

# Successful auditing of travel plans

Transport Planning

Traffic Engineering

Highway Design



David Knight

Director

# A meaningful travel plan

Transport Planning

Traffic Engineering

Highway Design

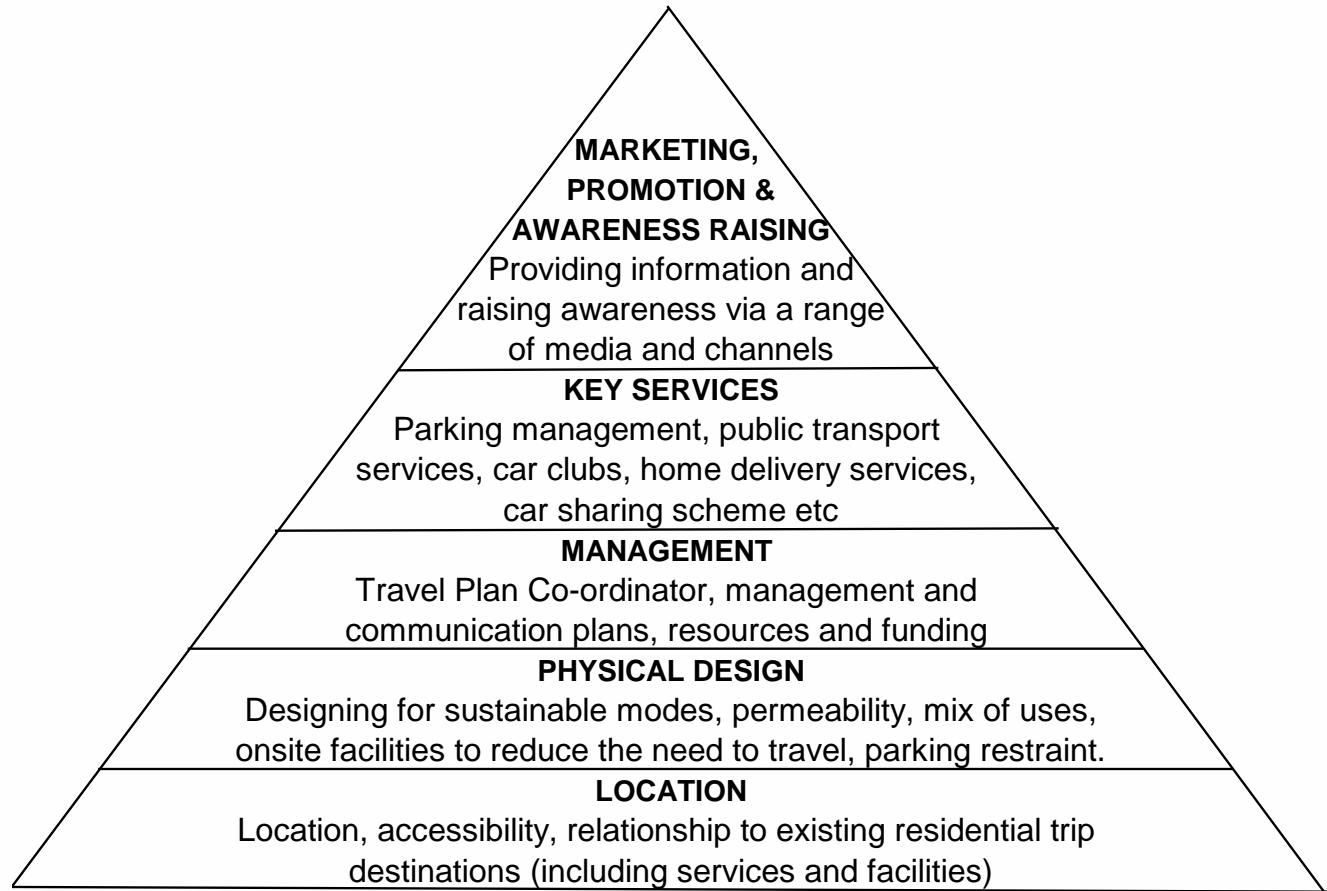
- DCLG/DfT document 'Good Practice Guidelines: Delivering Travel Plans through Planning Process', April 2009
- *'A travel plan is a long term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed'*
- Management Tool
- A process
- Not a document that sits on the shelf

# Travel Plan Pyramid

Transport Planning

Traffic Engineering

Highway Design



# What should we be auditing?

Transport Planning

Traffic Engineering

Highway Design



- The Travel Plan document
- The Implementation process
- The success in meeting objectives and targets
- The success of individual measures

# Who audits?

Transport Planning

Traffic Engineering

Highway Design



- Highway Authority/Planning Authority
  - Travel Plan document (Planning submission)
  - Implementation
  - Monitoring
- Developer Team
  - Consultant
  - Client
- Occupier
- Independent Audit - Arbiter

# TA versus TP

Transport Planning

Traffic Engineering

Highway Design

Transport Assessment Process	Development Related Travel Plan Process
1. Scoping	1. Scoping
2. Develop transport strategy for development	2. Identify strategy (vision and objectives)
3. Prepare Transport Assessment <ul style="list-style-type: none"> <li>• Accessibility</li> <li>• Existing transport conditions</li> <li>• Trip generation, distribution and assignment</li> <li>• Capacity assessments</li> <li>• PT, Cycling and Walking proposals</li> <li>• Highway Safety</li> </ul>	3 Develop travel plan <ul style="list-style-type: none"> <li>• Site Audit</li> <li>• Travel surveys</li> <li>• Objectives, Targets and indicators</li> <li>• Package of Measures</li> <li>• Monitoring/action plan</li> </ul>
4. Agree Mitigation measures/funding	4. Agree plan/funding
5. Planning approval	5. Planning approval
END OF TRANSPORT ASSESSMENT	6. Implementation
	7. Monitoring and Evaluation

# TRAVEL PLAN REPORT STRUCTURE

Section	Summary
Executive Summary	Summary of key points
Introduction	Background
	Policy
	Guidance
Existing travel situation/ accessibility	Site Assessment
	Operational Audit [Where applicable]
	Travel Survey
Objectives and targets	Objectives
	Targets
Travel Plan Strategy	Management
	Marketing
Package of Measures	For employees
	For other site users [As applicable]
Monitoring and Review	Monitoring Strategy and Methodology
Action Plan	Implementation and Review Programme

# Assessing Plan Content

Transport Planning

Traffic Engineering

Highway Design



- **CAT** (DCLG/DfT Good Practice Guidelines, April 2009)
  - Covers all key elements
  - Addresses site specific issues
  - Tips the balance in favour of sustainable travel
- ATTrBuTE in London
- DfT Evaluation Tool

# The written audit

Transport Planning

Traffic Engineering

Highway Design



- Development Details
- Type of Travel Plan
- Objectives
- Targets
- Management
- Marketing
- Measures
- Monitoring
- Other comments
- Summary

# Have we got the right type of plan?

Transport Planning

Traffic Engineering

Highway Design



- Types of travel plan
  - Area wide travel plan
  - Framework travel plan
  - Full travel plan
  - Interim travel plan
  - Travel plan statement
- Development thresholds
- Scope for Flexibility

# Objectives, targets and indicators

Transport Planning

Traffic Engineering

Highway Design



- Objectives
  - High level aims
  - Give direction
  - Provide focus
  - What the plan is seeking to achieve
- Targets
  - Measurable goals
- Indicators
  - Elements you need to monitor
- A core travel plan process

1. MONITOR CHANGE
2. UNDERSTAND LEVEL OF SUCCESS

# About targets

Transport Planning

Traffic Engineering

Highway Design

- SMART

- Specific
- Measurable
- Achievable
- Realistic
- Timebound

‘Aim Type’

To reduce the proportion of single occupancy vehicle trips by 15% by 2011

‘Action Type’

To appoint a Travel Plan Coordinator by March 2010

- Relationship to Objectives and Indicators
- Imprecise target setting can lead to confusion and loss of credibility in the travel plan
- ‘Desired’, ‘promised’, ‘minimum’ or ‘aspirational’
- Core ‘aim type’ target always needed (10% or greater)

- Scoring system for measures contained with a Travel Plan
- Based on 20 UK Case Studies
- Most effective measures are:
  - Significant new or enhanced public transport
  - Major restrictions on car parking
  - Financial Incentives for using sustainable transport
- Linear Regression of Modal Shift versus scores achieved strong correlation ( $r^2 = 0.84$ )
- Tool indicates a band of values for which targets for car driver mode share should realistically fall within

**Table 1 ATTEST Scoring System**

Element	Score
Site Details (8%) <ul style="list-style-type: none"> <li>• Accessibility</li> <li>• Congestion on traffic network</li> </ul>	0 (Low), 1 (medium) or 2 (high) 0 (Low), 1 (medium) or 2 (high)
Management (10%) <ul style="list-style-type: none"> <li>• Travel Plan Coordinator</li> <li>• Implementation Strategy</li> </ul>	1 (part-time) or 3 (full-time) 2
Public Transport (22%) <ul style="list-style-type: none"> <li>• New infrastructure</li> <li>• New or enhanced public transport services</li> <li>• Public Transport Discounts</li> <li>• Interest free PT season ticket loans</li> </ul>	1 (minor) or 3 (major) 2 (1-2) or 4 (2+) 1 (minor) or 3 (major) 1
Cycling and Walking (12%) <ul style="list-style-type: none"> <li>• New cycling/walking infrastructure</li> <li>• Cycle Parking</li> <li>• Shower/Locking/Changing Facilities</li> <li>• Cycle Discounts</li> <li>• Other eg cycle repair, training</li> </ul>	1 (minor) or 2 (major) 1 1 1 1
Car Parking Management (16%) <ul style="list-style-type: none"> <li>• Restrictions on effective car parking availability</li> <li>• Car parking charges</li> </ul>	3 (minor) 5 (major) 3
Smarter working practices (2%)	1
Marketing and consultation strategy (14%) <ul style="list-style-type: none"> <li>• Provision of maps/timetables</li> <li>• Newsletters/memos/e-mails</li> <li>• Travel website</li> <li>• Stakeholder engagement/events</li> <li>• Personal Travel Planning (PTP)</li> </ul>	1 1 1 1 3
Car Sharing Scheme elements (8%) <ul style="list-style-type: none"> <li>• Guaranteed Ride Home</li> <li>• Computer based matching scheme</li> <li>• Priority Parking</li> </ul>	2 1 1
Financial incentive/payout for using Sustainable Transport (8%)	2 (minor) 4 (major)
<b>Maximum score</b>	<b>50</b>

# ATTEST Scoring

Transport Planning

Traffic Engineering

Highway Design



$$MS_{CDT} = 0.4986 S_{TPE} + 1.3234$$

Where

$MS_{CDT}$  is the Modal shift in terms of a % point reduction in car driver trips; and  
 $S_{TPE}$  is the score of the travel plan using the ATTEST scoring system.

**Range = +/- 2.5%**

1001-35

Terrace Mount, Bournemouth

## ATTEST Scoring System

## LAND USE

Element	Element Component	Score
Site Details (8%)	Accessibility	2
	Congestion on traffic network	0
Management (10%)	Travel Plan Coordinator	1
	Implementation Strategy	2
Public Transport (22%)	New Infrastructure	1
	New or enhanced public transport services	0
	Public Transport Discounts	0
	Interest free PT season tickets	0
Cycling and Walking (12%)	New cycling/walking infrastructure	2
	Cycle Parking	1
	Shower/Locking/Changing Facilities	1
	Cycle Discounts	0
	Other eg cycle repair, training.	0
Car Parking Management (16%)	Restrictions on effective car parking availability	5
	Car parking charges	3
Smarter working practises (2%)		0
Marketing and consultation Strategy (14%)	Provision of maps/timetables	1
	Newsletters/memos/emails	1
	Travel website	1
	Stakeholder engagement/events	1
	Personal Travel Planning	0
Car Sharing Scheme elements (8%)	Guaranteed Ride Home	2
	Computer based matching scheme	1
	Priority Parking	0
Financial incentive/payout for using Sustainable Transport (8%)		0
<b>Score =</b>		<b>25 /50</b>

Score Variables
0 (Low), 1 (medium) or 2 (high)
0 (Low), 1 (medium) or 2 (high)
1 (part-time) or 3 (full-time)
2
1 (minor) or 3 (major)
2 (1-2) or 4 (2+)
1 (minor) or 3 (major)
1
1 (minor) or 2 (major)
1
1
1
1
3 (minor) or 5 (major)
3
1
1
1
1
3
2
1
1
2 (minor) or 4 (major)

Estimated Modal Shift =

13.8%

Modal Shift Range=

11.3%

-

16.3%

# Management, Marketing and Measures

Transport Planning

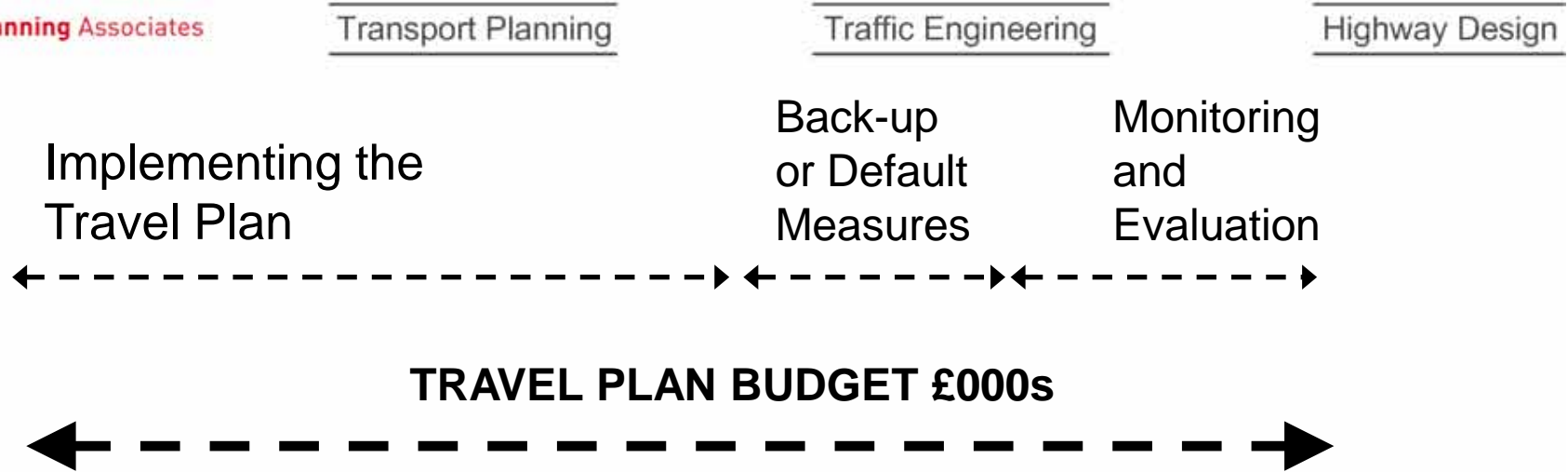
Traffic Engineering

Highway Design



- Management
  - Travel Plan Coordinator
    - key funding item
    - defined job description?
  - Steering Group – manage implementation and review
  - Costs
    - has a budget been established?
    - Is the plan costed?
- Marketing – promotional measures will only get up to 8% modal shift
- Measures
  - What would be most successful
  - Wording – ‘will’, ‘will consider’, ‘could include’ etc
  - Car Parking provision – does this add up with mode shares/targets

# Monitoring and evaluation



- Measure progress against targets
- TRICS Standard Assessment Method
- Consistent data collection to baseline
- Questionnaire surveys + ATCs
- Monitoring Reports
- Annual monitoring can be overkill
- Penalties, back-up measures
- cost-benefit to clients

# Auditing for improvement

Transport Planning

Traffic Engineering

Highway Design




- Most effective measures
- Measures that do not work
- Cost-benefit of measures
- Efficiency of process
- Reasons targets were met or not met
- Why elements were successful

# Which statement would you agree with most

Transport Planning

Traffic Engineering

Highway Design

- 
- A) The implementation of development related travel plans is weak generally. They are mostly documents that are written, but not acted upon.
  - B) I have experience of, or am aware of, successfully implemented development related travel plans.
  - C) Development related travel plans are an unnecessary 'piece of red tape' in the current economic climate.
  - D) Development related travel plans are an important measure for tackling transport related carbon emissions from new developments.
  - E) More research and technical guidance is needed to better develop the development related travel planning field.



# Thank you

Transport Planning

Traffic Engineering

Highway Design

David Knight  
Director  
Transport Planning Associates  
21 Berkeley Square  
Clifton  
Bristol BS8 1HP  
United Kingdom

[david.knight@tpa.uk.com](mailto:david.knight@tpa.uk.com)

+44 (0)117 925 9400

+44 (0)7818 557648