



Smarter Travel in Outer London: Integrated TDM Marketing in the UK

Questions that remained following the Tools of Change webinar of March 2nd 2010

For additional information go to <http://www.toolsofchange.com/en/case-studies/detail/632/>

Q (Derek Gillis): Any info/comparison of cost-benefit re: expanding roads Vs. public transit & active transport infrastructure? (Short & Long-term)

A: There is a body of reliable evidence to show that expanding roads does not contribute to mitigating or resolving current transport issues, in fact it is generally accepted in the UK that creating additional road capacity tends to lead to 'induced traffic' that erodes many of the benefits. Roads London generally does not have the land available to create new roads or increase the capacity of existing roads. Moreover, doing so would not contribute to our policy goals, in particular, "supporting the economy", "enhancing the quality of life of Londoners" or "reducing transport's contribute to climate change", therefore this type of analysis would not be carried out.

Q (Vanessa Normand): How did you make promotion in general for all alternative modes?

A: The qualitative research (focus groups and one to one interviews) with the target audiences identified the motivating factors and communication messages that are more likely to encourage people in these segments to change their travel behaviour. The research showed that the target audiences primarily made transport choices not based on health or concern about the environment but which mode is fastest and least expensive. Consequently, the "Quicker, easier, cheaper" communication strapline is likely to appeal to target audiences in Richmond upon Thames.

Q (Brennain Lloyd): What are the characteristics of the sector tagged "cosmopolitan living"?

A: The Cosmopolitan Living segment can be described as:

- Have professional jobs and an interest in the arts and culture side of Richmond as well as sport (and skiing particularly).
- Often single car or no car families
- Use the train to go into London more than average
- Quite willing and open to changing their behaviours
- Brands: Sainsbury's, Waitrose, Evening Standard, The Times, The Independent, Volkswagen, Renault, Peugeot

Q (Debbie Mah): Have either of the programs attempted to quantify the GHG emissions reductions or the cost savings to participants as a result of the changes in behaviour.

A: The CO2 savings as a consequence of the Richmond upon Thames programme is predicted to be 23 tonnes per day.

Q (JoAnn Woodhall): Have you calculated cost per trip converted?

A: Not directly but the Smarter Travel Richmond programme has a business case with a very positive cost benefit ratio.

Q (Sabine Schweiger): Are the actual documents (ie cycle starter kit) available on the web?

A: Not at the moment but we would be happy to post one if you forward your address.

Q (Janice Finch): How did you get so many people to your public events? What tools and publicity did you use?

A: Advertising, including a range of media, such as lamppost column banners and posters on park railings.

Q (Marsha Walton): These communities have a high baseline rate of walking, biking, and public transit ridership. Are there examples of similar plans/processes in communities with lower baselines for walking/biking/public transit?

A: Sutton started from a very low cycling based and the Smarter Travel Sutton appears to have increased cycling levels by 75%. Cycling levels in Richmond upon Thames are comparatively high for London but a 50% increase in cycling levels after two and a half years is predicted.

Outside London equivalent campaign have delivered benefits that are described in this report: <http://www.dft.gov.uk/pgr/sustainable/smarterchoices/programmes/>

Q (Marsha Walton): Have you estimated what the cost per car trips avoided is for the three years of your program? And do you have any sense of what the effect will be in future years out?

A: If you provide you email address we will be happy to forward the business case for the Smarter Travel Richmond programme.

Q (JoAnn Woodhall): Can you ID trip purpose of cycling increase ?

A: We have not carried out this detailed analysis.