

trics[®]

want to know how effective
your travel plans are?

H.4



Bus Stop

High Street 4

sam
standard assessment methodology



SAM is a Standard Assessment Methodology for monitoring travel plans nationwide. It is integrated into the data collection methodology of TRICS®; a system which has been the national standard for trip generation analysis for over 20 years.

Why a national standard?

At every site SAM collects the same important information on travel plans in a structured and user-friendly format. All data is added to the TRICS® database helping us learn from each other and advance the travel planning field.

What does it mean for me?

SAM data within TRICS® allows you to directly monitor the effectiveness of individual travel plans at individual developments. Returning to sites to undertake re-surveys will enable you to see changes in modal split over time. With SAM you can see real clear results, using a tried and tested methodology.

What is monitored?

The SAM methodology collects multi-modal transport survey data every 2 years so you get the full picture of how your travel plans are performing.

How can I get involved?

Local authorities are encouraged to request SAM surveys as planning conditions, so that travel plans can be monitored in a professional and impartial way. Site operators with travel plans are also encouraged to commission their own SAM surveys so that their effectiveness can be monitored to a high, recognised standard.

For more information contact Ben Hawkins on T 0207 536 1817
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