

### Year on year Personalised Travel Planning Summary Areas 1 to 5 2006/7 – 2009/10

#### Objectives

To demonstrate that 'soft measures' are an effective tool in securing behavioural change.

In this instance- that the deployment of trained travel advisors can provide residents with a comprehensive range of travel information so enabling them to make informed decisions and increase their personal use of sustainable modes travel.

#### Approach

In order to measure change the same approach was used in each area.

- baseline survey in the area in order to establish patterns of travel behaviour
- Implement an intervention programme in the area
- Re-survey the area, a year on from the start of the programme, in order to determine whether travel behaviour has changed since intervention

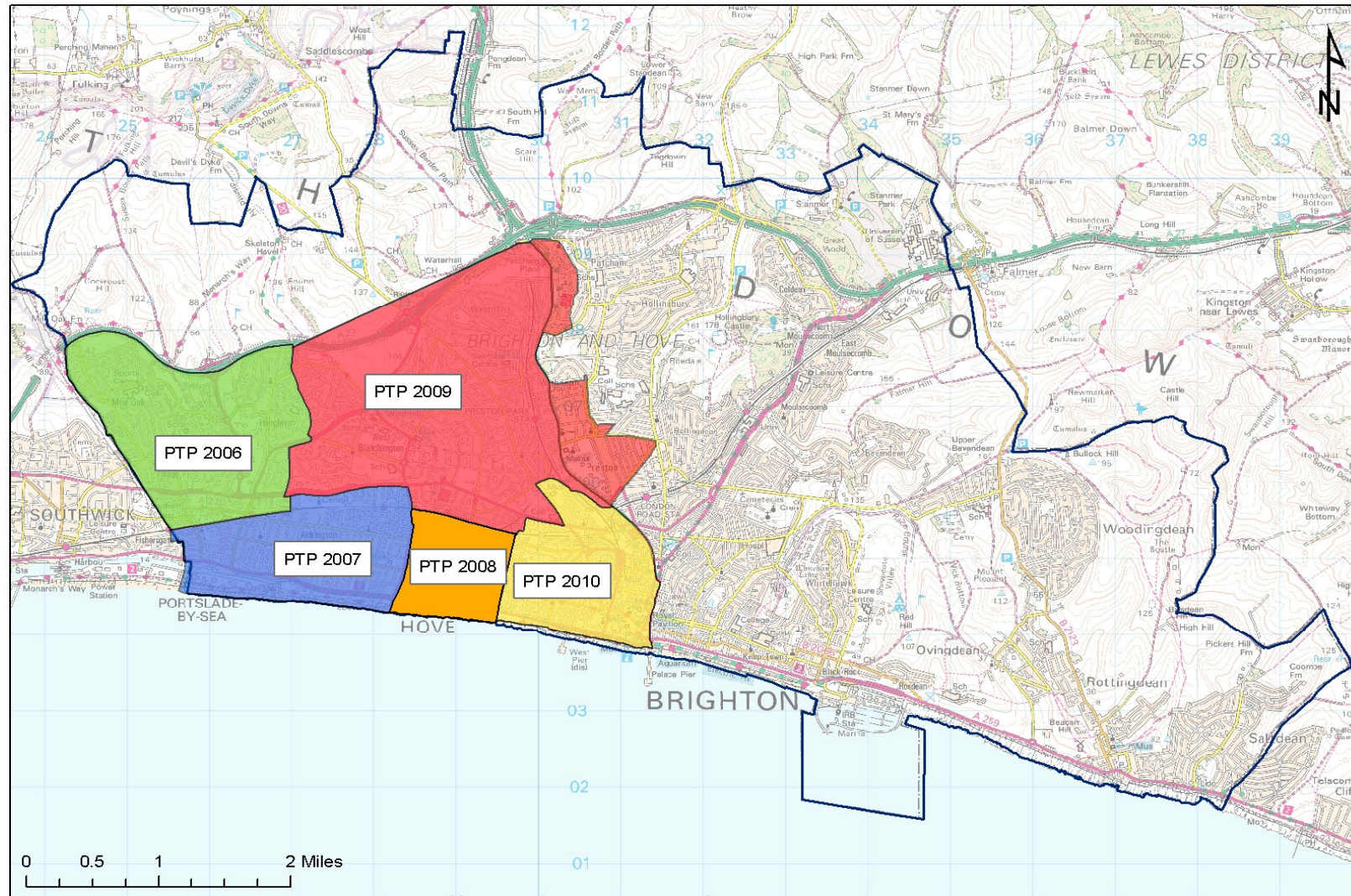
#### Methodology

Residents in the selected area were interviewed on the doorstep of their homes, with the questionnaire collecting data on:

1. A travelogue of journeys undertaken the previous day
2. Respondents use of, and attitudes towards, car and bicycles
3. Monitoring Information and profiling of respondents

Doorstep interviews were conducted across all days of the week and at various times of day to ensure a full balance of activities could be tracked. Maximum sample size was 2000 – Minimum sample size was 1000

PTP Areas 2006 to 2010



**Survey Figures numbers for each area**

PTP Area	No. of households			
	Baseline Survey	Post-intervention survey	PTP area	% of household surveyed
PTP1 2006-07 Portslade and Hangleton	1968	1990	10,000	20%
PTP2 2007-08 Stanford and Central Hove	2145	1917	12,000	16%
PTP3 2008-09 Wish and Westbourne	1106	1000	4000	25%
PTP4 2009-10 Withdean and Preston Park	1004	1041	16000	6%
PTP5 2010-11 Central/ 7 Dials/ Old Steine	1998	2000	16500	12.5%

In total over 5 year the PTP initiative has knocked on 58500 doors - approximately half of the households in the City. But there are quite wide variations from area to area in either the number of households that form an area or in the sample surveyed. Most significantly Area 4, which increased the households included and decreased the sample surveyed. There are further reasons around this: over this area the project was part funded by Civitas and an additional emphasis on social media/marketing was tried during this year (this work is documented elsewhere).

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### Headline Yearly Results for each area

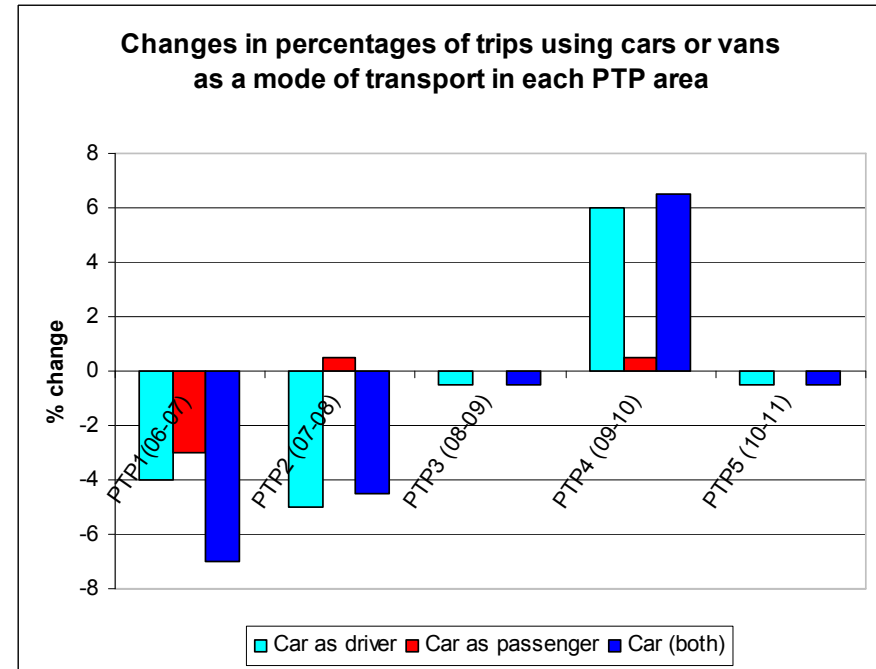
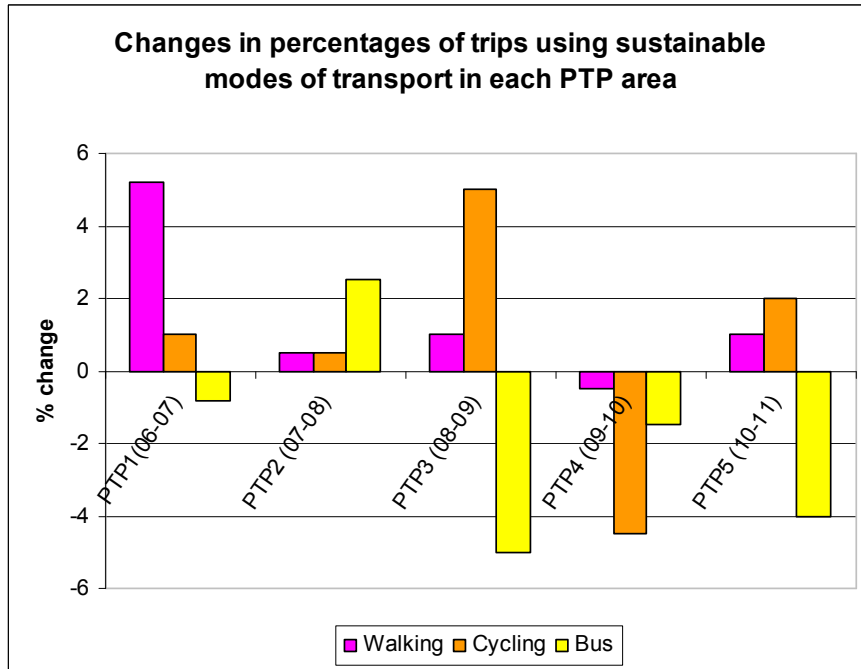
Number of Trips	PTP 1		PTP 2		PTP3		PTP 4		PTP5	
	2006	2007	2007	2008	2008	2009	2009	2010	2010	2011
Walking	554 (13.5%)	769 (18.7%)	1656 (29%)	1209 (29.5%)	800 (34%)	751 (35%)	862 (35%)	830 (34.5)	2549 (48%)	2421 (49%)
	↑	+5.2%	↑	+0.5%	↑	+1%	↓	-0.5%	↑	+1%
Cycling	37 (1%)	82 (2%)	322 (5.5%)	253 (6%)	171 (7.5%)	265 (12.5%)	260 (10.5%)	149 (6%)	420 (8%)	492 (10%)
	↑	+1%	↑	+0.5%	↑	+5%	↓	-4.5%	↑	+2%
Bus	649 (15.9%)	622 (15.1%)	775 (13.5%)	660 (16%)	470 (20%)	322 (15%)	302 (12%)	261 (10.5%)	670 (13%)	441 (9%)
	↓	-0.8%	↑	+2.5%	↓	-5%	↓	-1.5%	↓	-4%
Car as a driver	2,198 (54%)	2,065 (50%)	2,355 (41%)	1,498 (36%)	541 (23%)	480 (22.5%)	653 (26.5%)	788 (32.5%)	881 (16.5%)	785 (16%)
	↓	-4%	↓	-5%	↓	-0.5%	↑	+6%	↓	-0.5%
Car as a passenger	414 (10%)	297 (7%)	245 (4.5%)	201 (5%)	129 (5.5%)	119 (5.5%)	168 (7%)	185 (32.5%)	313 (6%)	294 (6%)
	↓	-3%	↑	+0.5%	↓	-	↑	+0.5%	↓	-
Driver and Passenger	2,612 (64%)	2,362 (57%)	2,600 (45.5%)	1,699 (41%)	670 (28.5%)	599 (28%)	821 (33.5%)	973 (40%)	1194 (22.5%)	1079 (22%)
	↓	-7%	↓	-4.5%	↓	-0.5%	↓	+6.5%	↓	-0.5%

**Walking and Cycling:** In all but the PTP4 area walking journeys increased.

**Bus:** The only PTP area which showed an increase in the percentage of journeys was in the PTP2 Area Stanford and Central Hove. This is possibly the most ill fitting information as Bus journeys have increased 27% (from 30 million – 40 million) over the last 11 years ( 2001 – 2010) across the city

**Car Use:** In all but the PTP4 area, car journeys decreased.

The changes in transport modes for each area are shown in two graphs below, one showing shifts in sustainable modes and the other shows changes for car users. These graphs show quite clearly that shifts to more sustainable modes after the intervention programme were more obvious in PTP1 and 3 and shifts to less sustainable modes was more likely to happen in PTP4 area.

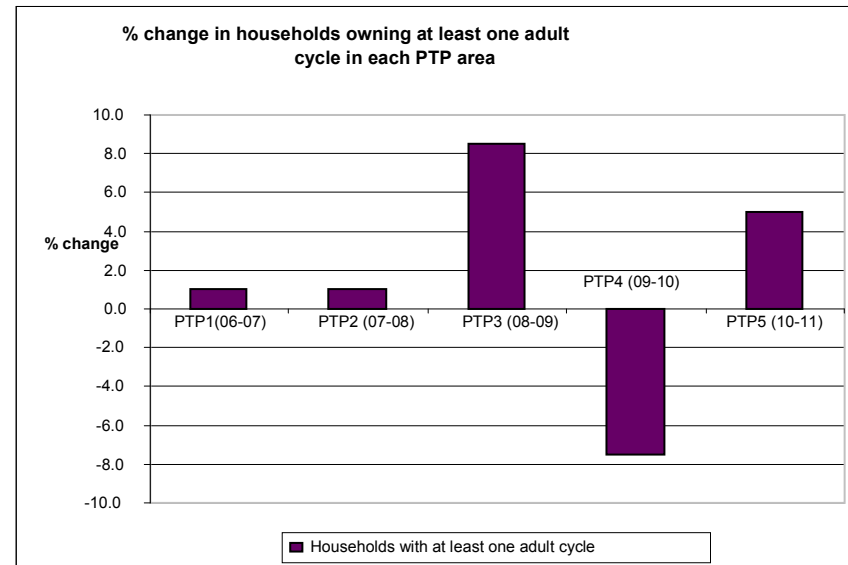
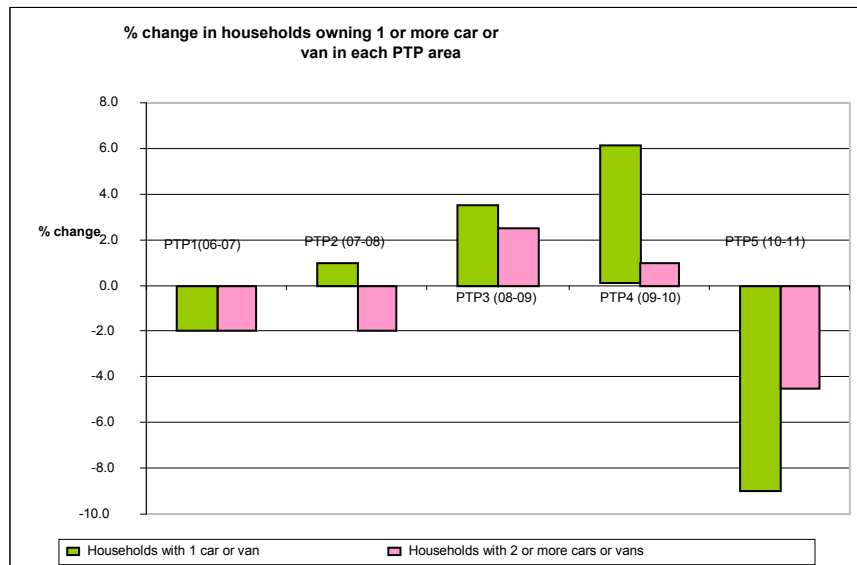


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Rates of car ownership also show a trend towards car use in the PTP 4 area with 77% households owning at least one car in 2009 rising to 83% in 2010. Areas showing decreased car ownership were PTP1 and PTP5 areas.

	PTP1		PTP2		PTP3		PTP4		PTP5	
	2006	2007	2007	2008	2008	2009	2009	2010	2009	2010
No cars	21%	23%	29%	28%	45.5%	42%	33%	27%	43%	52%
		+2%		-1%		-3.5%		-6%		+9%
Two or more cars	31%	29%	25.5%	23.5%	12.5%	15%	19%	20%	13%	8.5%
		-2%		-2%		+2.5%		+1%		-4.5%
Cycle Ownership <sup>1</sup>	38%	39%	50%	51%	44%	52.5%	60%	52.5%	51.5%	56.5%
		+1%		+1%		+8.5%		-7.5%		+5%

Cycle ownership has increased in each area from the baseline survey to the follow-up a year later, apart from in the PTP4 area where cycle ownership has dropped by 7.5%. % change in vehicle ownership is shown in the graphs below:

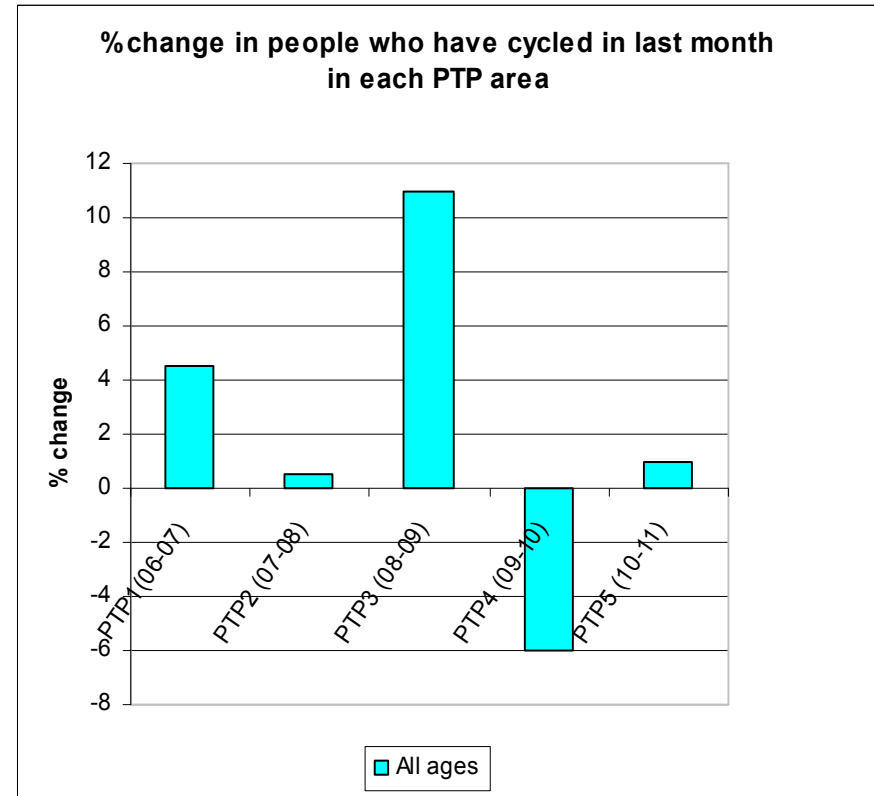
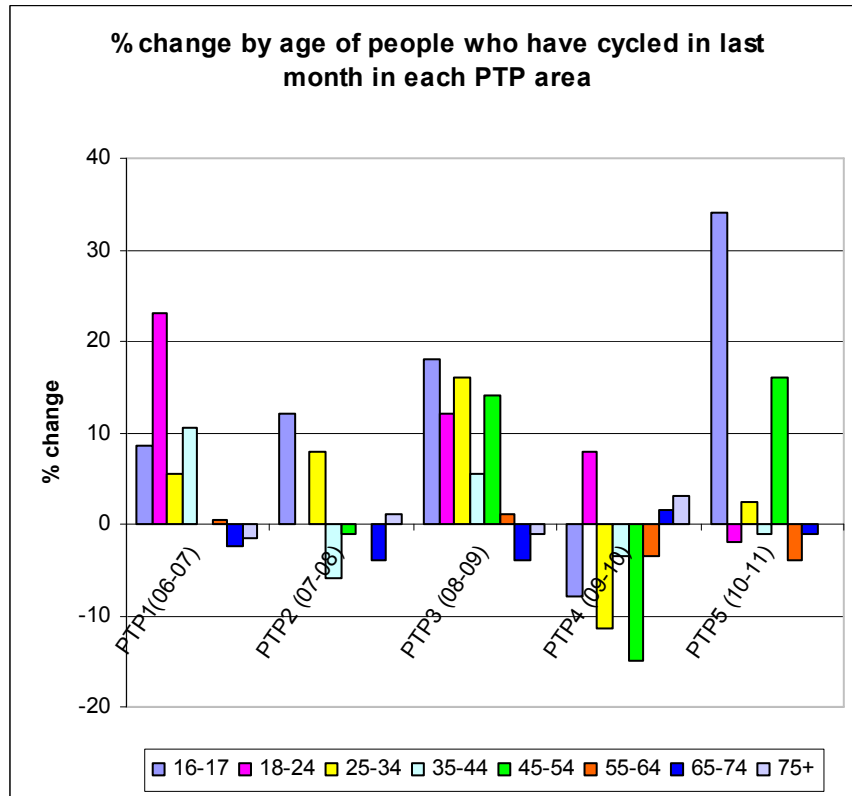


<sup>1</sup> At least one per household

Cycling: Number of respondents who had cycled in the previous month:

	PTP 1		PTP 2		PTP3		PTP4		PTP5	
Age	2006	2007	2007	2008	2008	2009	2009	2010	2010	2011
16-17	9 (31%)	13 (39.5%)	6 (24%)	10 (36%)	9 (32%)	5 (50%)	12 (63%)	9 (55%)	11 (41%)	12 (75%)
		+8.5%		+12%		+18%		-8%		+34%
18-24	18 (22%)	44 (45%)	37 (37%)	41 (37%)	28 (31%)	52 (43%)	45 (40%)	36 (48%)	126 (47%)	127 (45%)
		+23%		/		+12%		+8%		-2%
25-34	38 (15%)	41 (20.5%)	112 (35%)	121 (43%)	85 (36%)	122 (52%)	98 (50%)	48 (38.5%)	162 (37%)	192 (39.5%)
		+5.5%		+8%		+16%		-11.5%		+2.5%
35-44	62 (16.5%)	103 (26%)	219 (41%)	179 (35%)	90 (37.5%)	115 (43%)	115 (43%)	103 (39.5%)	185 (37%)	211 (36%)
		+10.5%		-6%		+5.5%		-3.5%		-1%
45-54	28 (19.5%)	54 (19.5%)	99 (30%)	81 (29%)	23 (23%)	40 (37%)	35 (43%)	48 (28%)	68 (24%)	58 (40%)
		/		-1%		+14%		-15%		+16%
55-64	21 (7.5%)	25 (8%)	50 (18%)	40 (18%)	11 (11%)	8 (12%)	15 (18%)	20 (14.5%)	18 (12%)	12 (8%)
		+0.5%		/		+1%		-3.5%		-4%
65-74	19 (5.5%)	9 (3%)	18 (8%)	8 (4%)	8 (7%)	3 (3%)	4 (4%)	7 (5.5%)	4 (2.5%)	2 (1.5%)
		-2.5%		-4%		-4%		+1.5%		-1%
75+	5 (2%)	2 (0.5%)	7 (2%)	7 (3%)	3 (2%)	1 (1%)	1 (1%)	5 (4%)	0 (0%)	0 (0%)
		-1.5%		+1%		-1%		+3%		0
Overall	200 (10%)	292 (14.5%)	548 (25.5%)	488 (26%)	257 (24%)	346 (35%)	325 (33%)	276 (27%)	574 (29%)	603 (30%)
		+4.5%		+0.5%		+11%		-6%		+1%

Percentage change people who have cycled in last month for each area:



The number of respondents who had cycled in the previous month has increased in each area from the baseline survey to the follow-up a year later, apart from in PTP4 Withdean and Preston Park area where a lower percentage of people have cycled in the last month, although looking at the breakdown by age for this area we can see that there have been increases over 5% in the 18-24 age group and slight increases in people aged 65 and over. The largest increases in rates of cycling within the last month have generally been for people aged 34 and under. The table overleaf shows peoples' attitudes towards cycling.



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Barriers to cycling	PTP1		PTP2		PTP3		PTP4		PTP5	
	2006	2007	2007	2008	2008	2009	2009	2010	2010	2011
Noticed improvements in cycling in B&H over last 12 months		27%		38%		40%		42%		16%
<b>Have you cycled in the last month?</b>										
Yes	200 (10%)	292 (14.5%)	548 (25.5%)	488 (26%)	257 (24%)	346 (35%)	325 (33%)	276 (27%)	574 (29%)	603 (30%)
		+4.5%		+0.5%		+11%		-6%		+1%
No	1756 (89.5%)	1698 (85%)	1588 (74%)	1375 (74%)	826 (76%)	649 (65%)	664 (67%)	759 (75%)	1412 (71%)	1242 (62%)
		-4.5%		0%		-11%		+8%		-9%
<b>Would you consider cycling?</b>										
		22%		8%		47%		33.5%		40%
<b>If you had cycled in last month – what would encourage you to cycle more?</b>										
• More cycle lanes		26.5%		23.5%		35.5%		20.5%		18%
• More cyclist awareness by drivers		17.5%		14%		25%		18.5%		10%
• Nothing		17%		17%		-		-		40%
• Secure parking		-		-		25%		11%		10%
<b>If you have not cycled in the last month what would encourage you to cycle more:</b>										
• Other		25%		-		-		-		-
• Cycle lanes		18.5%		16.5%		28.5%		17%		25%
• Owning a bike		18%		20%		56.5%		15%		75%
• More cyclist awareness by drivers		13.5%		9.5%		22%		13%		-
• Info on safer/easier routes		-		7.5%		20.5%		-		-
• Secure parking		-		-		-		7%		-

The percentage of people noticing improvements to cycling facilities in the city has increased year on year since the PTP programme started and also that - whether or not people have cycled in the last month - they are citing the same things that would encourage them to cycle more: a request for **more cycle lanes** and **more cyclist awareness by drivers** and these things are common to all PTP areas.

### Summary

Overall each target area on the PTP initiatives have shown a shift from the baseline in favour of sustainable modes, with the exception of area 4, where in total strangely more resources and emphasis were used.

But the unknown elements of PTP does leave it open to question. Not checks & balances were put in place. – for instance if a control group had been run in another area of the city where travel advisors were not working, it would have been useful to see if a shift towards sustainable modes was occurring without intervention and was part of a bigger picture (rising fuel, recession , etc).

Additionally we have never revisited any of the previous areas to check & see if the shift has either been sustained, increased or infact decreased.