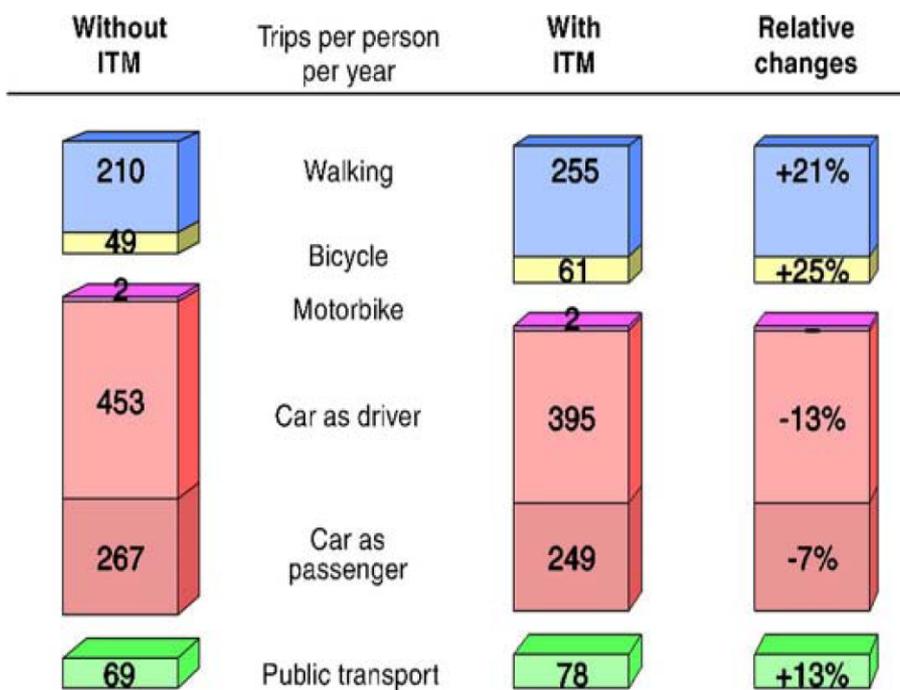
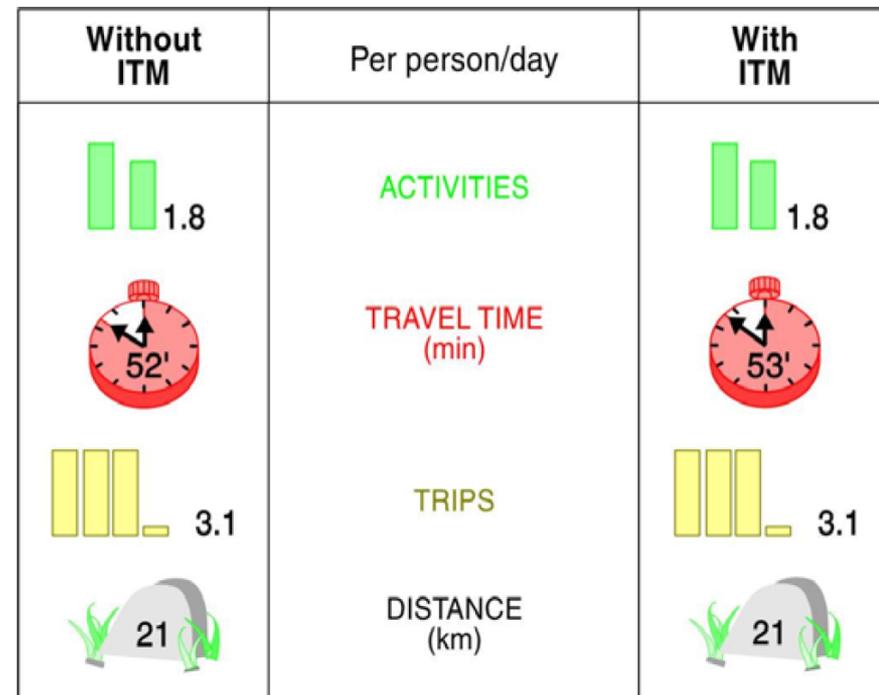


Figure 3.3 Changes in personal m



TravelSmart

TravelSmart® / IndiMark approach is based on the hypothesis that many people have become **habitual car users** and are unaware of alternative travel options available and would be encouraged to **use alternatives if more aware** of them. It is based on offering a set of information from which **people can choose and interpret for themselves**, rather than seeking to present them with messages to persuade them to change their behaviour.

Steer Davies Gleave

Steer Davies Gleave approach involves personal contact with individuals in target areas by Travel Advisors and engagement of participants in a short, **door-step conversation**. Travel Advisors are trained to listen out for characteristics of travel needs and behaviour and key motivators and to **determine what type of message and information are relevant** to the participant. At the end of the conversation it is mutually agreed what information and incentives are to be provided.

Projects to date

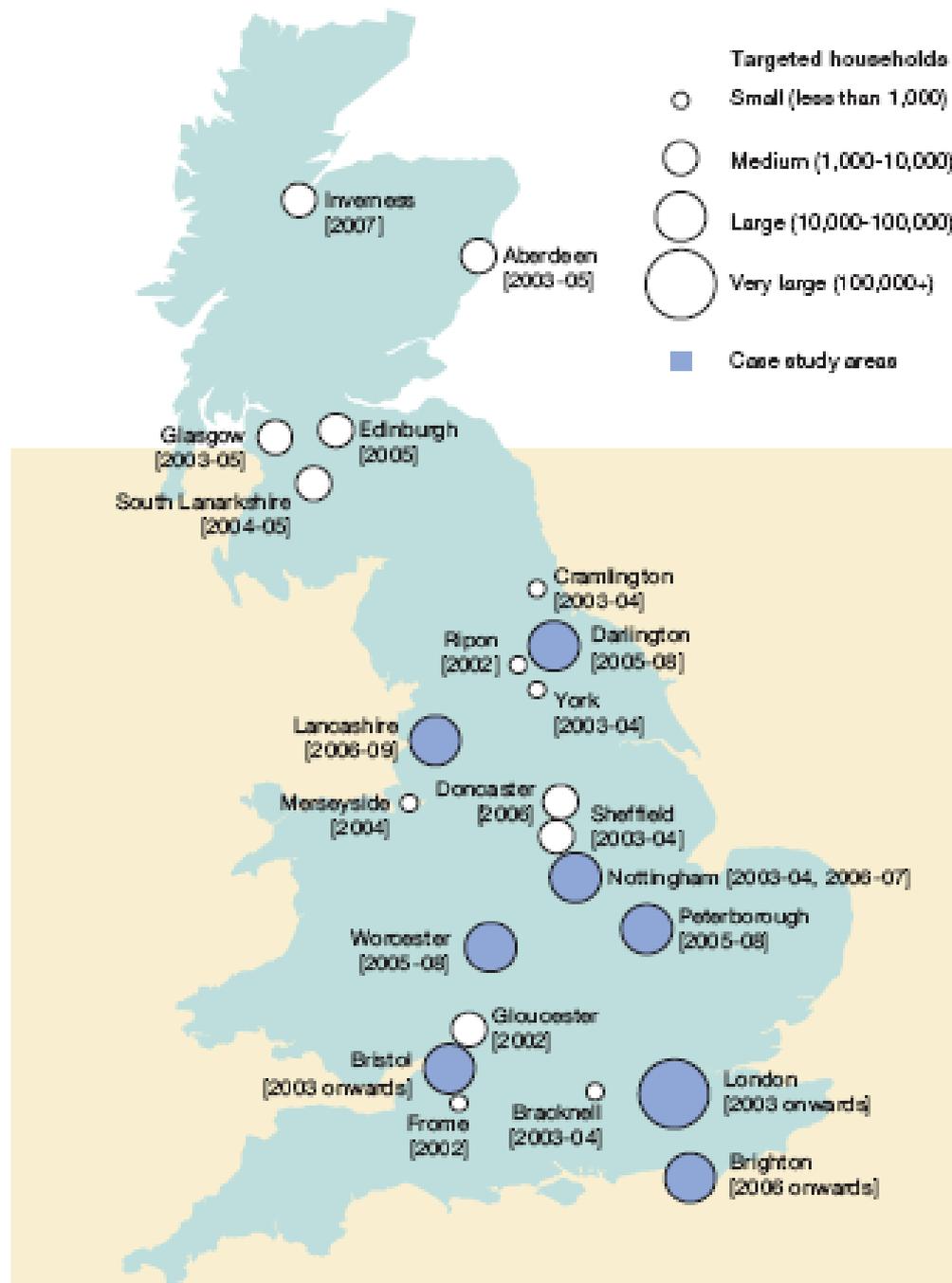
Case studies

8 locations

229,000 targeted hhs

170,000 contacted hhs

>100,000 participating hhs



Reasons to evaluate

- Assessing value for money (summative evaluation)
- Adaptive learning (formative evaluation)
- Owe it to project participants to provide feedback on project success

Evaluation indicators

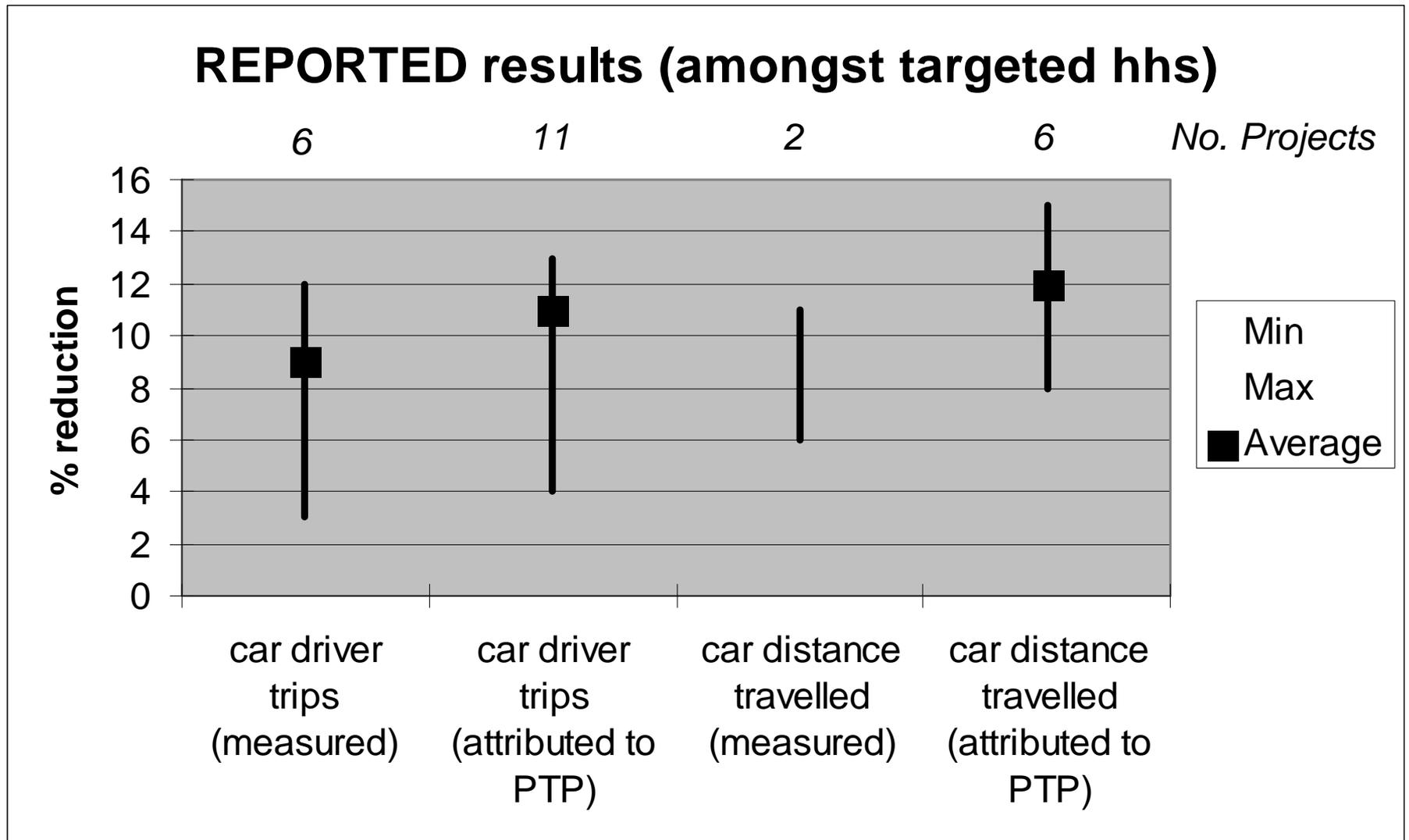
- Outputs/process
 - Contacted households
 - Participating households
 - Requests for information/support
 - Satisfaction with service
- Outcomes/performance
 - Modal split
 - Car trips and distance
 - Carbon emissions
 - Access to services

Outcomes measured

- Mean change in modal share (trips)
 - +2.8% walk
 - +0.8% cycle
 - +1.4% PT
 - 3.6% car driver
 - 1.2 car passenger

Based on nine projects with comparable results (in Bristol, Darlington, Lancashire, Nottingham and Peterborough)

2. Findings



Methods of evaluation

■ Sustrans/Socialdata

- Postal self-completion travel survey
- One-day diary for each household member
- Random samples from target population and control population (typically report 60-80% response rate)
- Independent samples in before and after
- Statistical tests for difference in car driver mode share

■ SDG

- Experience of low response rates to household surveys has led to SDT to turn to qualitative research (using protocol interviews and customer service surveys)

■ Others

- Doorstep and phone travel surveys
- In-depth personal interviews in Brighton with 25 participants

Evaluation weaknesses

- Survey self-selection
- Reliance on self-report travel behaviour
- Insufficient care taken with control/counterfactual
- Lack of statistical significance testing for outcomes of most interest
- Results not disaggregated by participants/non-participants
- Results reported but not explained
- Lack of corroborating, aggregate level observations
- No long-term monitoring
- Evaluations conducted by interested parties

My conclusions

■ Process

- Gradual refinement of delivery process to maximise contact/participation and provide information/support that is valued by participants
- Little difference in delivery process between providers, therefore cannot compare alternative approaches

■ Impacts

- Results similar across projects, regardless of...
 - Location
 - What else happening
- Difficult therefore to identify in what circumstances PTP is more effective
- Remains a need to corroborate results
- No information comparing outcomes/processes for different members of target population, therefore how PTP works is not known
- Value for money compared to other measures not known

3. Future possibilities

- Learning from literature
- New research
- Priorities



Learning from literature

- Theories
 - Behaviour
 - Behavioural change
 - Persuasion and marketing
- Travel behaviour studies
- PTP field studies

Literature- behavioural theories

<i>How behaviour can be influenced</i>	<i>What are the PTP levers?</i>
Deliberation of behaviour	Visible project in community Personal contact Travel conversation Offer of free materials
Changing perceptions	Information Marketing
Increasing behavioural control	Personal advice and support
Changing social norms	Working with media/community Use of role models Word-of-mouth communication Involving all household members
Making behavioural plan	Personal journey plan
Setting behavioural goal	Personal commitment
Experimenting with behaviour	Incentive (e.g. free bus ticket)
Reinforcing behaviour	Gifts Positive feedback Loyalty club

Literature - travel behaviour studies

An example:

- Some studies suggest behaviour change follows attitude change (Bamberg, Ajzen and Schmidt, 2003; Fujii and Kitamura, 2003)
- Other studies suggest behaviour change can occur without attitude change (Garvill, Marell and Nordlund, 2003; Beale and Bonsall, 2007)

Literature - PTP field studies

- Community-based PTP in Washington State (Cooper 2007)
 - Posters/signs, project participation website, local businesses
 - Pledges and rewards
 - Large reduction in car alone trips for participants
 - Small number of participants

New research opportunities

- Field experiments
 - Robust travel surveys
 - Use of qualitative research methods
 - Tracking ‘attitudes’ as well as behaviour
 - Developing observational data collection methods
 - Measuring social interactions and influence
- Laboratory experiments
 - For testing new designs
 - For observing impact process
- Developing theory
 - Dynamic process of behavioural change
 - Not only measuring determinants of behavioural change but effects of behavioural change
 - Interactive process between provider, participants and other agents
 - Intra-household/community processes
 - Don’t forget situational and lifestyle factors

Priorities

- Understanding PTP impacts
 - More robust evidence
 - Long-term outcomes
 - Better explain outcomes
 - Develop PTP practice
- Clarify role of PTP
 - In its own terms
 - Reducing car use?
 - Increasing use of PT?
 - Achieving wider benefits (climate change, health)?
 - Complementary to other soft or hard measures
 - Creating support for other measures
 - Empowering communities to make their own changes
 - Simply, a popular measure (with public and politicians)