



Personalised Travel Planning

Improve your chances of behaviour change: Use the personal approach

Households – Workplaces - Universities

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Personalised Travel Planning

- Proven behaviour-change methodology
- Target audience: households, workplaces, universities
- Maximise use of new of existing alternatives: combine hard and soft measures
- Transferable

	Households	Cycling	Walking	PT	Car
Peterborough	30,000	+20%	+14%	+33%	-9%
Worcester	23,500	+0%	+12%	+17%	-7%
Exeter	25,000	+33%	+15%	+10%	-13%



What is PTP?

- Personal contact, at the doorstep, workplace or university to identify and meet needs for behaviour change
- Open questioning technique
- Motivate people to challenge their day-to-day travel choices

%s there a reason why you have not considered cycling to work?+

%tq been years since I used my bike and I'm not sure about routes or safety on roads+

%d did you know about free cycle training, route maps & discounts at local cycle shop+

%o, but please give me info!+



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What is PTP?

- ❑ Target audience **10,000** → Contact Rate **7,000** → Interested Rate **4,900**
- ❑ Participants in the '**interested**' group are asked open questions and receive tailored information and services to motivate travel behaviour specific to them
 - ❑ local travel information materials, events, competitions, prizes
 - ❑ cycle training, led-rides and walks, bike maintenance
 - ❑ discounts on public transport, bikes, equipment
- ❑ Behaviour change more likely than general **one-size-fits-all+** campaign



Personalised Travel Planning for Cycling **PTP-Cycle Project**



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PTP-Cycle Objectives

- ❑ Delivers an integrated programme of Personalised Travel Planning across 5 cities (and beyond) in selected residential areas, workplaces and universities
- ❑ 40,000 individuals to be delivered PTPs
- ❑ Prove transferability of PTP methodology: test, exchange, learn, adapt to different cultures
- ❑ Modal shift impact monitored and evaluated
- ❑ Business cases and Cost Benefit Analysis derived
- ❑ Raise awareness as a supportive measure for SUMP



PTP-Cycle Achievements

- ❑ 12,000 PTPs delivered so far in households, workplaces and universities in 5 cities
- ❑ 40 events
- ❑ 88 officers trained up on PTP delivery and open questioning
- ❑ 707 hours training delivered in EN and local languages
- ❑ Marketing and branding strategies delivered in each city
- ❑ Insights and lessons learned to share



Partners

- LEPT (UK) . Coordinator
- Burgos (ES)
- UIRS (SI)
- Antwerp (BE)
- Riga (LV)
- Polis (EU)
- Traject (BE)
- Sustrans (UK)



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PTP-Cycle in Burgos



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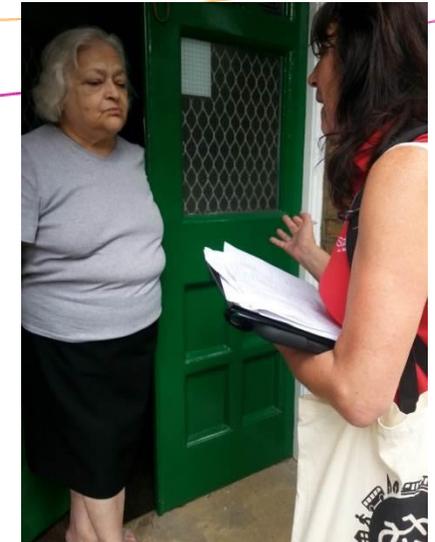
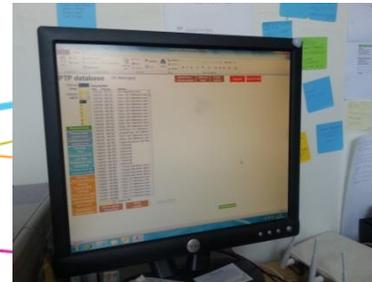
PTP Cycle Training and Delivery

- Burgos trained 15 students from the University and organized internal training for the people in the Council. The mobility agents helped in the seven events “in the field” and in the residential activity.
- PTP Cycle t-shirts were produced for each one, badges, and leaflets and posters to announce the visits, along with targeted material and a gift.



PTP Cycle Consortium Exchange and PTP Practitioner Mentoring

➤ In order to learn from other more experienced partners, the consortium organized exchange practices and mentoring trips. Burgos attended a general trip to all the partners and a dedicated one with Haringey (London). The next year Riga will visit Burgos and Burgos will visit Antwerp.



PTP Cycle Marketing and Social Media

➤ After a couple of failed attempts in the past projects, this time for this project the management team at local level decide to try seriously the social networks. More than 23 posts in our blog www.ptpcycleburgos.com and 140 comments in the face book (ptpcycleburgos) has moved to have more than 600 followers (also thanks to the contest of selfies with the bike) and some comments read more than 4,000 times. Our announcements had a wider impact and give knowledge and aware to the citizens.



Fecha	Contenido	Reacciones	Comentarios	Compartidos
03/07/2014 18:23	Si quieres conocer un plan de transporte personalizado para ti o tu familia, los beneficios	118	4	11
01/07/2014 18:13	Si estás cansado del típico coche nupcial para acudir a la ceremonia, os gusta el deporte e	100	4	14
01/07/2014 17:30	¡Únete a las dos ruedas y gana una fantástica bicicleta eléctrica!	4K	27	74
25/06/2014 18:36	¿Quieres saber por qué andar en bici provoca una sensación similar a la de algunos opiáceos?	340	21	1
25/06/2014 11:21	¿Quién dijo que no se puede viajar en bici con la casa a cuestas?	121	11	22
24/06/2014 9:13	Reivindicamos los pedales: PTPCycle Burgos	72	3	7
23/06/2014 13:23	No te quedes sin una de las 15 becas de PTPCycle Burgos	1,1K	31	2
19/06/2014 17:58	Para quienes todavía buscan encontrar a su media naranja andando en bici llega PTPCycle a	71	1	12
19/06/2014 13:08	Objetivo de PTPCycle	51	0	5
19/06/2014 13:02	¿Qué es PTPCycle?	39	0	5



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PTP Cycle Events with the Press organized

➤ Two Press conferences have been organized (strong political support), and five articles have been published in the most important newspapers. On the internet, more than 15 articles and two interviews in the radio. One of the article explaining in details the whole process helped a lot to give visibility and to make neighbours trust in the project and the mobility agents.



PTP Cycle Results and short term evaluation results

- 5,400 apartments visited in the first phase of the project, with a 55% of the neighbours agreeing to received personalized information and materials.
- 1,636 more people receiving personalized advise and material in the 7 events “in the field” organized Jun-Sept 2014
- In the few weeks with the short term evaluation, about 6-8% of the people have used more the bike after being visited, 26% of the people answering they´ve got a better vision of the use of the bike in the city after the visit, and around a 50% of the people declaring they want to use it more now and in the future.



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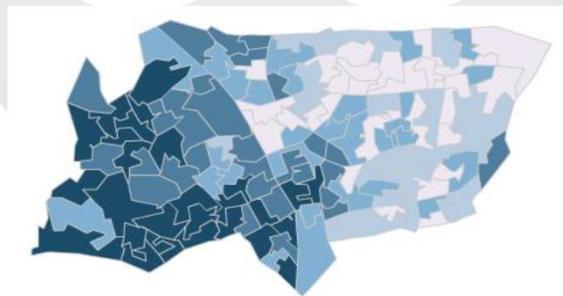
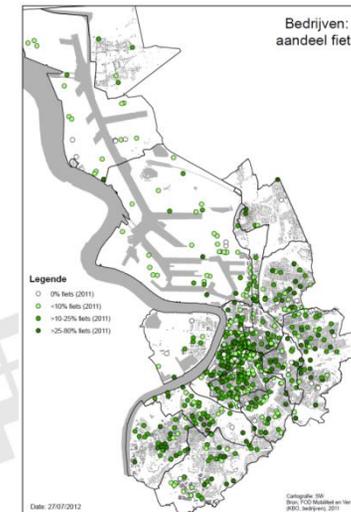
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PTP in action

STEP 1: Segmentation of target group

- “ Chose audience with high propensity to change behaviour
- “ Chose area with good cycling, walking, PT alternatives
- “ Set up database of target group to monitor progress



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PTP in action

STEP 2: Marketing

- “ Set up PTP brand
- “ Dovetail with existing identities
- “ Make visible in neighbourhood / workplace/ uni
- “ Set up social media groups for competitions and awareness



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PTP in action

STEP 3: Training

- “ Teams of PTP advisers trained on interviewing techniques and open questioning of residents/ staff/ students
- “ Practice makes perfect: role play with peers
- “ Recruit PTP Champions to run social media campaigns, competitions, maintain momentum



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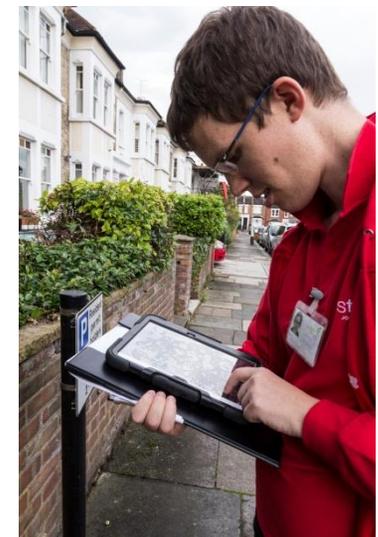
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PTP in action

STEP 4: Delivery

- “ Welcome postcards / emails alert audience
- “ Conversation
- “ Individual requests information
- “ Delivered



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PTP in action

STEP 5: Evaluation and review

- “ PTP has robust evaluation framework (attitude / behaviour)
- “ Before and after surveys allow accurate evaluation of modal shift, across different sites and cities
- “ Known participants allow for monitoring after 3, 6, 12 month intervals
- “ Max Sumo steps to behaviour change



PTP in action

Success factors

- “ Segmenting the audience
- “ Good training vital. All about the conversation. Public
%interest rate+increases over course of the 10 weeks
- “ Get sponsors: discount bike shops public transport discount
- “ Incentives: %win a bike+
- “ Competitions: Social media led bike competitions
- “ Link with new infrastructure: maximise take up
- “ Link with road works: solutions to an upheaval
- “ Champions, celebs, press



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Free PTP services to cities

PTPs: Households, Workplaces, Universities

PTP case studies: Get a feel from best practice examples

Coaching sessions: Practical how to+ teleconferences

Guides / manuals: How to set up and evaluate a PTP programme

Business Cases and Benefit to Cost Ratios

Training materials: Train up teams of PTP advisers

National Take-up Seminars: Spring 2015 UK, SI, BE, ES, LV . attend, learn, speak to experts

The personalised **conversation:** Psychology of motivating behaviour change

Training workshops autumn 2015: 50 cities / orgs practical training to prepare PTP programmes

Study visits to PTP-Cycle city partners to see PTP in action

LinkedIn Group: Discussions, learn, get answers



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