

# Principles of Travel Planning




**D-Air Project**




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## Overview



1. The Problem
2. Travel Demand Management
3. Travel Plans – A Definition
4. Targets
5. Policy
6. Steps Towards Travel Plan Development

## The Problem



- Habits - learned sequences of acts that have become automatic responses and are functional in obtaining certain goals (Verplanken and Aarts 1999)
- Travel inertia - automatic utilisation of whatever transportation means were used in the past
- Everyday choices and decisions are made without the decision maker being conscious of making the choices
- Any attempt to change travel mode choice will largely depend on:
  - motivation behind the behavior,
  - policies to change habits should focus on making individuals more conscious of their choices.

## Travel Demand Management

- The influencing of individuals' travel behaviour
- Any action or set of actions aimed at influencing people's travel behaviour in such a way that alternative mobility options are presented and/or congestion is reduced (Meyer, 1999)
- Travel planning is a means of delivering TDM measures in the context of an organisation or site



## Travel Plans – A Definition

- A general term for a package of measures tailored to:
  - Meet the needs of individual sites and
  - Aimed at promoting greener, cleaner travel choices and reducing reliance on the car
- It involves the development of a set of:
  - Mechanisms,
  - Initiatives and
  - Targets


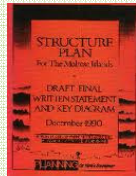
That together can enable an organisation to reduce the impact of travel and transport on the environment, whilst also bringing a number of other benefits to the organisation as an employer and to staff (Energy Efficiency Best Practice Programme, 2001)

## Targets

1. **Segment**
  - 'the sector' of travel which is being targeted by the travel plan
2. **Scope**
  - indicates the degree of developments or organisations which will be affected by the travel plan and its actions
3. **Scale**
  - understanding the underlying demographics is key to ensuring a travel plan is designed at the appropriate level

### Policy

- Supporting policy is required
- Trends in policy development – from 'hard measures' to 'smarter choices'
- Follow regional policy (Green Paper, 2007; White Paper 2001, 2011)
- Policy integration

### Steps Towards Travel Plan Development (1)





- Guidelines (Authorities, Organisation)
- Involves selection of measures, objectives and targets that need to be reached
- Includes the decision of what surveys and data collection needs to be done
- Identification of necessary stakeholders
- Introduction of a TP coordinator
- Specifies monitoring tasks and seeks that the TP gets going

### Steps Towards Travel Plan Development (2)

#### Writing it down

- Background information on department's site including: location, staff numbers and existing travel patterns
- Objectives within the travel plan
- Scope – which elements of travel you are addressing
- Proposed actions and measures for achieving the objectives
- Marketing proposals for the travel plan
- Targets that determine whether you are meeting the objectives
- How the travel plan will be monitored and reviewed and by whom
- How the results of the monitoring exercise will be disseminated to all members of staff

### Steps Towards Travel Plan Development (3)

#### Good Travel Plans Consist of...

- Senior management support;
- Based on current travel patterns;
- Have clear objectives;
- Include a package of measures (carrots and sticks);
- Have staff time allocated, with an appointed co-ordinator;
- Involve all staff;
- Include extensive marketing of the plan itself and its component measures;
- Set clear targets with specific dates; and
- Establish monitoring procedures.

### Successful Travel Plans include:




The 7 steps to success:

- Identify the problems and make the case for action
- Secure commitment and allocate resources
- Raise awareness and build consensus with employees
- Gather data
- Review and evaluate alternatives to the car
- Agree the strategy and set targets
- Make it happen and maintain momentum

Thank You

Questions?