Smarter Choices in the Sustainable Travel Towns

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Study results

The Effects of Smarter Choice Programmes in the Sustainable Travel Towns

Department for Transport 2010

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The Sustainable Travel Towns

2003: three medium-size English towns chosen to receive UK Government funding for 5-year expanded smarter choice programmes

Darlington

in the North East

Peterborough

in the East of England

Worcester

in the West Midlands

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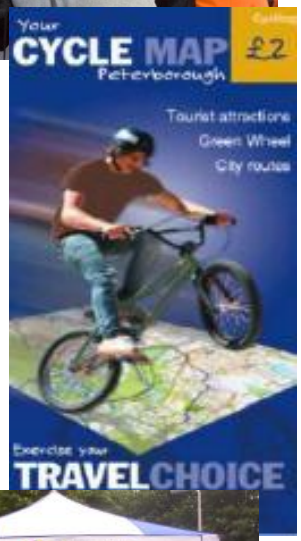
The Sustainable Travel Towns

Darlington

- Compact town but development of large edge of centre employment sites.
- Emphasis on active travel to address health issues due to marked health inequalities.
- Only Sustainable Travel Town to become a Cycling Demonstration Town too.



Peterborough

- Housing growth area with high car accessibility, and strong car culture – measures to restrain traffic politically taboo.
- But relatively good off-road cycling network in place.

Worcester

- Very typical town in terms of socio-demographics
- High congestion in traditional streets. Smarter choices a politically acceptable response.

Inputs: resources

Between them the towns received **£10m** from UK DfT and went on to spend **15m** on their programmes

Expenditure:

Darlington £4.4m
Worcester £4.4m
Peterborough £6.8m

= **£10 per head per year**

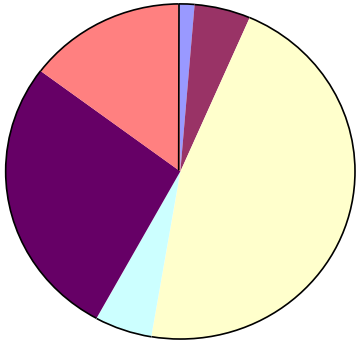
revenue/capital

capital just over half

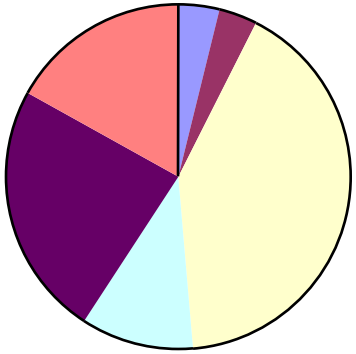
Staff: 6 -10 FTEs per town

Revenue allocated to individual smart measures

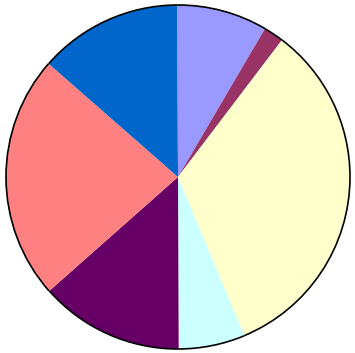
Darlington



Peterborough



Worcester



- Workplace travel planning
- School travel planning
- Personal travel planning
- Public transport information & marketing
- Travel awareness campaigns
- Cycling and walking promotion
- Car club

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Key differences between programmes

- **Staff time:**

  Peterborough allocated more to public transport initiatives, Darlington allocated more to cycling and walking
- **Capital spend:**

  Peterborough and Worcester spent more on public transport infrastructure (£26–£29/ head over 5 years).

  Darlington spent more on cycling and walking infrastructure (£14/head over 5 years).

Outputs: key elements of the towns' programmes...

- A clear brand identity
- A large scale personal travel programme

  50 – 100% of households targeted with offer of personal travel advice
- Travel awareness campaigns

  including advertising and media campaigns, and, in Darlington and Peterborough, loyalty schemes.

...key elements of the towns' programmes

- Cycling and walking promotion

  e.g. cycling festivals, promotional rides, cycle loan schemes

- Public transport information and marketing

  e.g. ad campaigns, information and ticketing initiatives, but less activity in Darlington where two main operators in competition

- School travel planning

  stepped up efforts in line with the Government's Travelling to School Initiative which aimed that every school should have a travel plan by March 2010 and offered capital grants to schools that have approved travel plans

- Workplace travel planning

  engaged with employers to encourage voluntary travel plans and secure travel plans through the planning process

Example: cycling in Darlington

Town received additional £1.5m as a Cycling Demonstration Town
Seven high-quality signed radial routes developed

local motion
darlington
join your town on the move

Together with:

- Expansion in town cycle parking
- Cycle training and promotion in schools
- Adult cycle training
- Annual cycle festival and themed rides
- Town cycle map
- Cycle loan scheme

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Example: public transport in Peterborough

Close working relationship between council and Stagecoach and huge attention to detail in tackling passenger concerns

BETTER SERVICES

- Citi network improved and simplified, with more frequent services (10 minutes) on key routes
- More low-floor buses
- Driver customer service training
- Stagecoach tickets accepted on council-run Local Link services.

BETTER INFORMATION

- High quality information, Travelchoice branded
- Interchange information at 53 main bus stops
- Real-time passenger information on main routes
- Text&Go departure information to mobiles
- Travelchoice information centre.

Example: travel awareness in Worcester

Numerous initiatives, including...

- Over 100,000 walk/cycle/public transport guides distributed
- New Year's leaflet *Time to make a new year revolution* on benefits of walking and cycling to majority of homes
- Worcester Free Ride – 50 refurbished bikes put out for free use on the streets of Worcester
- Walking activity pack for every primary school child.

Outcomes: data sources

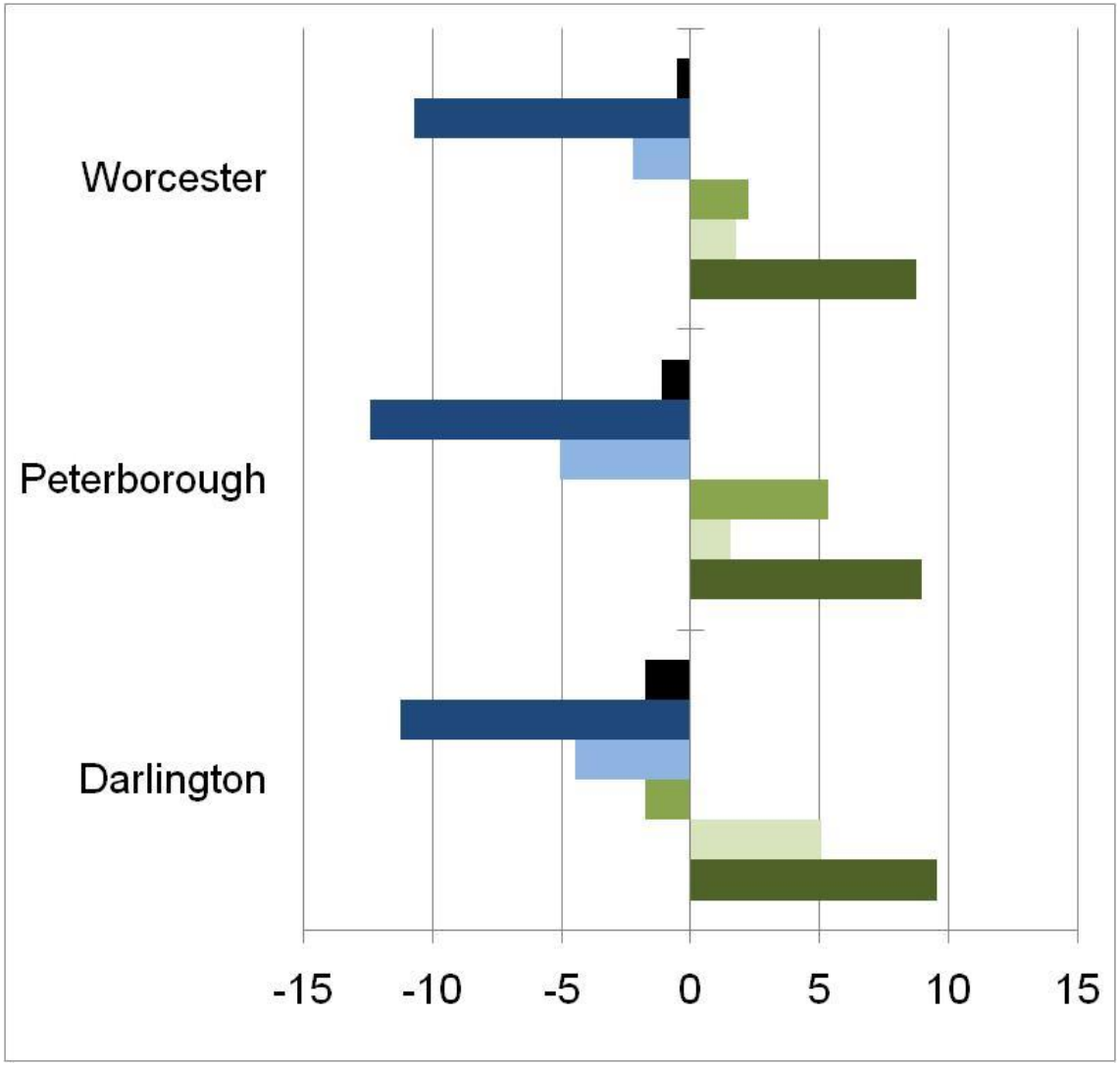
Town Data

- **Household travel survey** (undertaken 2004 & 2008, 4000 people each town each survey)
- **Counts of:**
  - Vehicles
  - Cyclists
  - Pedestrians
  - Bus passengers
- **School and workplace surveys**

National Data

- **National Travel Survey** medium-sized urban areas
- **National Road Traffic Estimates** urban roads

Household surveys – changes in trips



Change in trip numbers per 100 people per day 2004 to 2008; weighted dataset; trips<50km

Outcomes: comparing car travel from surveys with national trend

Household surveys

	Trips per person	Distance per person
National trend	-1.2%	-0.9%
Sustainable Travel Towns	**-9%**	**-5%~-7%**
Darlington	-7%~-10%	-6%~-7%
Peterborough	-8%~-10%	-7%~10%
Worcester	-8%~-10%	-3%

Outcomes: comparing car travel from surveys with traffic / car counts

Household surveys

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Traffic / car counts

Inner area	Outer area	Overall change
		-0.5% **(car)** or -0.7% (all)
-6.7% to -5.3%	+1.6% to -0.2%	-2.4% to -3.2%
-7%(car)	-1%(car)	-2.4%(car)
-8%	Growth then fall **-1% to -1.8%**	Growth then fall **-1.9% to -2.6%**

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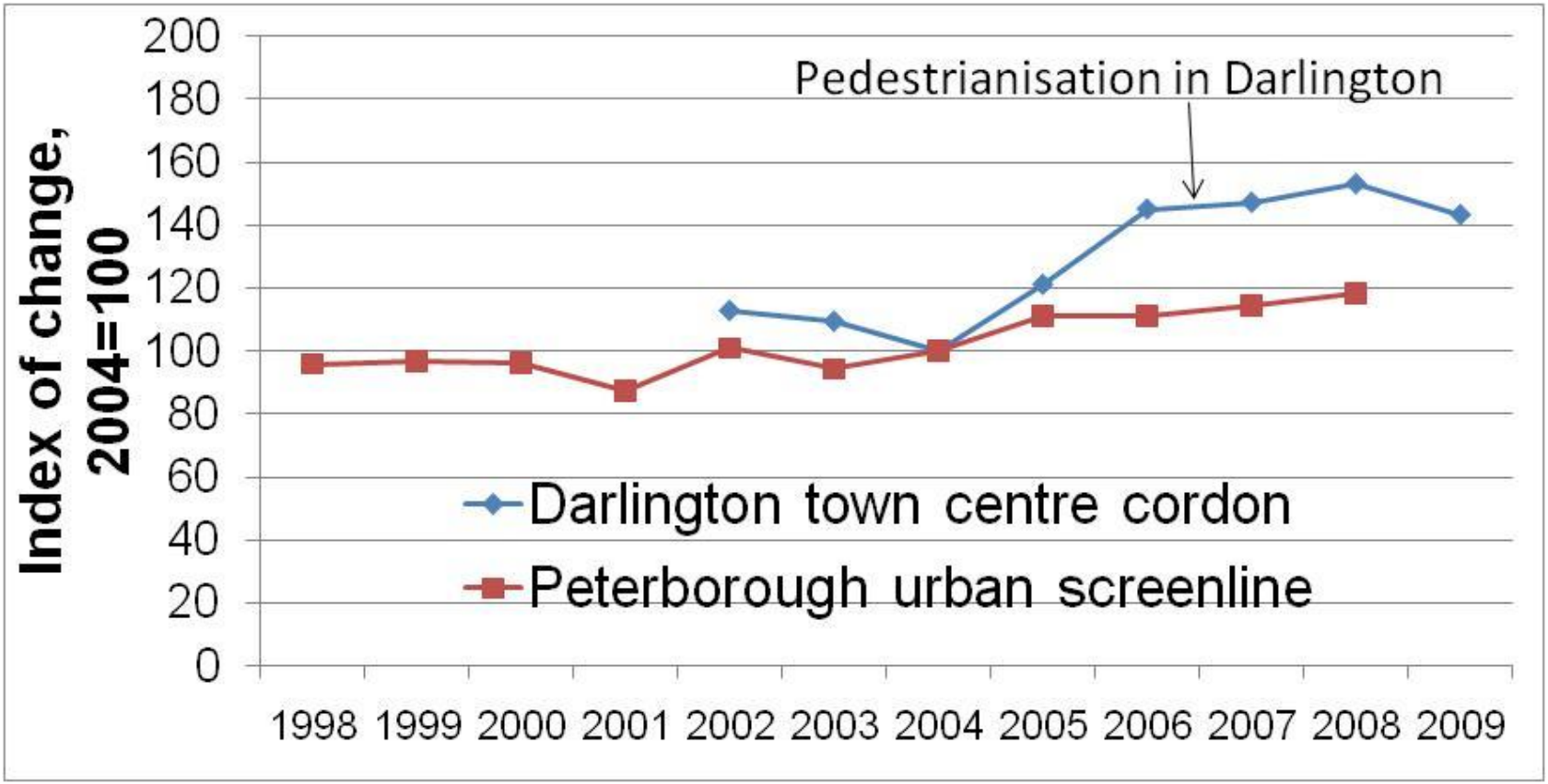
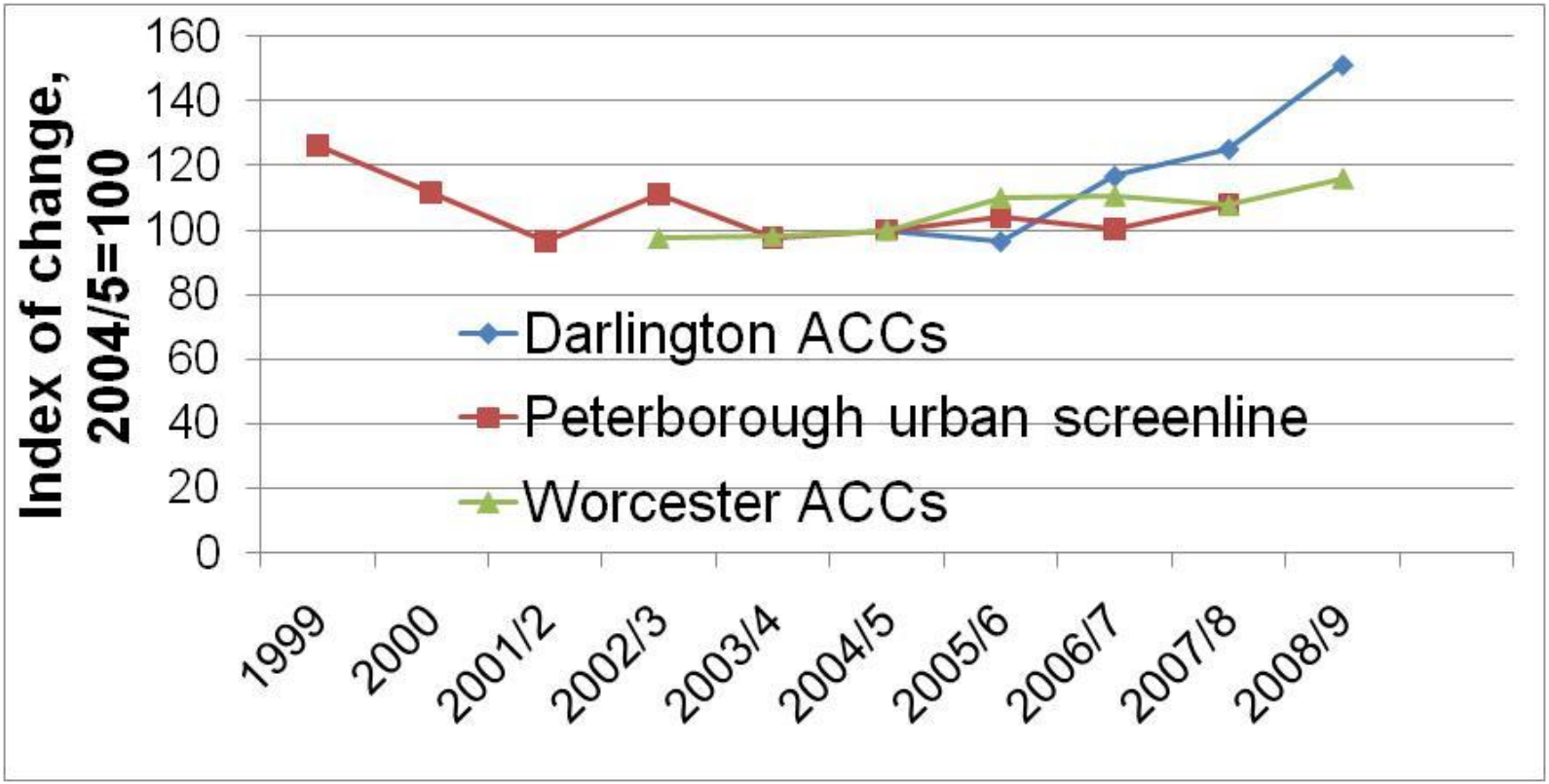
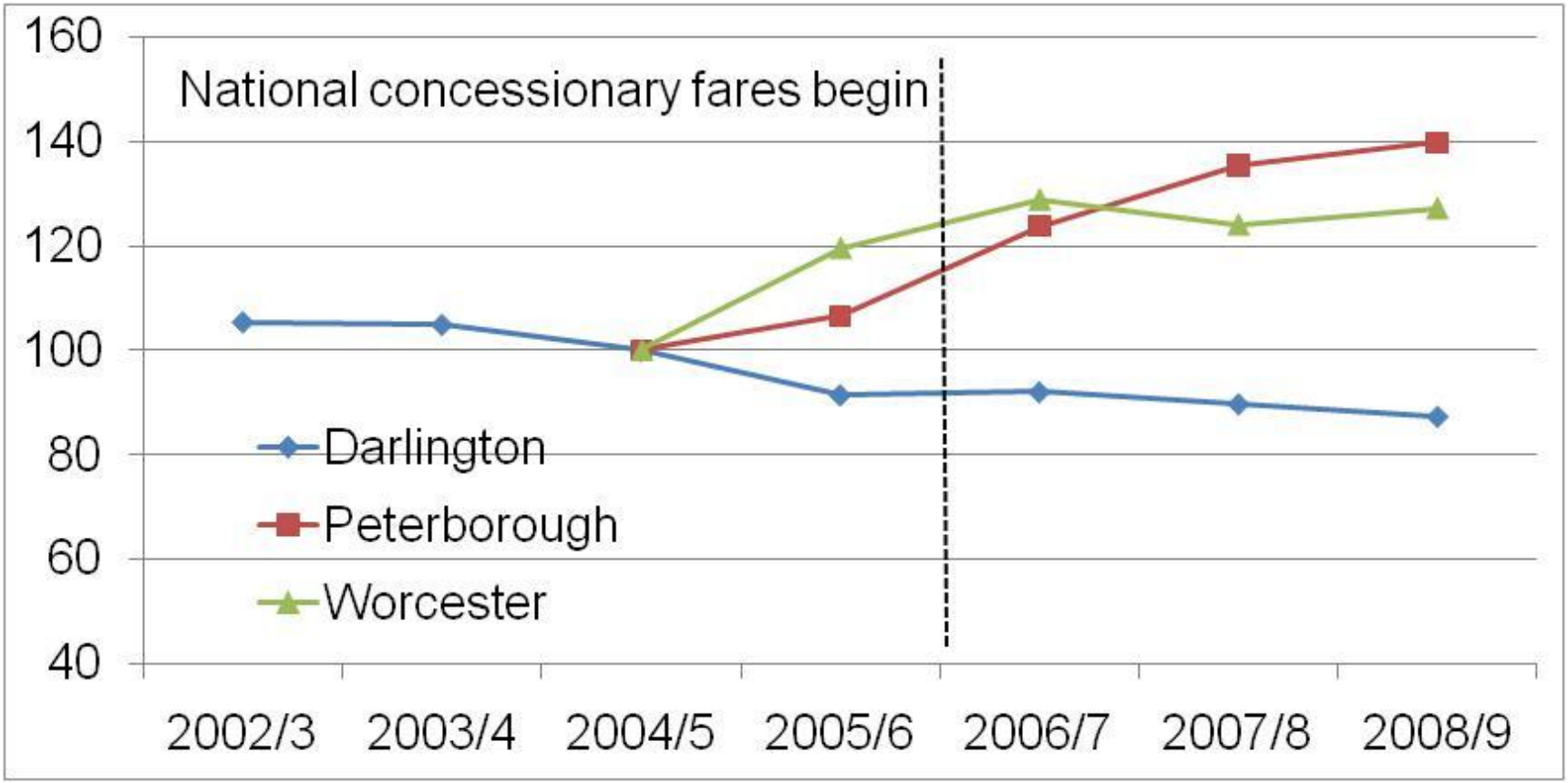
Outcomes: walking counts



Outcomes cycle counts



Outcomes: bus use



Outcomes: patterns of demand

travel survey results

Mode shift

e.g. replacement of trip by car with trip by bus, bike or foot

+

Destination/mode shift

e.g. replacement of medium length car trips with shorter journeys by bus, bike or foot

+

Trip evaporation

7% of reduction in car use from a net reduction in trips

Outcomes: who changed behaviour?

- men + women equally
- *most* age groups
- largest reductions: college students, job seekers, recently retired
- lowest reductions: full-time workers and high car drivers – **But** small change has large impact

Car driver mode share for full-time workers fell by 5%, but contributed 40% of reduction in car driver trips

Outcomes: significance of trip length

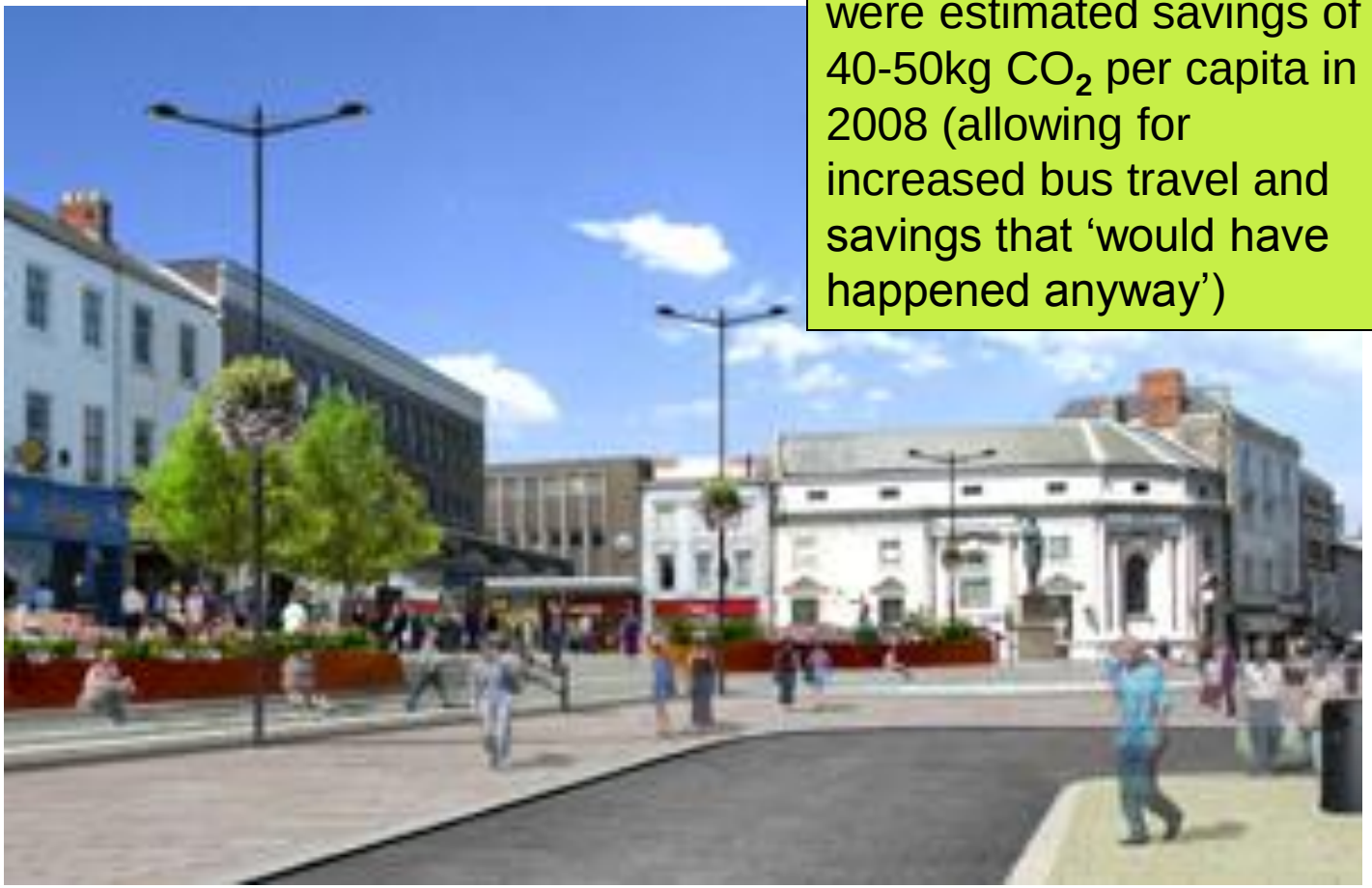
- Largest behaviour change seen in short trips
- But largest reductions in DISTANCE from medium/ long distance trips

Trips 10-50km fell by 3% but

contributed 45% of the total reduction in car use

Carbon impacts

Across the towns there were estimated savings of 40-50kg CO_2 per capita in 2008 (allowing for increased bus travel and savings that 'would have happened anyway')



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Lessons for good practice

- Results repay resources for individual modes – target the programme accordingly
- Raise the quality of the transport offer
- Realise potential savings from high car users and longer journeys
- Don’t forget walking

Thank you for listening

The effects of smarter choice programmes in the sustainable travel towns

http://www.dft.gov.uk/pgr/sustainable/smarterchoices/smarterchoiceprogrammes/pdf/effectsreport.pdf

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