

# Lessons learnt from experiences with Local Travel Plan Networks

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Lunch and Lecture @Lboro 18<sup>th</sup> March 2011

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## TRAVEL PLAN PLUS

- TRAVEL PLAN PLUS aims to promote energy efficiency across the EU by:
  - Creating four Local Travel Plan Networks (LTPNs) in locations across Europe; and
  - Promoting their use more widely.
- A LTPN is:

*“A group, or network, of organisations that have come together to share resources and ideas for developing and implementing a travel plan in their local area.”*

## Rationale for TRAVEL PLAN PLUS

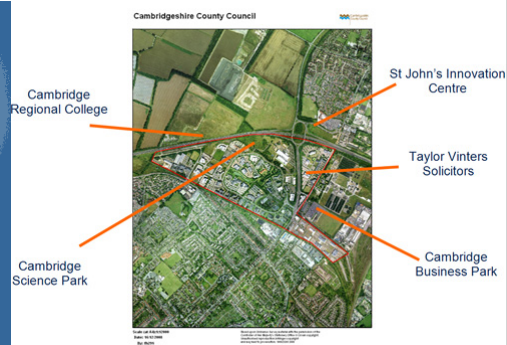
- Transport problems are extensive and getting worse
- Traditional ‘supply side’ solutions need high investment over many years and cause short-term political problems
- Travel plans are quick, cheap and popular but need business involvement to work
- LTPN can minimise ‘hassle’ to organisations and maximise benefits
- LTPNs have existed in the USA for a long time and are slowly becoming more common in the UK
- Yet LTPNs remain rare in Europe and there are no formal mechanisms to transfer experience

## The Partners

- Expert partners
  - Loughborough University, UK
  - Mobycon, Netherlands
- Implementation partners
  - Cambridge, UK
  - Stockholm, Sweden
  - Gyor, Hungary
  - Bages, Spain



## UK's LTPN: Cambridgeshire Science Park



## Sweden's LTPN: Stockholm Arlanda Airport Cargo City



## Hungary's LTPN: Győr educational institutions

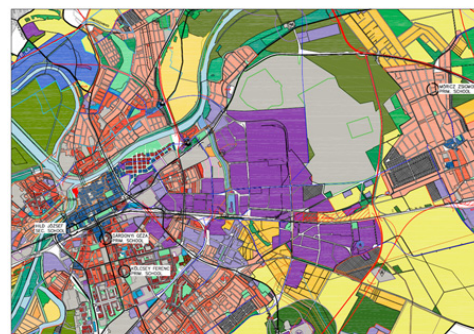
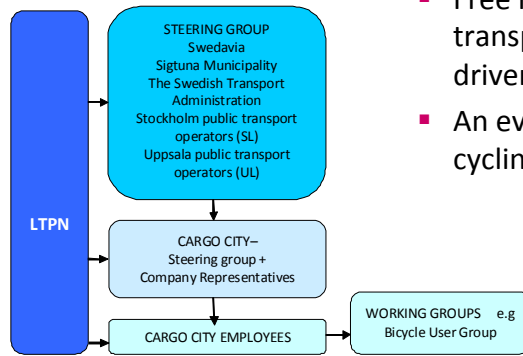


Figure 2 Győr City Centre and Suburb - Educational Area

- Residential area (center)
- Residential area (outskirt)
- Industrial area
- Rural area
- Road < 5000 car / day
- Road > 5000 car / day



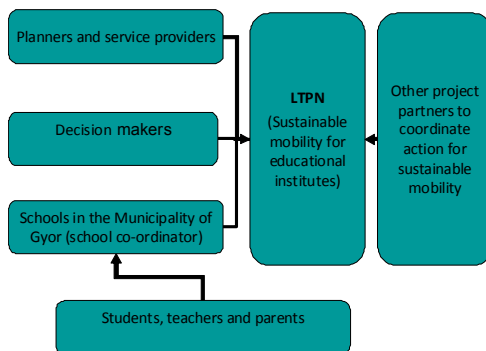
### Stockholm's LTPN structure and outputs



- Free monthly public transport passes for car drivers living in Uppsala
- An event to promote cycling

Launched September 2010

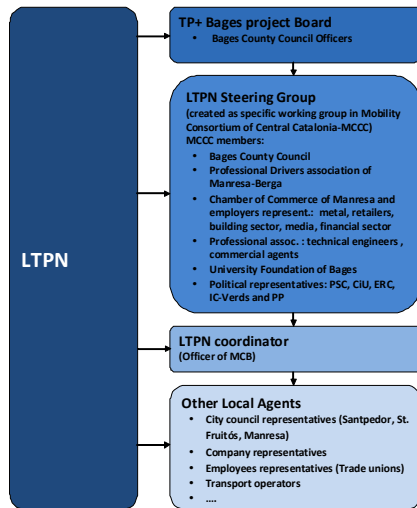
### Gyor's LTPN structure and outputs



- Training days for school co-ordinators
- A 'which mode gets there fastest?' challenge
- A bi-annual cycle event, including a competition between schools
- Bicycle 'rental' station which school have free access to
- Cycle lessons

Launched March 2009

## Bages LTPN structure and outputs



- Mobility audits of the largest organisations to identify site specific and area wide measures
- A dissemination workshop to promote the LTPN

**Launched November 2010**

## Results of monitoring and evaluation

Assessment	Results
Operational	Growing awareness and acceptance of the LTPN High levels of satisfaction with measures
Financial	Influence of economic downturn UK and Hungarian municipalities covered much of the implementation costs
Political	A culture of implementing travel plan assisted in the UK and municipal influence on school in Hungary In Spain and Sweden getting support from the key stakeholders took longer than initially expected
Energy impacts	Delays in implementation in Spain and Sweden meant that energy changes could not be attributed to the LTPNs In Hungary energy reduction were inline with modal shift In UK, energy use increased, despite modal shift, as commute distances increased
Socio-economic	LTPNs bring a range of benefits to European society, including reducing congestion and emissions of green house gases and improving road safety

## LTPN SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>•Critical mass &amp; economies of scale;</li> <li>•Enabler for SMEs</li> <li>•Political voice &amp; lobbying capability;</li> <li>•Facilitates strategic decisions across area</li> <li>•Increases the profile of area &amp; organisations</li> <li>•Improves relationships between organisations.</li> </ul>	<ul style="list-style-type: none"> <li>•Reduced commitment from individual organisations</li> <li>•Requires culture shift</li> <li>•Resource intensive</li> <li>•Long lead times</li> <li>•Intangible outputs</li> <li>•Personality dependent</li> <li>•Reluctant to take responsibility</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>•Increased fuel prices</li> <li>•Economic change</li> <li>•Reduced investment in 'harder' measures</li> <li>•Increased organisational empowerment</li> <li>•Employee health &amp; wellbeing</li> <li>•CSR &amp; the environmental agenda</li> <li>•Avoid risk and plan for the future</li> <li>•Changing government agenda</li> </ul>	<ul style="list-style-type: none"> <li>•Liberalism</li> <li>•Slow rate of change to supporting mechanisms,</li> <li>•Economic change</li> <li>•Price of alternatives</li> <li>•Lack of investment in supporting infrastructure,</li> <li>•Inertia and aversion to change</li> <li>•Competitions amongst providers of alternative</li> <li>•Lack of education about mobility management</li> <li>•Changing government agenda</li> </ul>

## Lessons learnt

- Shared local motivations is the best way to bring people together
- A culture of travel plan development, or direct influence on organisation, speeds up the LTPN planning phase
- Defining roles and responsibilities early prevent unnecessary delays
- External factors such as the economic downturn must be considered in monitoring and evaluation
- The LTPNs create an effective communication web

**Thank you**

Any questions?