



# **Standardised Assessment Methodology (SAM)**

## **Effect of Travel Plans Pilot Study**

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# Effect of Travel Plans

- Introduction to Research Pilot
- What is SAM?
- The Sites Re-visited
- The Data Collected
- Key Research Findings
- What Next for SAM?

# Introduction to Research Pilot

- Compares 2005 and 2008 surveys at 4 SAM pilot sites
- Suggests way forward for the SAM methodology



# What is SAM?

*"SAM has been developed by TRICS® as a system of monitoring and assessing the effectiveness of travel plans. It used long established TRICS® methods of multi-modal data collection enhanced with comprehensive information on travel plan details to produce robust travel plan survey results."*

Want to know how effective  
your travel plans are?

sam

#### What is SAM?

[Why do travel plans need to be monitored?](#)

[The SAM Process](#)

[Costs](#)

[Case Studies](#)

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## What is SAM? Standard Assessment Monitoring

SAM has been developed by TRICS® as a system of monitoring and assessing the effectiveness of travel plans. It uses long established TRICS® methods of multi-modal data collection enhanced with comprehensive information on travel plan details to produce robust travel plan survey results.



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## Why do travels plans need to be monitored?

Monitoring is a key element of any travel plan. Without a robust monitoring programme, there is a risk the travel plan will become a static document that doesn't change to suit the needs of the site. Without a monitoring programme it is also difficult to establish what the positive and negative elements of the travel plan are.

From a legislative perspective, Planning Policy Guidance 13 (Transport), states that a travel plan should be submitted alongside any planning application that is likely to have significant transport implications. The DfT's Guidance on Transport Assessment has clear requirements that a travel plan should be developed and should inform the transport assessment process.

# The SAM Process

- Site Visit
- Survey Specification
- Multi-Modal Survey
- Data Input & Validation
- Analysis of Survey Results
- Visit [www.trics.org](http://www.trics.org) for more info



GlaxoSmithKline



# The Data Collected

- Directional multi-modal counts by time period
- Supporting site, development and parking details
- Additional Travel Plan elements



# The Data Collected - Travel Plan Elements

- Main Details
- Changes in Environment & Circumstances
- Cycling
- Car Sharing
- Car Parking Management
- Financial Incentives
- Public Transport
- Shuttle Bus

# The Data Collected

- Analysis of modal shift between 2005 and 2008 surveys
- Trip rate comparisons by GFA and employees or students



# Key Research Findings

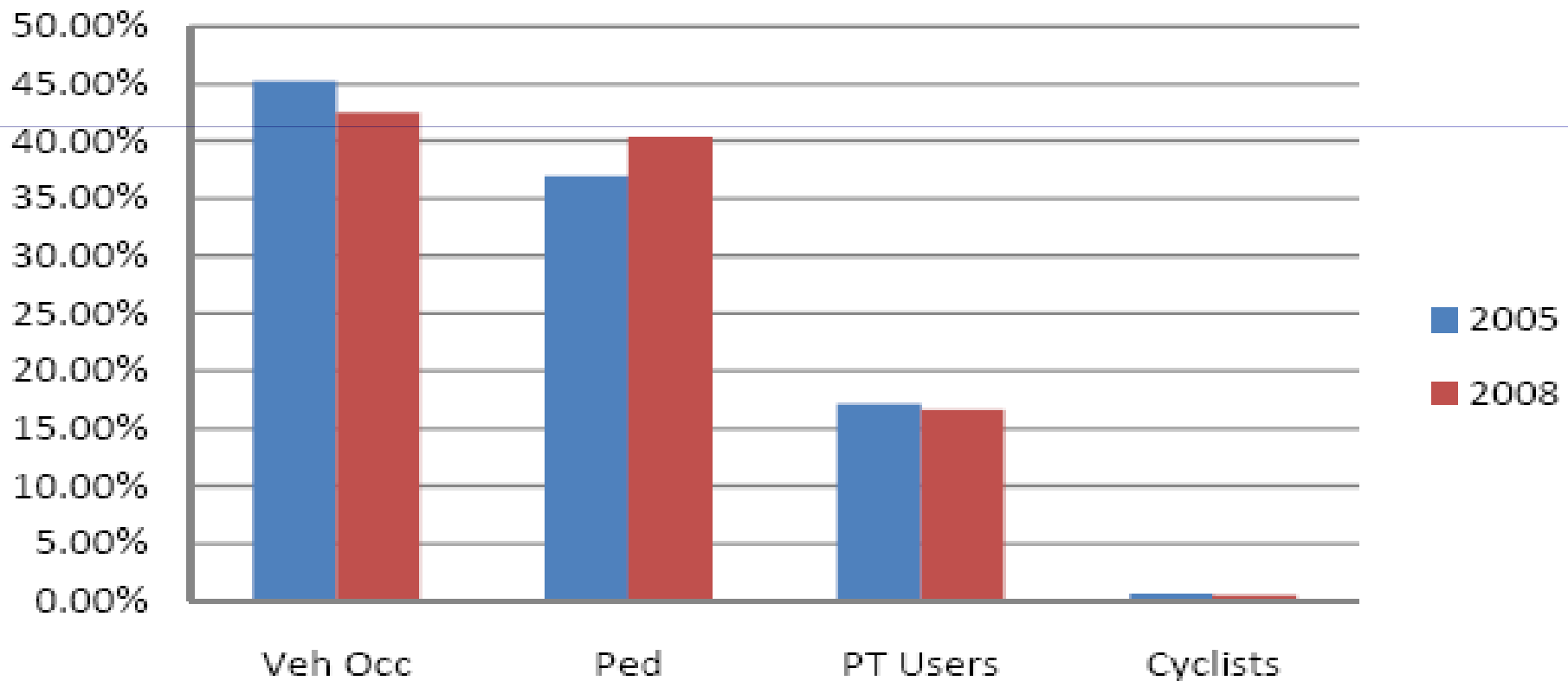


# County Hall, Maidstone



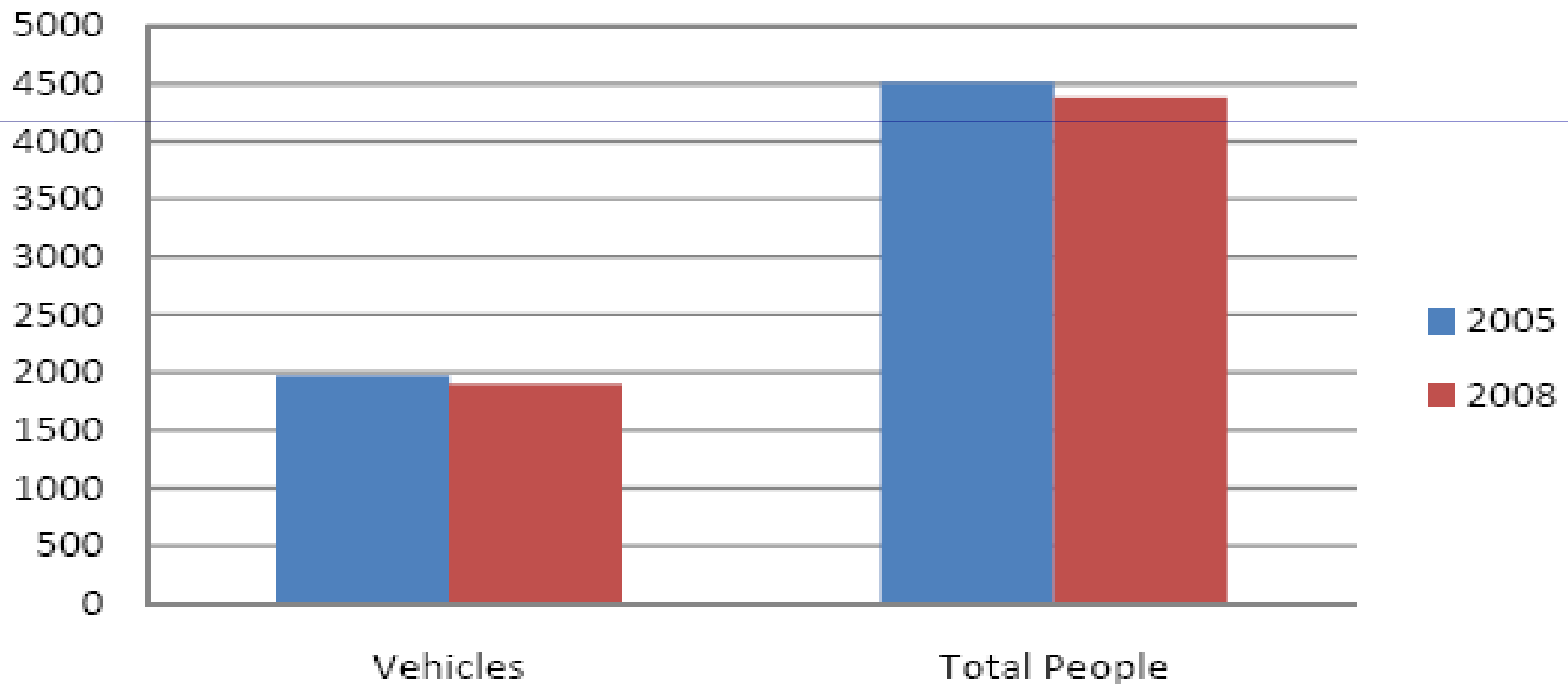
# Modal Shift (2005-2008)

## County Hall, Maidstone



# Total Vehicles/People

## County Hall, Maidstone



# Vehicular Trip Rates

**TRICS® Vehicular trip rates for County Hall, Maidstone (per 100m<sup>2</sup> Gross Floor Area)**

Year	Trip Rate (Arrivals and Departures, 07:00-19:00)
2005	6.016
2008	5.799

**TRICS® Vehicular trip rates for County Hall, Maidstone (per employee)**

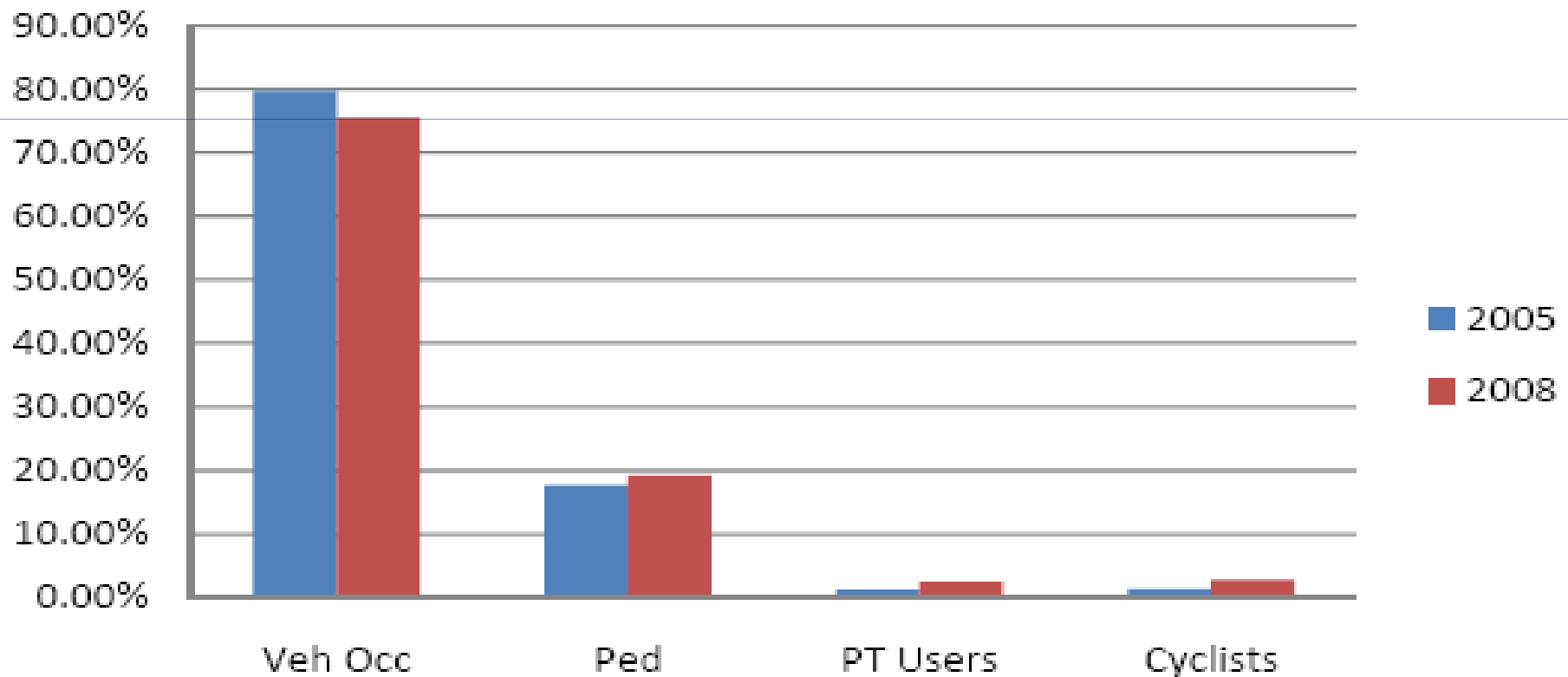
Year	Trip Rate (Arrivals and Departures, 07:00-19:00)
2005	0.965
2008	0.886



**Chandler's Ford**

# Modal Shift (2005-2008)

## B & Q, Chandlers Ford



# Total Vehicles/People

## B & Q, Chandlers Ford



# Vehicular Trip Rates

TRICS® Vehicular trip rate for B & Q, Chandlers Ford (per 100m<sup>2</sup> Gross floor Area)

Year	Trip Rate (Arrivals and Departures, 07:00-19:00)
2005	15.460
2008	14.635

Note: 2008 employee figures unknown



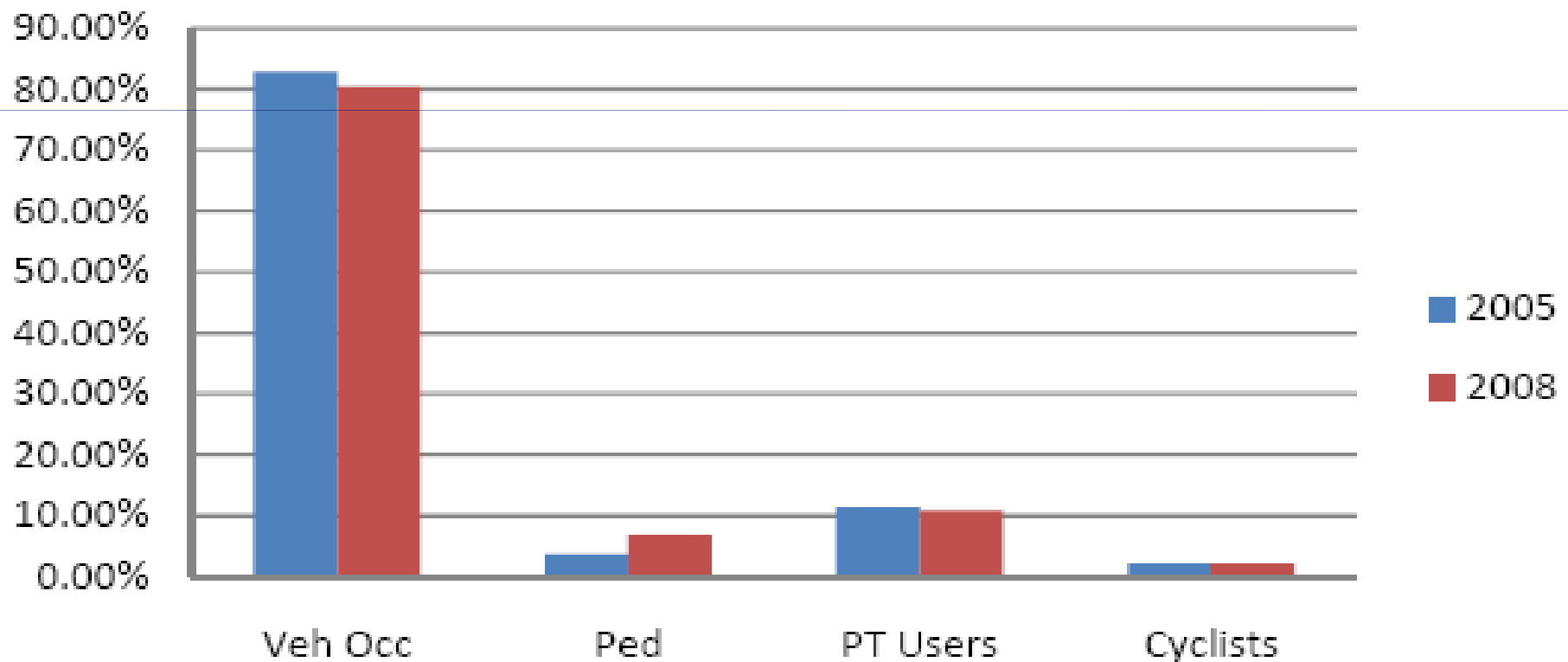
GlaxoSmithKline

# Weybridge



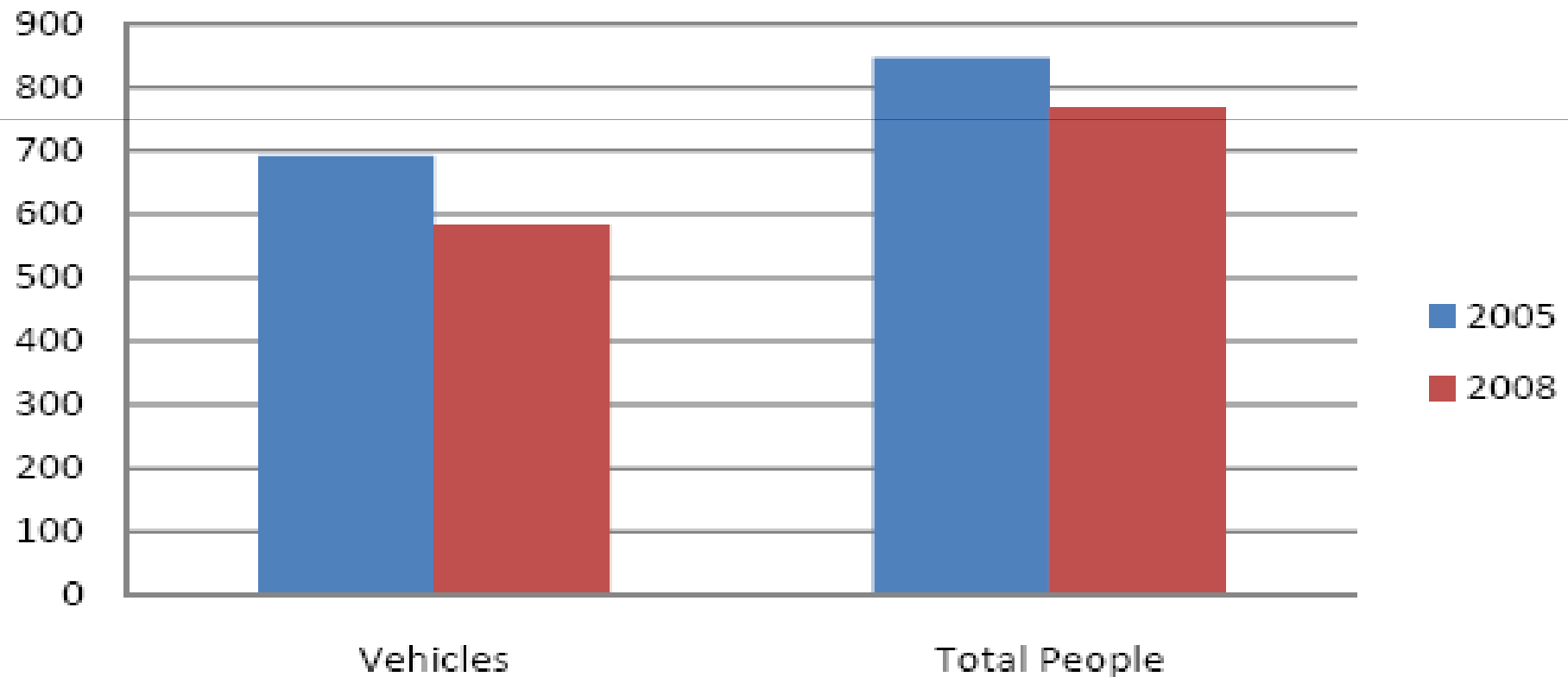
# Modal Shift (2005-2008)

## Glaxo Smith Kline, Weybridge



# Total Vehicles/People

## Glaxo Smith Kline, Weybridge



# Vehicular Trip Rates

**TRICS® Vehicular trip rate for Glaxo Smith Kline, Weybridge (per 100m<sup>2</sup> Gross floor Area)**

Year	Trip Rate (Arrivals and Departures, 07:00-19:00)
2005	6.712
2008	5.561

**TRICS® Vehicular trip rates for Glaxo Smith Kline (per employee)**

Year	Trip Rate (Arrivals and Departures, 07:00-19:00)
2005	2.001
2008	1.790

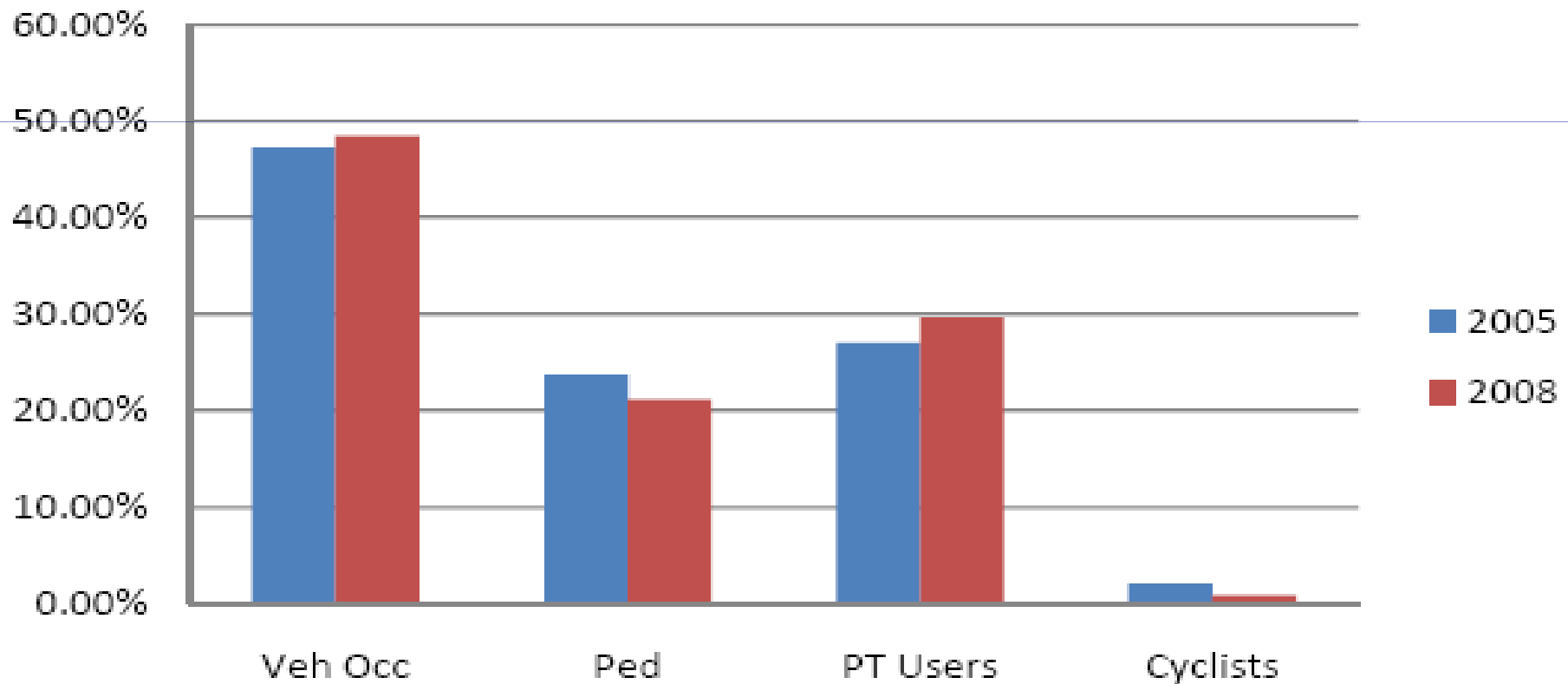


# **Bexhill College**

**An example of “external factors” influencing results**

# Modal Shift (2005-2008)

## Bexhill College, Bexhill



# Total Vehicles/People

## Bexhill College, Bexhill



# Vehicular Trip Rates

## TRICS® Vehicular trip rate for Bexhill College, Bexhill (per 100m<sup>2</sup> Gross floor Area)

Year	Trip Rate (Arrivals and Departures, 07:00-22:00)
2005	21.957
2008	20.175

## TRICS® Vehicular trip rate for Bexhill College, Bexhill (per employee)

Year	Trip Rate (Arrivals and Departures, 07:00-22:00)
2005	10.687
2008	8.550

## TRICS® Vehicular trip rate for Bexhill College, Bexhill (per student)

Year	Trip Rate (Arrivals and Departures, 07:00-22:00)
2005	1.587
2008	1.409

# To Summarise...

- Currently a good methodology for monitoring "at gate" data
- Mode shift has moved towards non-car methods of transport
- Overall trips and trip rates have reduced slightly
- External factors should be considered

## Also...

- Only a Pilot but evidence would suggest that travel plans are having a positive effect on trip rates and mode shift...

# What Next for SAM?

- Possible introduction of qualitative “travel survey” data?
- Analysis of peak hour data
- More sites and land uses
- As a User, what are your own thoughts on how SAM could improve further?

# Qualitative Surveys?

- Postcode data
- Gender and age
- Individual travel habits and recent changes
- What would influence individual mode choice?
- Distance travelled

