



DOWNTOWN BOISE

# Parking Strategic Plan

## APPENDIX L5

*The Last Mile: Providing Information*  
*Lisa Buchanan*

**Kimley»Horn**

Expect More. Experience Better.



# THE LAST MILE: Providing Information

Lisa Buchanan

Monday, 14 May 2012

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# Content

- The TDM Toolkit
- Delivering TDM Communications
  - Branding
  - Online journey planning tools
- Information delivery methods
  - Personal travel planning

THE LAST MILE

# The whole TDM toolkit



# TDM Interventions

TDM is typically delivered through a combination of Policy change supported by 'soft' and 'hard' interventions

■ **'Soft'** interventions include communications to encourage people to view active travel positively and information to facilitate change:

- **'Pro-active'** campaigns, such as personal travel planning, led cycle rides, healthy travel
- **'Passive'** information, such as wayfinding, route and network maps, real-time departure info, route planners

■ **'Hard'** interventions include improved facilities to support walking, cycling and public transportation use such as cycle parking, modal-interchange, pedestrian scale lighting, car or bike share programs

THE LAST MILE

Delivering TDM communications & information

## Delivering TDM communications

- Distinctive identity (communications & infrastructure)
- Coordinated, multi-platform campaigns
  - Paid for media
  - Social media
  - Online resources
- Clear and consistent messaging
- Relevant and targeted to the audience
- Build stakeholder support (employers/ advocates etc.)



## Cycle Colchester Graphic Standards

### Brand Mark

COLOR VERSION FOR PRINTING  
HORIZONTAL FORMAT (PREFERRED)



### Brand Mark

COLOR VERSION FOR PRINTING  
STACKED FORMAT (ALTERNATIVE)



### Identity Colors

A PROCESS COLOR CONVERSION FOR PRINTING

Purple Coated Paper	Pink Coated Paper	Black Coated Paper	Blue 2 Coated Paper
Pantone® 289 C C = 35 M = 100 Y = 0 K = 15	Pantone® 219 C C = 1 M = 88 Y = 0 K = 0	Pantone® 342 C C = 20 M = 0 Y = 100 K = 0	Pantone® 2995 C C = 35 M = 0 Y = 0 K = 0

colchester

POINT  
STAND (Blue)

### Identity Colors

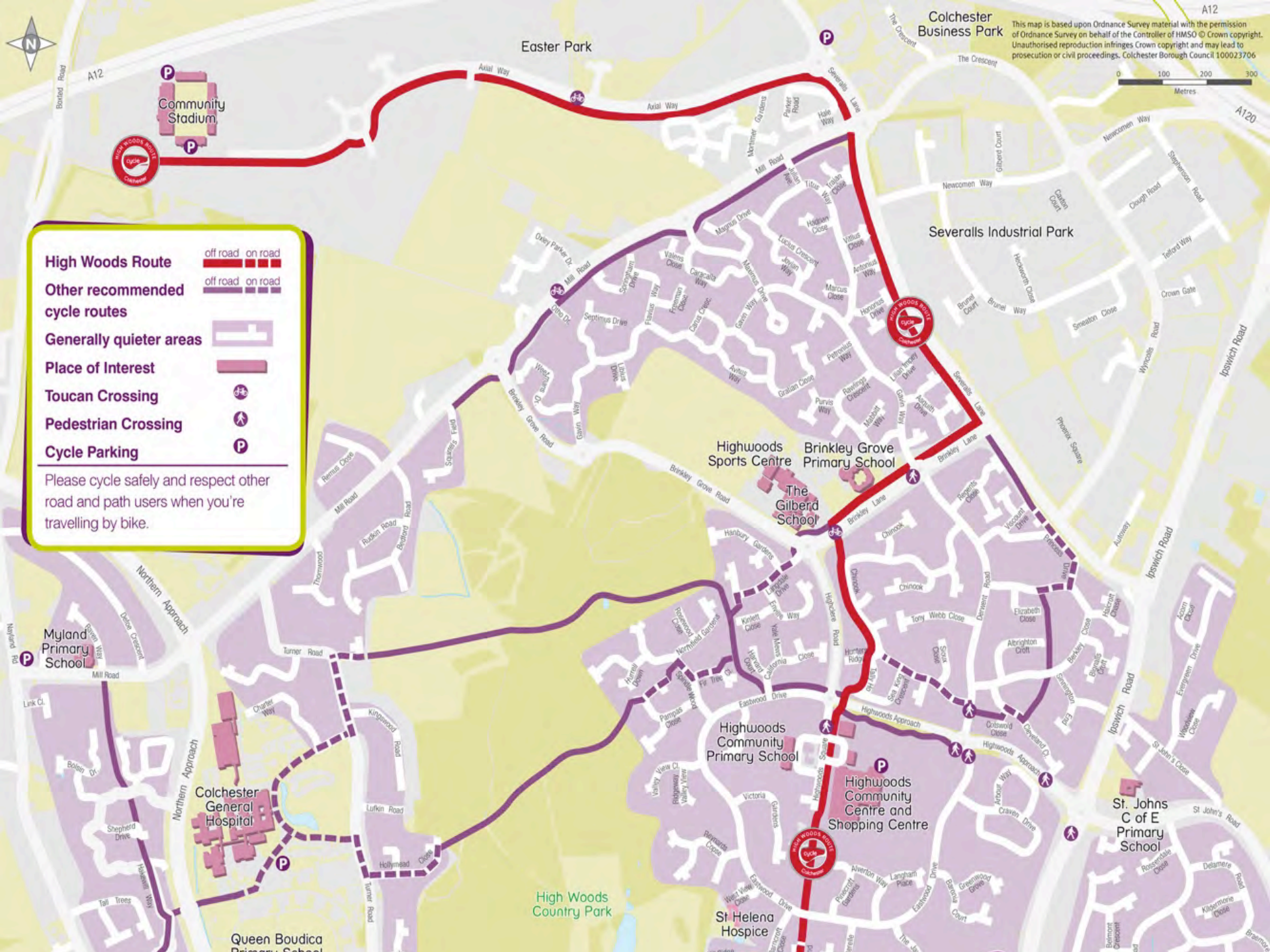
A PROCESS COLOR CONVERSION FOR PRINTING

Purple Coated Paper	Pink Coated Paper	Green Coated Paper
Pantone® 289 C C = 35 M = 100 Y = 0 K = 15	Pantone® 219 C C = 1 M = 88 Y = 0 K = 0	Pantone® 342 C C = 20 M = 0 Y = 100 K = 0









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High Woods Route

Other recommended cycle routes

Generally quieter areas

Place of Interest

Toucan Crossing

Pedestrian Crossing

Cycle Parking

off road

on road

off road

on road

Please cycle safely and respect other road and path users when you're travelling by bike.

Colchester Business Park

Easter Park

Severalls Industrial Park

Highwoods Sports Centre  
Brinkley Grove Primary School

The Gilbert School

Highwoods Community Primary School

Highwoods Community Centre and Shopping Centre

St. John's C of E Primary School

Colchester General Hospital

Queen Boudica Primary School

High Woods Country Park

St Helena Hospice

Myland Primary School







Bath & North East  
Somerset Council



West of England Partnership Transport Initiatives



travel 



# travel+

## bus+

**bus+** a comprehensive, integrated high quality local bus network providing real travel choice

## transit+

**transit+** a premium quality, rapid transit service linking sub regional commercial, residential and leisure centres

## rail+

**rail+** improving the quality, integration and capacity of our local rail network

## network+

**network+** improving and enhancing our local road networks through intelligent transport systems, highway improvements and traffic management

## walk+

**walk+** high quality improvements to public spaces, pedestrian routes and signing

## cycle+

**cycle+** comprehensive, integrated improvements to cycling infrastructure and facilities



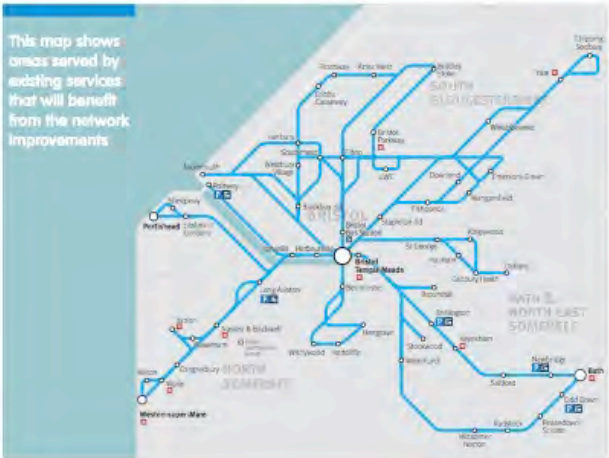
**travel+ will result in shorter journey times and a more accessible and reliable public transport system**

travel+ will bring improvements to the local bus network on the area's most congested roads, resulting in shorter travelling times and a more accessible and reliable public transport system.

These improvements will complement existing 'showcase' bus routes on the A38 and A420, and proposed bus network improvements in Bath and Weston-super-Mare.

£70m received from the Department for Transport, First the major bus operator and local developers, will be spent on enhancements that benefit bus users, cyclists and pedestrians alike.

Improvement works began in Spring 2008 and are due to be completed by the end of 2012.



This map shows areas served by existing services that will benefit from the network improvements

**travel+ improvements will give buses priority over other road users, resulting in faster and more reliable bus journeys**

The map shows areas served by existing services that will benefit from the network improvements. Individual network improvements were identified in the Joint Local Transport Plan, following consultation with stakeholders and extensive analysis of public transport use in the West of England.

They have already started talking to those affected by the first phase of work, and will be publishing regular updates to keep people informed of progress.

**Contact us**  
Find details on how to contact us by phone, web or post on the back page of this leaflet.

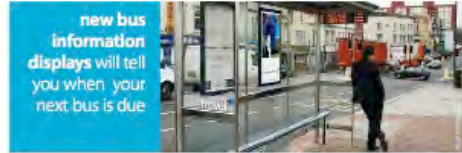
This improvement works will cause some local delays. The authorities responsible for the works will do their best to keep the traffic moving and will be consulting with those affected by the works before they start.

This information was correct at the time of printing. Please check our website for the most up-to-date information - [www.westofengland.org.uk/transport/travelplus](http://www.westofengland.org.uk/transport/travelplus)



travel+ improvements to the bus network will include:

- Improved service punctuality and reliability
- Improved links with rail, coach, and park and ride services
- Improved safety and comfort
- Improved accessibility for all
- Improved passenger information
- Improved, and better maintained bus stops
- Improved road layouts for buses which will also benefit cyclists and pedestrians
- New low-floor, low-emission buses
- New bus information displays that tell passengers when the next bus is due
- New bus shelters with raised kerbs, improved lighting and seating
- New bus priority measures, such as bus lanes, and intelligent traffic lights that extend a green light or quickly turn a red light to green when a late running bus is approaching.



**travel+ BUS**





bus+  
your future transport

bus+ is a new kind of transport. It's a new way of thinking about transport and how it can be used to improve your life.

37350

Your NEW showcase  
bus route...  
...let's get Bristol moving!

YX57 HLN

www.firstgroup.com

X339 HCY







# TravelWest

Travel in the West of England

# travel

home

bus

rail

park &amp; ride

walk

cycle

air

drive

projects



**BetterByBike**  
Cycling routes and info across the area



travel **TravelPlus**

## Public transport planner

From: To: [Advanced options](#)

Search

## Transport News



**Heart 96.3 fm - weekly competitions**  
February 20, 2012, 2:09 pm

Heart 96.3 fm and TravelWest have teamed up to...



**DfT Approves funding for Rapid Transit**  
January 14, 2012, 11:41 am

The Department for Transport has ...



**New showcase bus routes launched**  
October 28, 2011, 8:26 am

Two new showcase bus corridors were launched...



**A370 overnight closures 3rd-15th October**  
September 30, 2011, 2:20 pm

From 3rd October there will be overnight...

## Travel Updates



**NRE\_FirstGW** Planning on travelling by train over Easter? Everything you need to know can be found at <http://t.co/P8EnNlxX> #easter #holidays #fb 6 hours ago · reply · retweet · favorite



**FirstBSA Somerset:** Part of B3151 closed between Street & Somerton; 6th, 7th & 8th Mar. Ser 377 unable to serve Compton Dundon. <http://t.co/MFEIYZaO>

## Bus departure information

For live bus departure information in your area, please [click here](#)

## Live Rail Arrivals/Departures

Bradford-on-Avon Departing 

Destination	Time	Status
Plymouth	20:44	20:49
Weymouth	20:49	On time
Cardiff Central	20:54	On time
Taunton	20:55	On time
Plymouth	21:12	On time

Generated at 2/28/2012 8:48:11 PM for station Bristol Temple Meads [refresh](#)

powered by

# TravelWest

Travel in the West of England

# travel

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walk

cycle

air

drive

projects

[Trains serving the area](#) | [Severn Beach Line](#) | [PLUSBUS](#) | [Timetables](#) | [Rail Partnerships](#)

## Rail

Select a station from the dropdown menu below or from the interactive map to view live arrivals and departures.

Information is provided by [National Rail](#)

**St Andrews Road**

powered by  
**National Rail Enquiries**

Visit [nationalrail.co.uk](http://nationalrail.co.uk) for further information.

Destination	Time	Status
Severn Beach	21:02	21:04
Bristol Temple Meads	21:35	On time
Severn Beach	22:44	On time

Generated at 2/28/2012 8:53:36 PM for station St Andrews Road [refresh](#)

## Public transport planner

From:

To:

[Advanced options](#)






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## Homepage

A public list by Travel Bristol

General updates for TB homepage

8

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1

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**First Bristol Bath** @FirstBSA  
[Follow](#)



**Travel Bristol** @TravelBristol

## Tweets



**National Rail** @NRE\_FirstGW

4h

CLEARED: Trains are running normally between Swindon and Bath Spa / Bristol Parkway following emergency engineering work. [#fb](#)



**National Rail** @NRE\_FirstGW

5h

UPDATE: Delays of up to 20 minutes between Swindon and Bath Spa / Bristol Parkway until further notice. [#fb](#)



**First Bristol Bath** @FirstBSA

6h

Somerset: Part of B3151 closed between Street & Somerton; 6th, 7th & 8th Mar. Ser 377 unable to serve Compton Dundon.  
[firstgroup.com/ukbus/bristol...](http://firstgroup.com/ukbus/bristol...)



**National Rail** @NRE\_FirstGW

6h

Planning on travelling by train over Easter? Everything you need to know can be found at [nationalrail.co.uk/easter](http://nationalrail.co.uk/easter) [#easter](#) [#holidays](#) [#fb](#)



**National Rail** @NRE\_FirstGW

6h

NEW: Delays between Swindon and Bath Spa / Bristol Parkway until further notice [ow.ly/9kSA5](http://ow.ly/9kSA5) [#fb](#)



**Highways Agency** @HAtraffic\_swest

8h

M50 eastbound between J2 and J1 | Lane(s) blocked [bit.ly/v6Bcfq](http://bit.ly/v6Bcfq)



**National Rail** @NRE\_FirstGW

14h

Good morning, there are currently no line problems reported. Do check your journey before travel: [ow.ly/9ktO4](http://ow.ly/9ktO4)














**Highways Agency** @HAtraffic\_swest

21h

## Journey Summary

From: 50 Colbourne Road, BN3 1TB » [view location](#)  
 To: 42 College Place, BN2 1HN » [view location](#)  
 Departing: Saturday, 1st January at :

Results: Click on a travel option below to view a map of the route with directions.

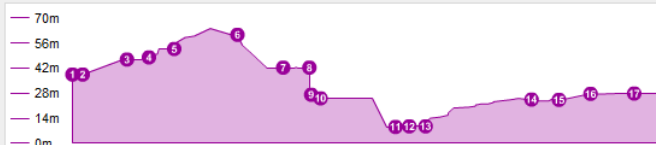
	distance	duration	calories burnt	cost	carbon footprint
 map	1.90 miles 3.06 km 3822 steps	38 min	 180 calories	 £ 0	 0 kg
 map	2 miles 3.22 km	13 min	 135 calories	 £ 0	 0 kg
 map	2.10 miles 3.38 km	8 min	 0 calories	 ££ £ 1.47	 0.68 kg

Public Transport Results: Below shows the first 3 journeys only for the departing time.

depart arrive duration changes carbon cost

No public transport options are available for this route.

Gradient map for your journey shown below



## Full Instructions

1. Travel South along MONTEFIORE ROAD for 57 metres
2. Turn sharp left on to DAVIDDOR ROAD (B2120) for 243 metres
3. Turn right on to OSMOND ROAD for 121 metres
4. Continue straight on to WINDLESHAM AVENUE for 140 metres
5. Continue straight on to CLIFTON HILL for 349 metres
6. Turn right on to DYKE ROAD (B2121) for 252 metres
7. Continue straight on to Unnamed Cycle Way / Bridle Path for 145 metres
8. Turn left on to WESTERN ROAD (B2066) for 10 metres
9. Bear right on to NORTH STREET (B2066) for 52 metres
10. Continue straight on to Unnamed Cycle Way / Bridle Path for 413 metres
11. Continue straight on to CASTLE SQUARE (B2066) for 75 metres
12. Bear left on to ST JAMES'S STREET (A23) for 89 metres
13. Continue straight on to ST JAMES'S STREET (B2066) for 584 metres
14. Bear left on to UPPER ST JAMES'S STREET (B2066) for 151 metres
15. Continue straight on to BRISTOL ROAD (B2066) for 175 metres
16. Bear right on to ST GEORGE'S ROAD (B2066) for 241 metres
17. Turn sharp left on to BLOOMSBURY STREET for 126 metres

## Journey Planner

1 2 3

Search this site:

search..

## Journey planner » your journey details

## Journey Summary

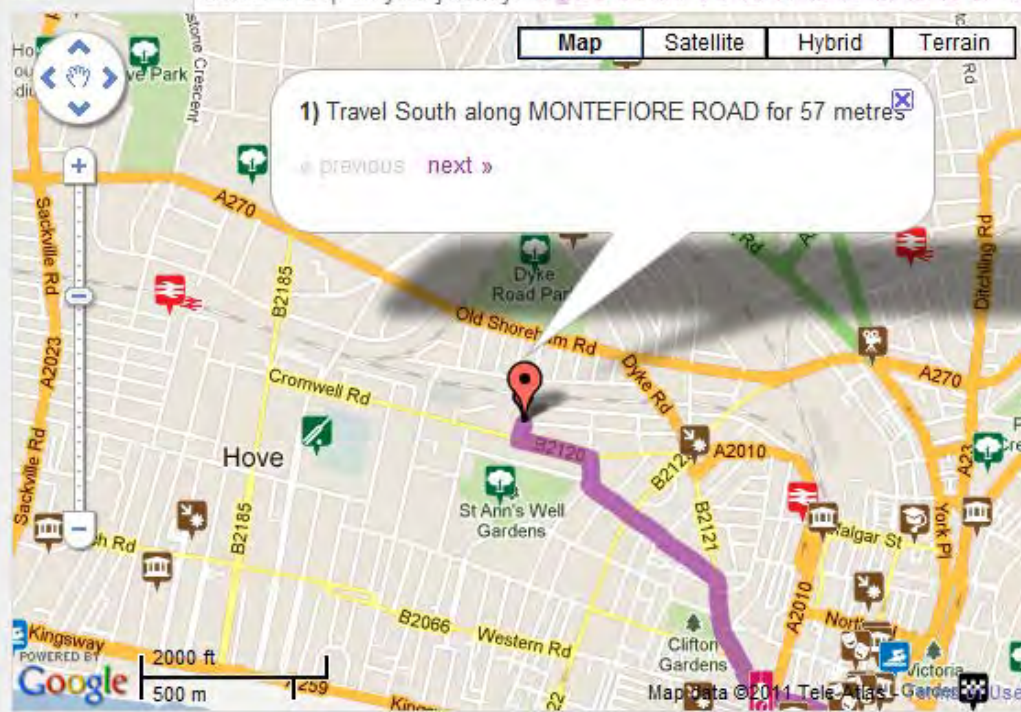


From: 50 Colbourne Road, BN3 1TB » [view location](#)  
 To: 42 College Place, BN2 1HN » [view location](#)

	distance	duration	calories burnt	cost	carbon footprint
	2 miles 4023 steps 3.22 km	13 min	 135 calories	 £ 0	 0 kg

## Map

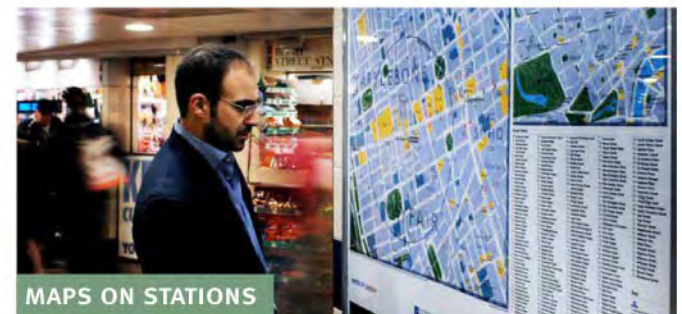
Select a step on your journey: « 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 »







## LEGIBLE LONDON





Village



Credit: Legible London



# Benefits of wayfinding

A Steer Davies Gleave evaluation study of three Legible London pilot schemes demonstrated that almost nine out of 10 people wanted the system to be rolled out across the Capital.

- The number of pedestrians getting lost on a journey fell by 65%
- Over 80% of users agreed Legible London helped them find their way
- Over 75% of users surveyed felt confident to explore an area with Legible London installed;
- Those who had used the system confirmed that it would encourage them to walk more often and further, to explore more and to walk rather than use other modes of transport.

THE LAST MILE

# Personal travel planning

# What is PTP?

[Personal Travel Planning]

- Personal Travel Planning (PTP) seeks to overcome habitual use of the car, enabling more journeys to be made on foot, bike, bus, train or in shared cars.
- This is achieved through the provision of information, incentives and motivation directly to individuals to help them voluntarily make more informed travel choices.

*UK Department for Transport 2007*



# Personalised Travel Planning (PTP): what is it?

- It's a conversation....
  - *Hello, my name is and I'm here to....*
  - *How do you currently travel about - focus on the car trips?*
  - *What frustrations do you have with your current travel?*
- It usually takes place at every door in a target area - or in a workplace - or by telephone
- The conversation is supported by the delivery of the information and incentives to facilitate a change



# How effective is PTP in reducing car travel?

*“Within the UK PTP has been reported to reduce car driver trips by 11% (amongst the targeted population) and reduce distance travelled by car by 12%.”*

DfT (2007) *Making PTP Work*

*“evidence that personal travel planning can reduce car use by a significant amount is accepted by those who challenge the technique as well as its supporters”*

*Cairns et al., 2004*

# What makes PTP so effective

## I Motivational interviewing

- Proven to be effective in the health sector in tackling long term health issues such as drugs, alcohol
- Seeks to get the individual to reach their own conclusion about changes that could be made towards more sustainable travel patterns
- Uses open ended questioning, affirmations, reflections and summaries

## I Targeted approach

- Smarter Travelstyle
- Catchment areas and indices (CPI, PTALS)

## I Tailored resources

- Tailored local information developed specifically for the project



# Motivational Interviewing

## So why don't people change? ... and what does it take?

They don't see (denial, insight, etc.)...

They don't know...

They don't know **how**...

They don't care...

- Give them **Insight** - if you can just make people see, then they will change
- Give them **Knowledge** - if people just *know* enough, then they will change
- Give them **Skills** - if you can just teach people *how* to change, then they will do it
- Make them "**concerned**" - if you can just make people feel *bad or afraid* enough, they will change

***But it is a bit more complicated...***



*“People are generally better persuaded by the reasons which they have themselves discovered, than by those which have come into the mind of others”*

*Blaise Pascal, Pensées, (1670)*



# Targeting Using Smarter TravelStyle to identify target locations

## ■ What is Smarter TravelStyle?

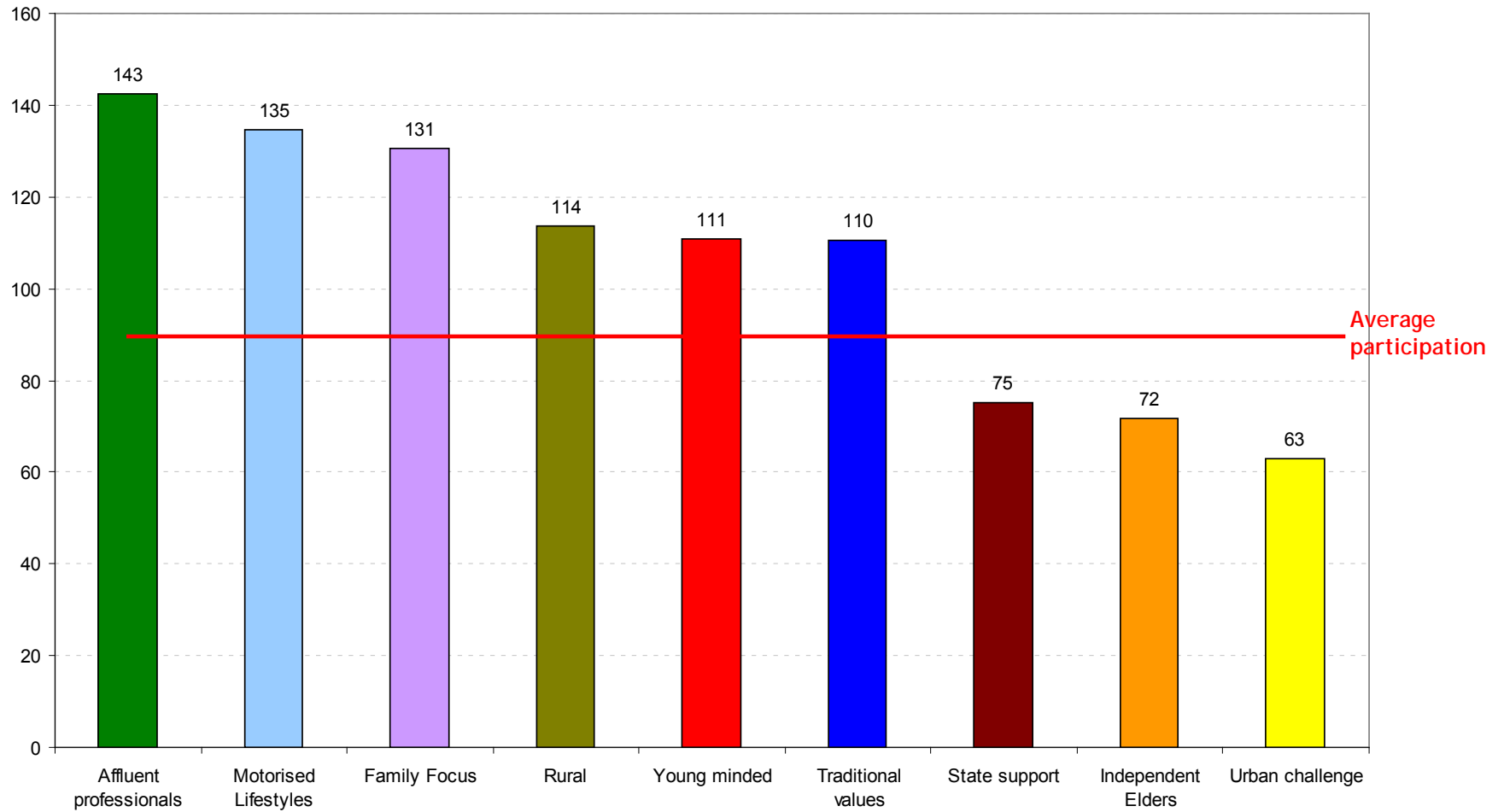
- a geo-demographic profiling and targeting system
- developed in-house by Steer Davies Gleave
- based on the fusion of a commercial geo-demographic system (MOSAIC) and travel behaviour data
- segments the population according to a combination of travel behaviour and lifestyle variables
- based at an individual postcode level, allowing a fine geographical segmentation of the population

# Smarter TravelStyle groups

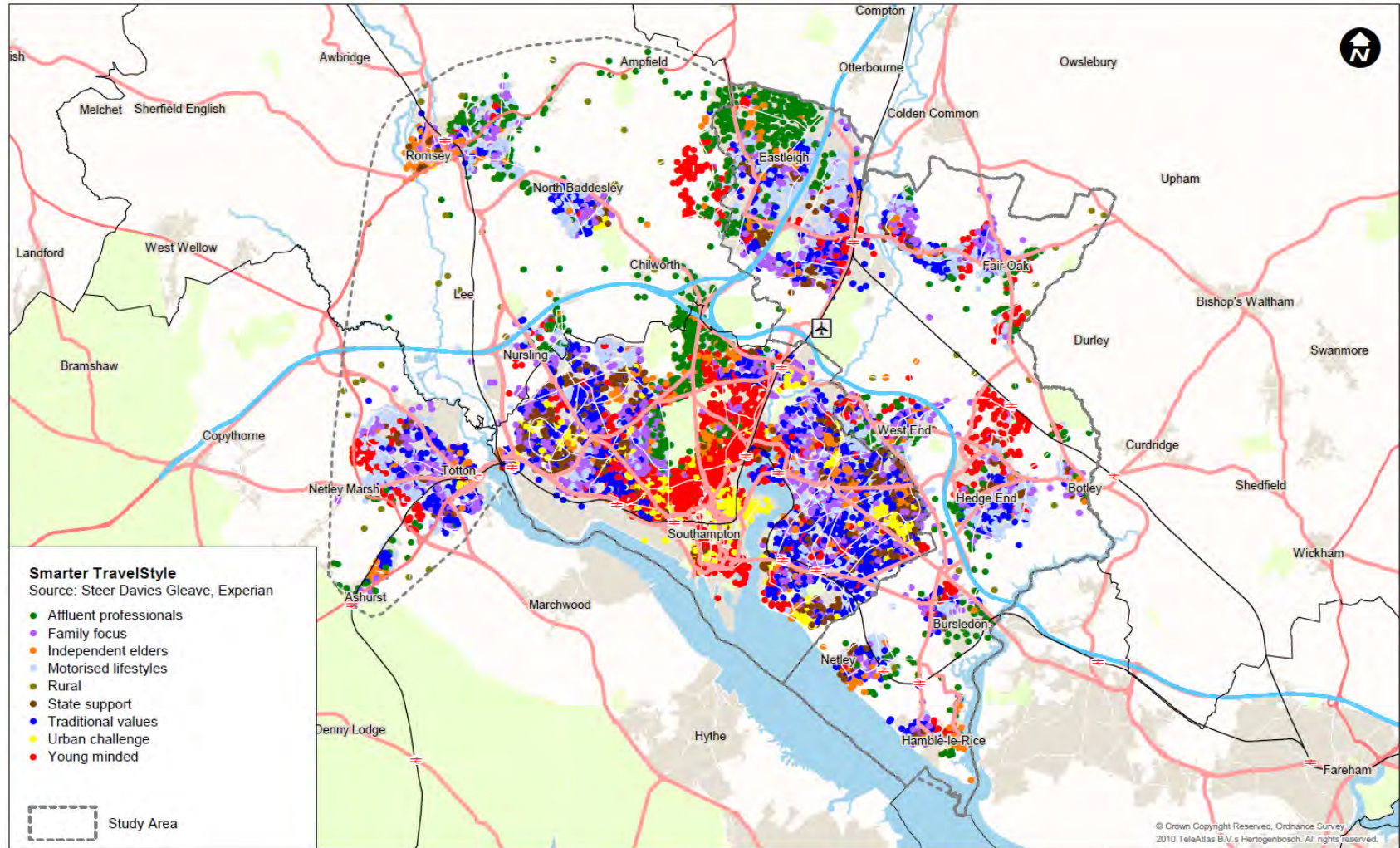
<b>Affluent Professionals</b> <i>Highest participation</i> Car users ABC1      Employed High income Married	<b>Young Minded</b>  Younger Single or co-habiting Students Have car	<b>Family Focus</b>  C1C2D Large households Married with children Middle aged
<b>Motorised Lifestyles</b>  ABC1C2 25-44 years old 2+ cars Short time at address	<b>Urban Challenge</b> <i>Lowest participation</i> Single      Divorced 18-29 years old Poor health No car      DE Social grade	<b>Traditional Values</b>  Small household 1 car Married C2D Social grade
<b>Independent Elders</b>  Small household Married      Widowed 60+ years old 1 car      Poor health	<b>State Support</b>  All age groups No car DE Social grade Poor health	<b>Rural</b>  ABC1C2 Married 45+ years old 2+ cars



# Index of Participation in Smarter Travel Initiatives



# Southampton Smarter TravelStyle profile



Thank you

For more information contact:  
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[lisa.buchanan@sdgworld.net](mailto:lisa.buchanan@sdgworld.net)