Measure title: **Personalised Travel Information Website for Brighton & Hove**

City: **Brighton & Hove** *Project:* **Archimedes** *Measure number:* **71**

Executive Summary

Measure description and implementation process

This measure involves the improvement of available public transport information. The travel information website (www.journeyon.co.uk) enables users to obtain personalised information about their journeys, including optimum route, time required, calories burnt (by mode) and topography. Elements of this service were programmed to become accessible via handheld devices.

Implementation began with a technical review of other similar websites which already had established mobile version. Once a plan for implementation had been drawn up based upon the review, two suppliers were employed to design and deliver the measure. Once completed, the mobile site was tested and officially launched.

Cyclist Counter Displays have been delivered at 2 key locations across the city in the CIVITAS Plus corridor in Brighton & Hove. These count the cyclists passing and display that number on a nearby sign, locating cyclists as part of the 'everyday' in the city rather than as a 'niche' market. The measure sought to install 2 cycle counters.

Implementation of this measure began by indentifying sites for installation and suppliers of the hardware. Once this had been completed the cycle counters were installed and extensively tested; evaluation then followed.

Evaluation approach and key results:

Evaluation for the mobile website service mainly focused on social acceptance of the measure, monitoring awareness via surveys, and usage via website analytics.

- Since the launch of JourneyOn mobile on 12 January 2012, 24757 visits have been made to the mobile site. This equates to 27.38% of the total number of visits to the website and mobile version.
- Awareness levels of JourneyOn mobile have increased by 40% since the start of the project.
- Acceptance levels of JourneyOn mobile have increased by 42% since the start of the project.
- The launch of the new mobile site slowed a downward trend 3 months prior to the launch of JourneyOn mobile; and stabilised ‘visit’ numbers.
- No increase in cyclists numbers resulted from the cycle counters (in fact there 53 less cyclists per day)

Lessons Learned:

- Recommendation 1: Allow plenty of time for developing and testing the new technology, for the website and cycle counters. Both measures were delayed due to this. It is also important to be certain that the technology is fully operational in order to provide a good service. Be sure that the public/potential users understand that the initiatives are being trialled and may have issues. For example, we launched a beta version of JourneyOn mobile. It is an approach commonly used by companies including Microsoft when new software is launched onto the market for the first time. We monitored JourneyOn mobile (beta) to see if/where improvements could be made before the site went live two months later.
- Recommendation 2: Ensure good communications between developers/providers, particularly if they are not available in person.
- Recommendation 3: Ensure political and public support for any measure.

A Introduction

A1 Objectives and Target Groups

A1.1 Objectives

The measure objectives are:

(A) High level / longer term:

- To achieve a modal shift in the use of transport.
- To improve availability of transport information in Brighton & Hove.

(B) Strategic level:

- Make access to information about sustainable travel modes more available to users on the move – being able to make an immediate travel mode choice.
- Make real-time public transport information (bus and train) made available on handheld devices. The Journey planner calculates calories burned for walking and cycling and this links to more active ways of living in the city and being 'more healthy' by using mode of travel as a means of exercise.

(C) Measure level:

- To develop a personalised travel information website for visitors and residents
- To develop a mobile version of personalised travel information

- To raise public awareness that cycling is an everyday activity in the city rather than a 'niche' market.

A1.2 Target groups

The target group is regional / city level.

- For the Travel Information website the measure targeted visitors and residents.

- For the cyclist counter display the measure targeted potential cyclists of the city, who could be persuaded to cycle instead of driving in an effort to dissuade short car trips. This measure also gave a highly visible display of the volume of current cyclists using the route.

A2 Description

- This measure involves the improvement of available public transport information. The travel information website enables users to obtain personalised information about their journeys, including optimum route, time required, calories burnt (by mode) and topography. Modes included are public transport (bus and train), cycling, walking, car park locations and maps, plus links to car club booking facilities. Elements of this service are programmed to be accessible via handheld devices.

- Cyclist Counter Displays have been delivered at 2 key locations across the city in the CIVITAS Plus corridor in Brighton & Hove. These count the cyclists passing and display that number on a nearby sign, locating cyclists as part of the 'everyday' in the city rather than as a 'niche' market. The installation of the counters is accompanied by a promotional campaign to increase awareness and acceptance of the initiative.

A3 Person in charge for evaluation of this measure

Name of person	Katherine Travis / Debbie Reed (Website - ML), Veronika Moore / Luke Ede (Cycle counter – ML), Sarah Jay (LEC)
Name of organisation	Brighton & Hove City Council
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B Measure implementation

B1 Innovative aspects

The innovative aspects of the measure are:

- **Innovative aspect 1** New conceptual approach – this introduced a new way of providing the public with real time information.
- **Innovative aspect 2** Use of new technology/ ITS - this used specific technology to inform individuals.
- **Innovative aspect 3** Targeting specific user groups – visitors and residents – with the personalised travel website and potentially existing cyclists by giving visible information in public places.
- **Innovative aspect 4** New physical infrastructure solutions – introduction of Cyclist Counter Displays at specific locations.

B2 Planning of Research and Technology Development Tasks

- Not applicable.

B3 Situation before CIVITAS

Personalised Travel Information Website:
The JourneyOn website was originally launched by Brighton & Hove City Council in 2007. The website proved successful. Real time bus information was available on the website, city cycle/walking route maps, as well as a journey planner which calculated calories burned for walking and cycling which linked into more active ways of living in the city and being 'more healthy' by using mode of travel as a means of exercise.

Four years later (in 2011) the website was refreshed. - The website interface/layout was redesigned to improve user experience and improve access to travel information; and the JourneyOn / Brighton & Hove City Council corporate branding was updated. The JourneyOn website was then re-launched as part of the CIVITAS project.

Cyclist Counter Displays:
There were no Cyclist Counter Displays in the city before the CIVITAS initiative. There was however a great deal of cyclist monitoring taking place but without any information/numbers being directly fed back to the public. There were already regular events taking place in Brighton & Hove to promote cycling such as Bike Week and Car Free Day; the Cyclist Counter Displays helps build upon this promotion but as part of the everyday cyclist journey, and provide real evidence straight to public that cycling is not just a 'niche' market.

B4 Actual implementation of the measure

The Personalised Travel Information Website was implemented in the following stages:

Stage 1: Develop specification for Web & WAP services (M1 to M28)

At the start of the project, Brighton & Hove City Council commissioned consultants Atkins to produce a scoping report to compare the information provided on JourneyOn to other local authorities' transport information websites, and against current web authoring trends. The recommendations from this report informed Measure direction.

From that assessment, a gap analysis was performed to highlight potential enhancements to the Journey On website and associated Smart Phone application. While it was recognised that the Journey On websites has strengths in some areas in comparison to the other local authorities' websites, it was identified that there were options for making improvements in the following areas:

- Integration of map pages.
- Provision of live traffic information, including CCTV images.
- Provision of transport information through social media.
- Provision of user-driven content.
- Provision of web-pages more suited to mobile web devices.
- Route plan to bus stop function in the Real-time Bus Info Smart Phone application.

Scoping report – recommendations:
Recommendations were made following the assessment of each option's benefits versus costs, and also on the understanding that the funding assigned to BHCC relates to the improvement of transport information via mobile web technologies.

Those recommendations were as follows:

- Establish a social media presence using Facebook and / or Twitter.
- Create a simplified version of the JourneyOn website for web phone devices which focused on providing functions most beneficial to users on the go, specifically, real-time bus information and journey planning.
- In the Real-time Bus information Smart Phone application use the GPS functionality available to offer directions from the user's current location to their selected bus stop.

Development of technical brief:

With the advice of the BHCC ICT team, two suppliers were appointed to share responsibility for delivery of the mobile site. Suppliers provided a joint proposal, but with separate and confidential budgets.

Supplier one (Bite Studio) was appointed for the design and user interface, and Supplier 2 (SDG) delivered the technical integration of the design proposals. The Measure was delivered as a joint venture, with each company working to their own terms and conditions. See figure below which indicates draft proposal from Bite Studio.

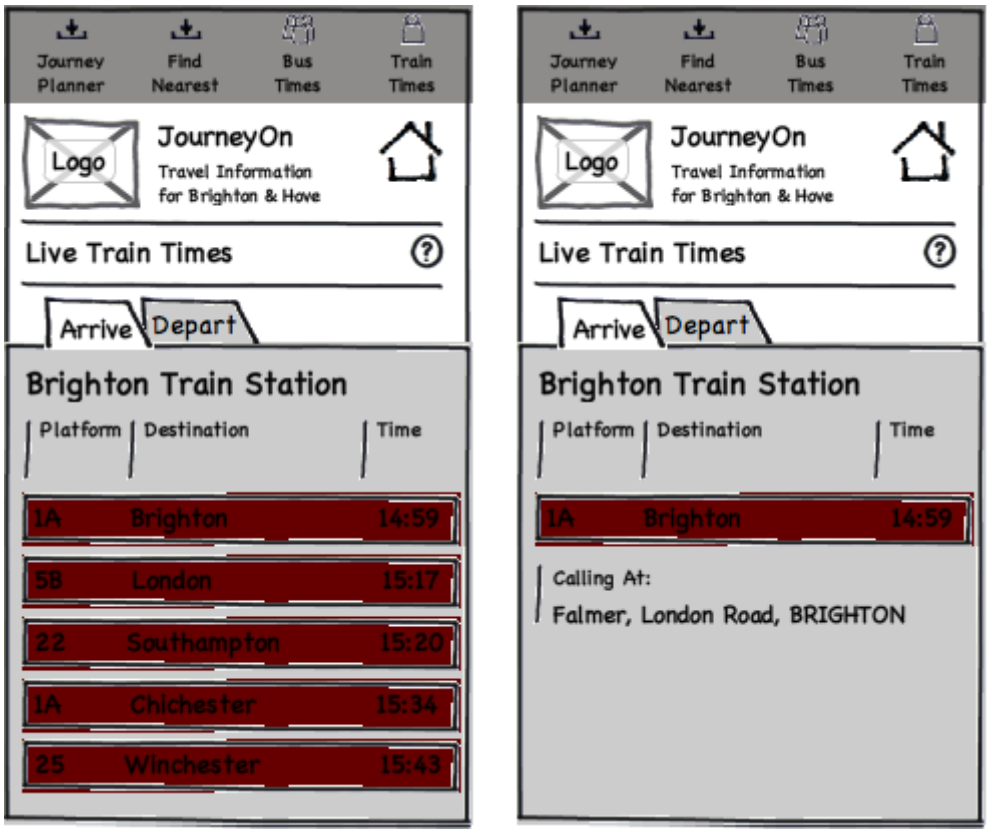
The council's ICT team were brought in to advise on the Measure, in line with the council's ICT procurement guidelines and to ensure the site was delivered with technical specifications and user accessibility. The city council's communications team were also consulted in order to provide the appropriate branding guidelines for mobile web.

*Figure 1.2.1 – visual concept **mock up** for mobile web Measure*

1.3 Wireframes development:

Each stage of the mobile interface required a 'wireframe' which provided a mock up of the aspects of the site to be made mobile (journey planning, real time bus and real time train information). Supplier one (Bite Studio) produced and revised 9 versions before sign off was agreed. The detail of functionality for the site was explored via these wireframes, which formed the basis of user testing. User testing took place with 10 users. Results of this informed further amendments to wireframes. Throughout this process Supplier two (SDG) were consulted to ensure interface matched 'back end' functionality. Sample wireframes are pictured below.

Figure 1.3.1: Real time train information wireframe



1.4 User testing

Ninety-five users across the city council were given a 'virtual' mock up of the site to test, and asked to perform functions as if they were using the mobile site on the move. Responses from this informed the layout and final designs generated by Bite Studio (Supplier 1) see below. The wireframes seen above were then transformed into graphics for use on mobile devices, which included the corporate branding employed by the city council.

1.5 Design implementation

Figure 1.5.1: Design images of the mobile options home screen, journey planner and real time bus information.

Bite Studio (Supplier 1) produced virtual wireframes that were approved by the corporate communications team, before being handed over to Supplier 2 for technical integration with the website.

1.6 Technical integration:

This process required considerable liaison between two suppliers, and BHCC. Suppliers 1 & 2 worked together to ensure a smooth integration.

Stage 2: Launch & publicise (M28 to M34)

The mobile version was launched via the JourneyOn website itself, Brighton & Hove City Council website and via social networking such as Facebook, Twitter and yammer (council in-house social media site).

The site underwent a design refresh, which tied in with the mobile Measure – thereby raising the profile of the site and the mobile to new users across the city. The social media aspects of the mobile site were incorporated into the new design of the site.

The Measure leader worked with the council's press and marketing teams and alongside colleagues in Transport to promote the site and the mobile Measure to as many users as possible.

The aim was to promote the site across the city via the council's corporate intranet which reaches 8,000 staff; the Council newsletter 'the Channel'; City News (free council magazine which goes out to 125,000 households quarterly) and other media outlets including working with Health partners to promote mobile site in doctors surgeries and hospitals as appropriate.

The measure leader also worked with Bite Studio (Supplier 1) to explore further innovative ways of promoting the site, using social media channels throughout the city.

Stage 3: Monitor & evaluate website (M34 to M44)

For details of the monitoring and evaluation, see section C

Task 8.5 – Cyclist Counter Display

Stage 1: Preparation (*16/02/09 – 02/10/09)*

Identifying sites for the measure to be implemented; suppliers for equipment; setting up promotional campaign.

External consultants were commissioned to conduct a feasibility study, which identified potential suppliers for the Cycle Counter Display product. This was deemed necessary in order to provide knowledge of the market for these innovative products and improve the quality of the scheme as a consequence. This highlighted that a number of companies had the potential to develop products that were in line with the project brief. Upon further consideration, two suppliers were identified as suitable on the basis that they could supply 'off-the-shelf' products:

- One that was in the process of developing a 'second generation' unit, understood to build on cycle counters installed elsewhere in Northern Europe.
- A second who supplied ready-made units that were already installed in Copenhagen and Aalborg and as such were understood to be tried and tested.

Other suppliers identified in the initial feasibility study were likely to need to undertake significant research and development in order to be in a position to supply a product in line with the project brief.

Stage 2: Decision *(02/10/09 – 05/11/09)*

Identifying suitable sites and a supplier:

A decision was made to commission the latter of the two suppliers listed above, as their unit was most suitable for the needs of this project.

Two locations for the cyclist counter displays were decided upon; one at Surrenden Park on London Road in the northwest of the city, and the other in Moulsecoomb on Lewes Road in the northeast of the city. These were selected on the presence of existing cycle lanes and their prominence on two of the major routes into the city centre.

- London Road is a key commuter link into and out of the city and is a direct route connecting the outskirts of Brighton & Hove to the city center.
- Lewes Road is also an important commuter link as well as a key route for students to get to and from the two universities in Brighton & Hove.

Stage 3: Implementation *(05/11/09 – 15/05/10)*

Implementation of Cyclist Counter Displays.

Two units were subsequently ordered and were delivered in March 2010, and installed by May 2010.

The automated cycle counters work through the installation of a detection 'loop' cut into the highway/ cycle lane. This information is relayed to the counter, which records the data. The display units extend this function by actively displaying the information.

Due to problems with the sim cards, the calibration of the sensorlines could not be carried out. This issue was resolved by installing fixed IP 3g routers, in May 2010. After this, the manufacturers carried out the calibrations for the sensorlines. Unfortunately it emerged that the sensorline could not differentiate between cars traveling at 40m/h and bikes traveling at 10-20m/h. It could however differentiate between buses and bicycles. The original intention was to cover the bus lane at the London Road site, but this was no longer possible as cars and taxis use this part of the road as well.

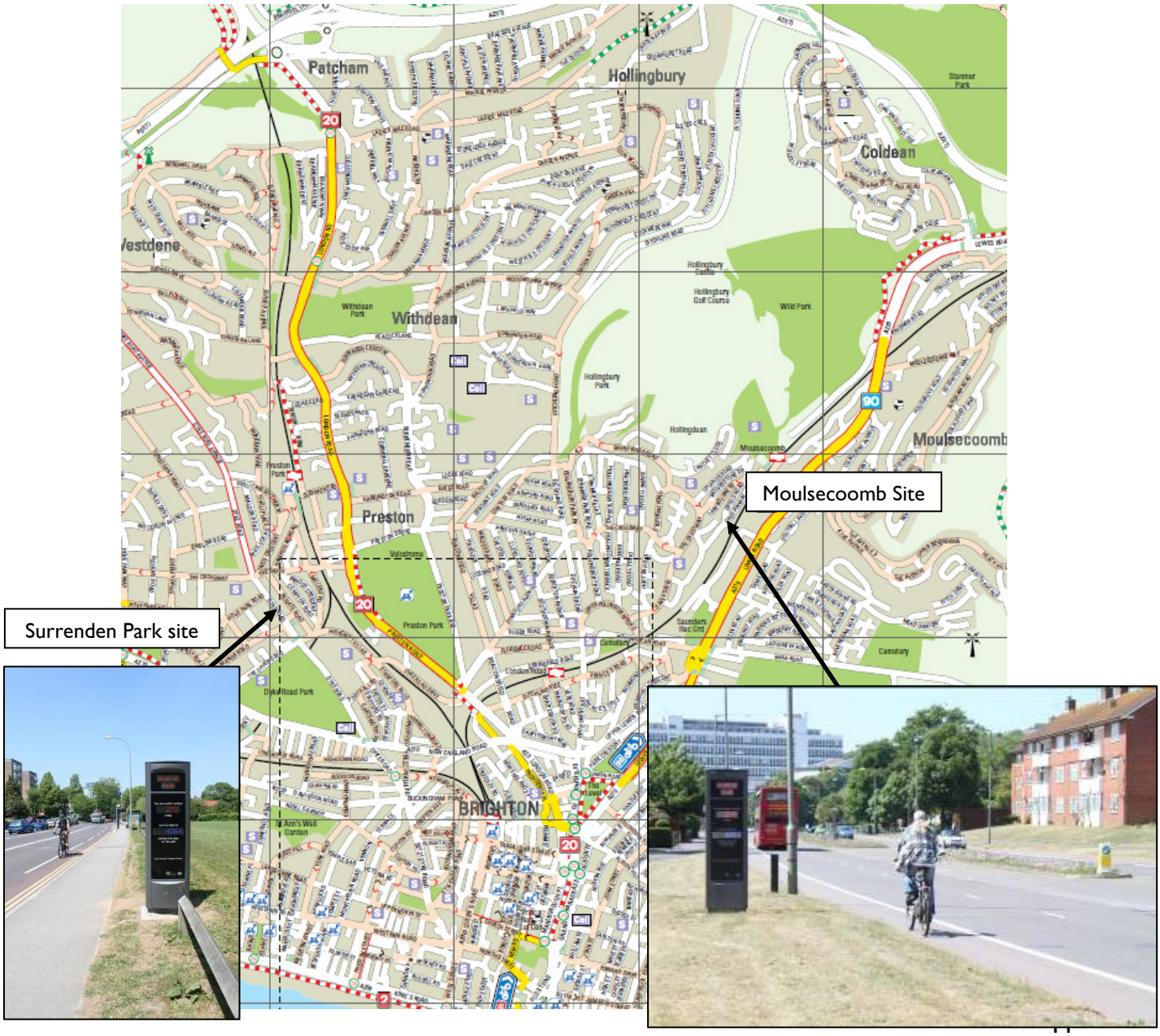
A new shorter sensorline was installed at The London Road site, covering only the cycle lane. The original longer sensorline is still connected to the counter, so for special cycling events (if the road was closed to motor traffic), it could be turned on to count bikes. The permanent sensorline covering just the cycle lane is operational and calibrated and is working within acceptable parameters (95% accuracy).

Meanwhile, the first sensorline installed at the Moulsecoomb site was faulty and a replacement was sent from the manufacturers. This was installed by BHCC's contractors. Unfortunately the counter, even after several trials and calibrations, was still not working within the acceptable parameters (it was only counting 80% of cyclists). The manufacturers suggested the problem was with the way the new sensorlines were installed; the same groove in the highway was used, when a new groove should have been cut. BHCC, the suppliers, and the manufacturers came to an agreement that the latter would send an engineer with new sensorlines to oversee the installation and to calibrate them.

The implementation has been a protracted process and, although significant improvements have been made, accuracy issues continue to be present at one site at the time of writing.

Figure 3.1: **Maps and Images Showing Cycle Counter Location**

Source: Base map taken from Brighton & Hove Cycle Map. Reproduced from Ordnance Survey mapping with the permission of the controller of Her Majesty's Stationery Office © Crown Copyright. Licence no: 100015871, 2010



For details of the evaluation, see section C.

B5 Inter-relationships with other measures

The Personalised Travel Information Website links to:

- **Measure 10 –** Multi Modal Ticketing
- **Measure 32** – School/Commuter Travel Plans
- **Measure 72** – Public Information for Visually impaired people.

The Cycle Counter Displays link to:

- **Measure 55** – Cyclist Priority
- **Measure 45** – Bike Off

Other Archimedes measures with Information Systems for PT, Cyclists, Parking

Facilities:

- **M73** – (DSS)
- **M79** – (Monza)
- **M9** – (Aalborg)
- **M68 –** (Aalborg)

C Planning of Impact evaluation

C1 Measurement Methodology

C1.1 Impacts and Indicators

C1.1.0 Scope of Impact

Impact indicators for this measure established the public awareness & usage of the JourneyOn website and any development in added technology over the life of the Measure. For the cycle counter display – the monitoring data from the site provided a record of cycle journeys on that route. This potentially impacts on the transport system by reducing the number of car journeys.

- Economy: Capital and maintenance costs were recorded and measured against social and environmental benefits.
- Society: Awareness and acceptance monitoring demonstrated to what extent the initiatives are known about and used. Understanding how they are used (particularly with the mobile website) informed future development and up-scaling.
- Transport: Increased cycle numbers and decreased motor vehicles would be expected in relation to the Interactive Cycle Counter Initiative. Modal shift could be explored through survey questions linked to awareness and acceptance monitoring.

Emissions data is not available as an indicator for the Interactive Cycle Counters, and would be unlikely to reflect any modal change. However, theoretical up scaling could be used to infer potential emission savings.

Environmental and Health benefits were also considered, particularly for the Interactive cycle counter evaluation.

C1.1.1 Selection of indicators

NO.	EVALUATION CATEGORY	EVALUATION SUB-CATEGORY	IMPACT	INDICATOR	DESCRIPTION	DATA /UNITS
	ECONOMY					
2b			Capital Costs	Capital costs	Cost per annum	Euro/annum, quantitative, measurement
2c			Maintenance costs	Maintenance costs	Cost per annum	Euro/annum, quantitative, measurement
	SOCIETY					

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NO.	EVALUATION CATEGORY	EVALUATION SUB-CATEGORY	IMPACT	INDICATOR	DESCRIPTION	DATA /UNITS
13		**Acceptance**	Awareness	Awareness level	Awareness of the policies/measures.	Index (%), qualitative, collected, survey, number accessing website
14			Acceptance	Acceptance level	Attitude survey of current acceptance of the measure	Index (%), qualitative, collected, survey
			Website usage	Website usage	Number of people using the website	Quantitative, measured
	TRANSPORT					
21		**Transport System**	Traffic Levels	Traffic flow by vehicle type - peak	Average vehicles per hour by vehicle type – peak	Vehicle per hour, quantitative, measured
22				Traffic flow by vehicle type - off peak	Average vehicles per hour by vehicle type – off peak	Vehicle per hour, quantitative, measured
			Cycle count	Cycle numbers	Count of passing cycles	quantitative, measured
29			Modal split	Average modal split trips	Percentage of trips for each mode	%, quantitative, derived, vehicle speed derived,

C1.1.2 Methods for evaluation of indicators

No.	INDICATOR	TARGET VALUE	Source of data and methods	Frequency of Data Collection
2b	**Capital costs**	Accounts	Set up costs – Auditing	Before
2c	**Maintenance costs**	Accounts	Running costs – Auditing	Annual
13	Awareness	Public perception	Users and Non-users identified by a random postal (and online) survey. The postal survey will be sent to every nth address from the Councils Land & Property Gazetteer database to target residential population of the city (approx 114,000 households). Target size of the sample will be 5000+ to achieve 1000 responses (confidence interval +/- 3.0). The online survey on the Council's website. Before survey response rate: 1248 (25%) Data will also be obtained via PTP after surveys in April 2009, 2010, and 2011. Sample sizes: 10,000 households contacted, 1041 surveys completed.	Before & After
14	Acceptance	Public perception	Users and Non-users identified by a random postal (and online) survey. The postal survey will be sent to every nth address from the Councils Land & Property Gazetteer database to target residential population of the city (approx 114,000 households). Target size of the sample will be 5000+ to achieve 1000 responses (confidence interval +/- 3.0). The online survey on the Council's website. Before survey response rate: 1248 (25%) Data will also be obtained via PTP after surveys in April 2009, 2010, and 2011. Sample sizes: 10,000 households contacted, 1041 surveys completed.	Before & After

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No.	INDICATOR	TARGET VALUE	Source of data and methods	Frequency of Data Collection
21	Traffic Levels Traffic flow by vehicle type - peak	Impact on private vehicle use	Via existing traffic level monitors	Before and after
22	Traffic flow by vehicle type - off peak	Impact on private vehicle use	Via existing traffic level monitors	Before and after
24*	Average vehicle speed - off peak	Improve the management of traffic within the city centre	Via existing traffic level monitors	Before and after
	Modal Split	Impact on percentage of trips for each mode	Derived from the cycle counts and traffic monitoring already taking place on a continuous basis.	Ongoing
	Cycle count	Impact on cycling levels	Via new cycling level monitors	Ongoing
	Website usage	Impact on website use	Via an on-line counter with accesses and downloads	Ongoing

*This indicator has not been monitored, as speed of vehicles is not a foreseeable impact expected from this measure.

C1.2 Establishing a baseline

The following indicators were monitored for the baseline:

JourneyOn:
- Public perception of transport information
- Website usage

Cycle Counters:
- Traffic use/modal split
- Cycle counts

The baseline year for both the Cycle Counters and the Website is 2009.

Baseline survey – JourneyOn

In 2009 a baseline survey was conducted with residents to assess the awareness of travel information for the city. The results are shown below. The survey fed into development of the website and the mobile Measure.

The questions asked in the survey were broader than the mobile Measure, as this was an opportunity to consult residents on their use of travel information websites and other sources of information.

It was necessary to scope usage of online activities, before being able to find out about mobile options as the two are inextricably linked – i.e. mobile version of the website is a portable version of the existing desk-top website.

Methodology and headline results – baseline survey 2009

- In February 2009 postal questionnaires were sent out to 5000 randomised residential addresses[1] across Brighton & Hove to establish what information residents currently use for travel planning both in, and around, the city.

- After 4 weeks, a reminder postcard was sent to the same addresses as a prompt to encourage further responses and also to offer an on-line version of the survey for those who preferred this option.

- The survey was also advertised on Brighton & Hove City Council's (BHCC) website and a link given to an on-line version of the survey[2].

- People completing the on-line survey and those completing the postal survey were offered a £50 prize incentive.

[1] Taken from the Land and Property Gazeteer which quotes all addresses in the city.
[2] People who chose to go on-line as a result of the prompt postcard were given a 4 digit code to enter so that we could distinguish these people from those who completed the on-line survey as a result of visiting the BHCC website for some other purpose.

- 859 responses were received following the original mail and 389 responses from visitors to BHCC's website giving a total of 1248 responses.

Headline Results

Q: What information do you use to travel around Brighton & Hove?

- 13% of respondents currently use a TIS (travel information site)
- A higher % of younger people (18-24) use on-line methods and a higher percentage of older people use more traditional methods.
- A higher % of males use online methods and know their way around. For women this is true for paper timetables and maps.
- People who have lived in the city for a shorter period tend to use more on-line methods and TIS.

Q: Are you aware of any of the following TIS?

- More people are aware of national organisations.
- Locally 22% are aware of Brighton & Hove Bus Company and 6% JourneyOn website.

Q: TIS used within last 12 months?

- 30% National Rail, 25% Brighton & Hove Bus Co, 5% JourneyOn
- Lower % older people using JourneyOn
- Higher % males using JourneyOn

Q: How often do you use different types of TIS?

- Most common response is "about once a month"
- Higher % younger people use them more often.

Q: TIS most useful for?

- One off journeys and day trips

Q: Awareness of logo and what the logo means?

- 23% of respondents are aware (lower % older people).
- Higher % knew it from online or promotional materials.
- 20% knew that JourneyOn is BHCC website providing travel information.

Q: Most useful features of JourneyOn?

- Quickest routes and Real Time Bus Information.

Q: Have you changed travel habits because of using JourneyOn website?

- 6% yes
- Higher % due to health fitness and time savings

Q: What else would you like to see in a local TIS?

- Printed maps showing walking and cycling routes
- Information on parking and traffic news

Q: Events – which events had raised most awareness?

- Top event remembered and attended – car free day then walk to school week.

Mobile specific question
Q: Is there any information you would like from a local travel information service (TIS) that is not currently available?

- 15% access to info on mobile phone.

What additional information would you like from a TIS?	**No. Responses**	**%**
Printed maps of the city showing walking and cycling routes	394	29
Information on parking and traffic news	389	28
Access to information whilst on the move from my mobile phone	201	15
Personalised travel information for myself and/ or my family via internet	175	13
Printed leaflets available in libraries etc	131	9
Other	83	6
Total	**1373**	**100**

Table 1: Before awareness of mobile technology for website

We also asked people whether they had heard of, or used, JourneyOn as part of the CIVITAS Personalised Travel Planning Measure in 2009. We asked:

Q: Have you heard of, or used, JourneyOn

- 15% (n=99) of respondents were aware of JourneyOn
- 7% (n=45) of respondents had used JourneyOn.

C1.3 Methods for Business as Usual scenario

Business as Usual (BaU) (refer to figure 4 below):

Six months prior to the launch of JourneyOn mobile we found the number of 'visits' where dropping. The percentage decrease in the number of 'visits' before JourneyOn mobile launched was 14.5%

We think this is because:

1. The mobile phone web/application market rose/expanded.
2. Outside competition: - An increase in journey planning mobile applications. Therefore, people had a wider choice where to obtain the same information.
3. A continual level of investment in marketing / promotion is required.

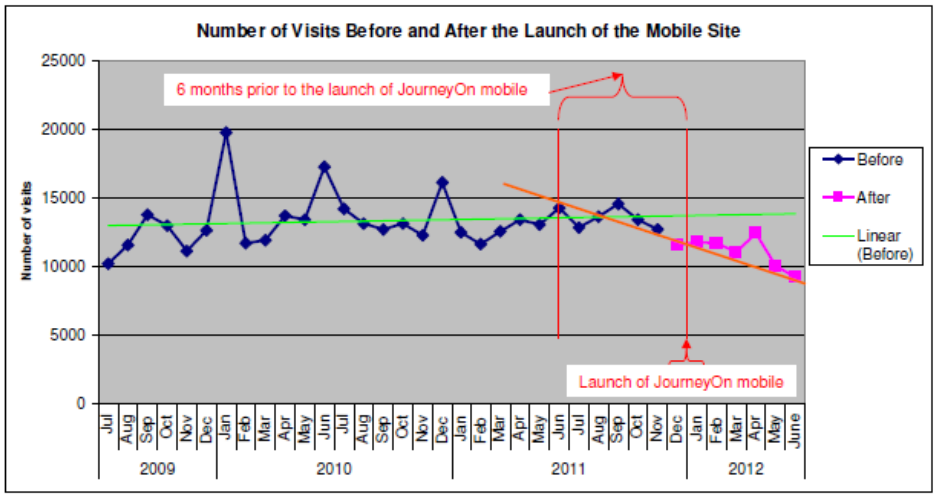


Figure 4: Total visits to JourneyOn, before and after mobile implementation

However we cannot assume that the figures would continue to drop indefinitely. In fact in the 6 months prior to that the number of users rose by a similar amount. Therefore for our business as usual calculation we have assumed that overall numbers of visitors to the site will remain constant.

C2 Measure Results

C2.1.2 Costs

Indicator	Before (2009)	B-a-U (2012)	After (2012)€	Difference: After-Before €	Difference: After-BaU €
Costs Equipment	0	0	28,785	28,785	28,785
Costs Subcontracts	0	0	45,068	45,068	45,068

Personalised Travel information website

The final results of the Measure consider the following:

1. Public Survey: Awareness of JourneyOn
2. JourneyOn Website Usage Statistics
3. JourneyOn Mobile Usage Statistics

1. Public Survey: Awareness of JourneyOn

Below are the results of the 2010 follow up survey (before) and the 2012 'after' survey (after). The Awareness 'after' survey was carried out in July 2012, six months after the launch of JourneyOn mobile (Jan '12) since we believed it important to leave some time between implementation and surveying, to test the Beta version and solve any issues.

Q: Have you heard of these local travel initiatives? - JourneyOn

	2010 (before)	**2012 (afer)**
Heard of it	23.5%	57.1%
Not heard of it	76.5%	42.9&

Additional questions were asked in the 2012 'after' survey. Below are the results:

Further 2012 'After' Survey Results

Question:	**Yes %**	**No %**	**Unsure %**
Are you aware there is a mobile version of the JourneyOn website, which you can access via a smart phone?	26.5	69.4	4.1
Do you like you are likely to access the mobile version of the JourneyOn website via a smart phone?	34.7	53.1	10.2

Q: If you are unlikely to access the mobile version of the JourneyOn website via a smart phone, can you tell us why not?

	No of people	% of people
I don't own a smart phone	14	28.6
I don't intend to ever own a smart phone	4	8.2
I don't use the JourneyOn website	10	20.4
Other	7	14.3

Q: Which features of JourneyOn would you find most useful when accessing the mobile version of the website via a smart phone?

	No of people	% of people
Real time bus information	33	67.3
Real time train information	22	44.9
Information on finding the nearest transport link	9	18.7
Journey Planner	16	32.7
Other	4	8.2

Q: Have you changed your method of travel as a result of using JourneyOn?

- 14.3% of respondents said 'yes'.

	No of people	% of people
Health / Fitness	5	10.2
Cost of fuel	5	10.2
Cost of fares	0	20.4
Ease of information	4	8.2
Persuasion from family/friends	0	0
Time savings	4	8.2
Improved infrastructure	4	8.2
Other	5	10.2

2. JourneyOn Website Usage Statistics

Figure 3: JourneyOn online activity (per year); 2009/'10/'11/'12 comparison

	2009*	**2010**	**2011**	**2012****
No. of people visited the site	76,240	91,355	79,635	59,792
Total no. of visits	144,274	169,054	155,859	108,465
Total No. of page views	558,646	590,380	503,876	315,267
No. of pages per visit	3.87	3.49	3.23	2.91
Percentage of new visitors (%)	52.86	52.22	51.09	53.16
Percentage of returning visitors (%)	47.14	47.78	48.91	46.84

- **The 2009 figures start from 6th July 2009, the date when BHCC started to use Google Analytics. In the above chart we have doubled the 6 monthly results (6 July to 31 December '09) to show what the online activity would have most likely been over the 12 months period in 2009.*
- *** The 2012 figures go up to 21st November 2012 (11 months of online activity)*

Prior to the launch of JourneyOn mobile we found numbers were falling. The launch of the new mobile site slowed a downward trend because 'visit' number stabilised. The percentage decrease in the number of 'visits' before JourneyOn mobile launched was 14.5% (see figure 5 below).

Google Analytics also told us the:

- Most popular page was www.journeyon.co.uk/buses_37.asp = real time bus information
- Second most popular page was: www.journeyon.co.uk/journey1.asp = journey planner

Table 2: JourneyOn online activity (per month) after the launch of JourneyOn mobile (Jan '12 onwards)

Month (2012)	**1**	**2**	**3**	**4**	**5 (%)**	**6 (%)**
Jan	7382	11,748	36,241	3.08	51.52	48.48
Feb	7622	11,355	31,330	2.76	56.69	43.31
March	7383	11,063	30,534	2.76	56.47	43.53
April	8151	12,396	34,018	2.74	57.34	42.66
May	5909	10,060	29,451	2.93	51.59	48.41
June	5712	9216	26,836	2.91	52.52	47.48
July	5788	9300	27,516	2.96	52.96	47.04
August	5698	8896	25,838	2.90	55.62	44.38

September	5738	9145	27545	3.01	54.18	45.82
October	5171	9027	27,701	3.07	51.56	48.44

Column	**Key:**
1. =	No. of people visited the site
2. =	Total no. of visits
3. =	Total No. of page views
4. =	No. of pages per visit
5. =	Percentage of new visitors (%)
6. =	Percentage of returning visitors (%)

Key for table 2, see above.

3. JourneyOn Mobile Usage Statistics

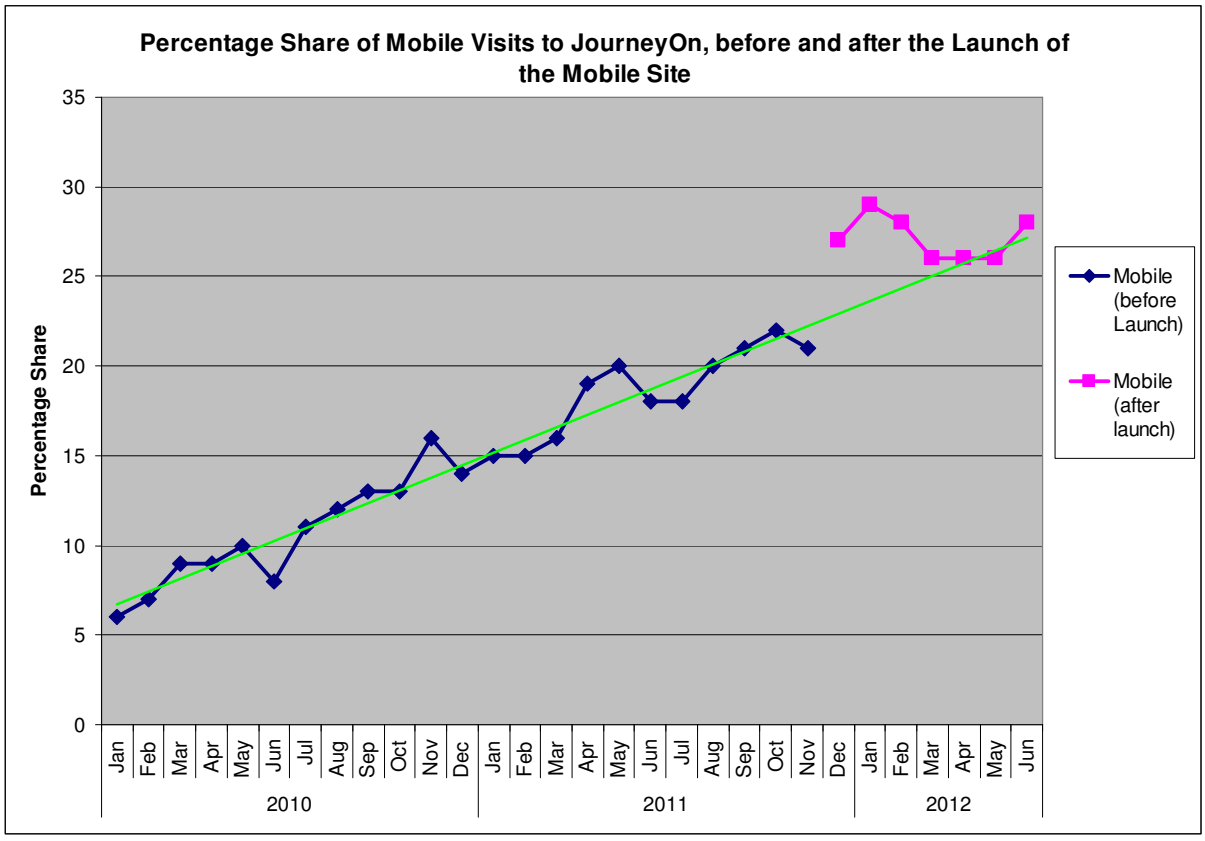


Figure 5: Percentage share of total visits made to JourneyOn via mobile technology.

Before the launch of the mobile site, users accessing the site via mobile technology would have viewed the standard website.

Prior to the launch of JourneyOn mobile we found numbers were falling. The launch of the new mobile site slowed a downward trend because 'visit' number stabilised. The percentage decrease in the number of 'visits' before JourneyOn mobile launched was 14.5% (see figure 5 below).

C2.4 Society

C2.4.1 Acceptance

Indicator	Before (2009)	B-a-U (2012)	After (2012)	Difference: After-Before	Difference: After-BaU
13 Awareness level	15%	18%	53%	38%	37%
14 Acceptance level	7%	8.5%	49%	42%	41.5%

Calculation of findings:

Awareness Level:

- We know from the 'Awareness' survey taken in 2009, 15% of respondents were aware of JourneyOn (p19)
- We know from the 'Awareness' survey taken in 2010, 16% of respondents had heard of JourneyOn (p22)
- We know from the 'Awareness' After' survey taken in 2012, 53% had used JourneyOn (p22)

Acceptance Level:

- We know from the 'Awareness' survey taken in 2009, 7% of respondents had used JourneyOn (p19)
- We know from the 'Awareness' survey taken in 2010, 7.5% of respondents were either familiar with or had used JourneyOn (p21).
- We know from the 'Awareness' After' survey taken in 2012, 49% of respondents had used JourneyOn (p22)

C2.6 Cost Benefit

C2.6.1 Personalised Travel Information Website

C2.6.1.1 Evaluation period for CBA

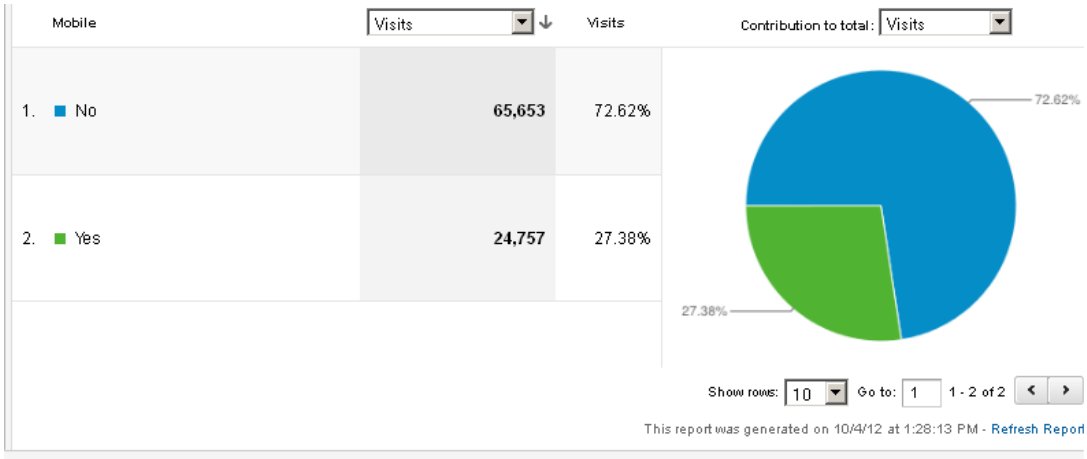
The lifetime of the Measure for which to evaluate will be relatively short due to the rapid changes in technology. A suitable duration was determined by consulting the suppliers of the mobile technology, based upon how quickly it would become out-dated.

The JourneyOn website was launched originally in 2007. Four years later (in 2011) the website was refreshed and re-launched as part of the CIVITAS project. Therefore, for the purpose of the Cost Benefit Analysis, the project life is said to be 4 years; and therefore the project life of this measure will continue until 2015.

Future benefits were calculated using the recommended discount rate of 3.5%[3].

C2.6.1.2 Method and values for monetisation

- Description of how the impacts are monetised
- Google Analytics tells us 27.38% of the total number of 'visits' are made on JourneyOn mobile. 27.38% equates to 24,757 visits (see pie chart below).



- We also know from Google Analytics that that overall number of visits to JourneyOn (the combined website and mobile version visits) is 90410. These visits have been made by a total of 51116 people since the launch of JourneyOn mobile.

	No of Visits	**By no. of people**
Overall figures	90410	51116
JourneyOn Mobile figures	24757 (90410 * 27.38%)	13996 (51116 * 27.38%)

To calculate the number of people who visited the mobile version we have calculated 27.38% of the 51116 (the overall total number of people).

- 51116 * 27.38% = 13995.5 (rounded up to 13996)

We can therefore say, that **13996** people have used JourneyOn because it is available on a web enabled mobile.

[3] Pointer *CBA Recommendations for CIVITAS Evaluation* page 26

We also know from Google Analytics that 42.29% of visits to the mobile are new. So, **5918 people are new users of JourneyOn mobile**.

Please note: Post JourneyOn mobile launch dates (12 January - 12 September 2012 have been used to generate figures in Google Analytics.

- References of values used

We used the following principle to work out how many of the above group have changed their mode of travel because of JourneyOn.

The principle of JourneyOn is to change people's travel habits by giving them increased information. This principle is shared by Personalised Travel Plans (measure 31).

From Personalised Travel Plans we know from survey results that respondents were travelling more frequently by sustainable mode in the period immediately following the project. For example we know:

	2009 % of respondents	**2010 % of respondents**	**Average between the two years %**
Using bus more	21%	8%	14.5%
Walking more	20%	14%	17%
Cycling more	16%	6%	11%
TOTAL			**42.5%**

Therefore the overall average is 42.5% divided by 3 (modes) = **14%**

Therefore, from the Personalised Travel Plans we know that **14%** of people who engaged with the measure changed their travel habits.

1. However, people who choose to visit JourneyOn may already have made the decision to travel sustainably. Therefore the figure is likely to be lower than 14% so we will use a figure of 14%/2 = 7%.

   5918 people are new users of JourneyOn mobile x 7% = 414 people

Once we had a figure for the number of people who have changed modes, we worked out how many more trips a year they will by making by sustainable modes.

Based on our experience we know that on average, someone who has changed their travel habits as a result of a travel planning project changes two journeys a day to a sustainable mode.

Based on DfT figures we know the average journey is approximately 7 miles.

Therefore 14 miles a day (7 miles x 2 = 14 miles) are travelled in a more sustainable way by one person x the 414 people who we believe have changed their travel habits as a result of using JourneyOn mobile = **5796 miles** are being travelled in a sustainable way per day.

We will use the following indicators:

- Carbon Savings (yearly)
- Cost of car/bus (yearly)

This equates to:

- 188,014kg carbon emission savings in a year
- 23,558,154 euros saved a year

  Calculations are based on 0.2Kg carbon emissions per km (1.6093 miles) on the JourneyOn website.

  Based on these figures, we know that 0.2kg carbon emissions are emitted per 1.6093 miles.

  Therefore 1.74kg carbon emissions are emitted in 14 miles x 261 weekdays in a year x 414 people who we believe have changed their travel habits as a result of using JourneyOn mobile = 188,014kg carbon emission savings in a year.

  We will assume that one tonne of carbon equates to 125,300 euros based on the recommended values provided by IMPACT (2008) Handbook on estimation of external costs in the transport sector.

  Therefore 188.014 tonnes x 125,300 euros = 23,558,154 euros

- 1,836,289 euros saving in petrol costs in a year

  70 pence per mile driven is how the total cost for a car journey is calculated on the JourneyOn website. This figure is based upon a typical car used a UK city centre and includes tax, insurance and fuel. Please note these calculations are based on a typical road vehicle and are only approximations.

  Based on this information 70 pence x 14 miles = £9.80 per day for one person driving x 261 days in a year = £3577.00 per year x 414 people who we believe have changed their travel habits as a result of using JourneyOn mobile = £1,480,878 (1,836,289 euros)

- 589,543 euros: Cost of using the bus over a year

  This calculation is based on a bus user making two 7 mile bus journeys in a day. One journey costs £2.20 (This is the cost of a single bus fare), so two journeys cost £2.20 x 2 = £4.40.

The cost of bus travel £4.40 for a return journey for one person. £4.40 x 261 weekdays in a year is £1148.40 (1424 euros) per person per year x 414 new JourneyOn mobile users = 589,543 euros

Reference Case
All our calculations are based on the impact of additional users of the website attracted because of the mobile version provided by Civitas. If the Civitas measure had not have happened there would have been no extra users and therefore a value of zero is applied to every reference case row.

C2.6.3 Life time cost and benefit

Table C2.6.1 Capital cost in the evaluation period (not discounted)

	Cases for comparison	Cost (e.g. €)
Year 1	CIVITAS measure	1,739
	Reference case (or BAU)	0
Year 2	CIVITAS measure	39816
	Reference case (or BAU)	0
Year 3	CIVITAS measure	0
	Reference case (or BAU)	0
Year 4	CIVITAS measure	32298
	Reference case (or BAU)	0
Year 5	CIVITAS measure	0
	Reference case (or BAU)	0
Year 6	CIVITAS measure	0
	Reference case (or BAU)	0
Year 7	CIVITAS measure	0
	Reference case (or BAU)	0

Table C2.6.2 Maintenance cost in the evaluation period (not discounted)

	Cases for comparison	Values (€)
Year 1	CIVITAS measure	0
	Reference case (or BAU)	0
Year 2	CIVITAS measure	0
	Reference case (or BAU)	0
Year 3	CIVITAS measure	0
	Reference case (or BAU)	0
Year 4	CIVITAS measure	0
	Reference case (or BAU)	0
Year 5	CIVITAS measure	6,203
	Reference case (or BAU)	0
Year 6	CIVITAS measure	6,203
	Reference case (or BAU)	0

Year 7	CIVITAS measure	6,203
	Reference case (or BAU)	0

The maintenance cost in year 5, 6 and 7 is based on the cost of our yearly website/mobile maintenance contract.

Table C2.6.3 Bus fare costs in the evaluation period (not discounted)

	Cases for comparison	Values €
Year 1	CIVITAS measure	0
	Reference case (or BAU)	0
Year 2	CIVITAS measure	0
	Reference case (or BAU)	0
Year 3	CIVITAS measure	0
	Reference case (or BAU)	0
Year 4	CIVITAS measure	589,543
	Reference case (or BAU)	0
Year 5	CIVITAS measure	589,543
	Reference case (or BAU)	0
Year 6	CIVITAS measure	589,543
	Reference case (or BAU)	0
Year 7	CIVITAS measure	589,543
	Reference case (or BAU)	0

Table C2.6.4 Savings Table: petrol costs in the evaluation period (not discounted)

	Cases for comparison	Values €
Year 1	CIVITAS measure	0
	Reference case (or BAU)	0
Year 2	CIVITAS measure	0
	Reference case (or BAU)	0
Year 3	CIVITAS measure	0
	Reference case (or BAU)	0
Year 4	CIVITAS measure	1,836,289
	Reference case (or BAU)	0
Year 5	CIVITAS measure	1,836,289
	Reference case (or BAU)	0
Year 6	CIVITAS measure	1,836,289
	Reference case (or BAU)	0
Year 7	CIVITAS measure	1,836,289

	Reference case (or BAU)	0

Table C2.6.5 Carbon emissions per car over a 7 year period (not discounted)

	Cases for comparison	Values €
Year 1	CIVITAS measure	
	Reference case (or BAU)	
Year 2	CIVITAS measure	
	Reference case (or BAU)	
Year 3	CIVITAS measure	
	Reference case (or BAU)	
Year 4	CIVITAS measure	23,558,154
	Reference case (or BAU)	0
Year 5	CIVITAS measure	23,558,154
	Reference case (or BAU)	0
Year 6	CIVITAS measure	23,558,154
	Reference case (or BAU)	0
Year 7	CIVITAS measure	23,558,154
	Reference case (or BAU)	0

Table C2.6.6 Lifetime cost/benefit of CIVITAS measure (discounted)

	Capital cost (€)	Maintenance Cost (€)	Savings from reductions of carbon emissions (€)	Savings from cost of car use (€)	Savings from cost of bus use (€)	Total Cost (€)	Total Benefit (€)	Cumulated Cost (£)
Year 1	1739	0	0	0	0	1739	0	-1739
Year 2	39816	0	0	0	0	39816	0	-39816
Year 3	0	0	0	0	0	0	0	0
Year 4	32298	0	23558154	1836289	589543	621841	25394443	24772602
Year 5	0	5994	22761501	1774192	569607	575600	24535694	23960093
Year 6	0	5791	21991789	1714195	550345	556136	23705984	23149849
Year 7	0	5595	21248105	1656227	531734	537329	22904333	22367003
Total	**73853**	**17380**	**89559549**	**6980904**	**2241228**	**2332461**	**96540454**	**94207992**

Table C2.6.7 Lifetime cost/benefit of the reference measure/case (BaU) (discounted) [4]

	Capital cost	Maintenance cost	Savings from reductions of carbon emissions (kg)	Savings from cost of car use	Savings from cost of bus use	Total cost	Total Benefit	Cumulated cost
Year 1	0	0	0	0	0	0	0	0
Year 2	0	0	0	0	0	0	0	0
Year 3	0	0	0	0	0	0	0	0
Year 4	0	0	0	0	0	0	0	0
Year 5	0	0	0	0	0	0	0	0
Year 6	0	0	0	0	0	0	0	0
Year 7	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	0

[4] N*ote: The tables above have not calculated a figure for Business as Usual (BaU) because we looking at the number of people who we believe have changed their travel habits as a result of using JourneyOn mobile.* This is why table C2.6.11 shows zero values.

C2.6.5 Summary of CBA results

Table C2.6.8 provides a summary of the lifetime changes in costs and benefits. The cost benefit ratio is positive at €1:38 with a NPV of €94,207.992. This indicates that for every euro of expenditure, €38 will be returned in benefits. This figure should be interpreted with the assumptions and caveats noted earlier in this section.

Table C2.6.8 Lifetime changes in costs and benefit (discounted)

	Changes in Costs	Changes in benefits	Net cash flow	Cumulative cash flow
Year 1	1739	0	-1739	-1739
Year 2	39816	0	-39816	-41555
Year 3	0	0	0	-41555
Year 4	621841	25394443	24772602	24731047
Year 5	575600	24535694	23960093	48691140
Year 6	556136	23705984	23149849	71840989
Year7	537329	22904333	22367003	94207992
Total	663396	25394443	24731047	

Interactive Cycle Counters

C2.1.1 Costs

The following table details the costs to develop 2 cycle counters:

	Year 1	Year 2	Year 3	Year 4
Capital		74,403 euros	2475 euros	1246 euros
Revenue (staff costs)	982 euros	10,902 euros	1924 euros	243 euros
Revenue (subcontract)		6845 euros		

C2.2 Transport

C2.2.1 Transport System

For the Lewes Road cycle counter the following cycle counts were recorded:

Indicator	Before (2009)	B-a-U (2010)	After (2010)	Difference: After-Before	Difference: After-BaU
13 Cyclists per day July)	767	933	880	112	-53
Cyclists per					

day (Sept)	906	1102	791	-115	-311

A comparison of cyclists on Richmond Place, a nearby road was made. Between 2010 and 2011 peak hourly flow of cyclists increased from 134 to 163- an increase of 21.6%. This figure was used to calculate business as usual figures for cyclist numbers.

C2.3 Society

C2.3.1 Acceptance

Cyclist Counter displays began operating in May 2010, questionnaires were sent out on 26th September 2011. Officers contacted participants through a database of 'willing transport volunteers' that the City Council has collated after a previous transport exercise, in which people were asked if they'd' be willing to take part in future survey work. In total 81 people responded out of 341 (23.8% response rate).

The purpose of the questionnaire was to better understand the participants awareness of cycle counters in the city, and whether participants felt that the counters had had/ would have any impact upon their propensity to cycle in Brighton and Hove. The participants were all asked the following questions:

1. Are you aware of the cycle counter display on London Road?
2. Has the cycle counter display made you more likely to cycle?
3. Are you aware of the cycle counter display on Lewes Road?
4. Has the cycle counter display made you more likely to cycle?
5. Do you think the cycle counter display will persuade some people to cycle more than they otherwise would?

A summary of all responses is presented below

Question	Yes		No		Sum
	n	%	n	%	
Are you aware of the cycle counter display on London Road?	51	62.96	30	37.04	81
Has the cycle counter display made you more likely to cycle?	4	5.00	76	95.00	80
Are you are of the cycle counter display on Lewes Road?	34	41.98	47	58.02	81
Has the cycle counter display made you more likely to cycle?	6	7.41	75	92.59	81
Do you think the cycle counter displays will persuade some people to cycle than they	23	30.26	53	69.74	76

otherwise would?

Indicator	Before (2009)	B-a-U (2010)	After (2012)	Difference: After-Before	Difference: After-BaU
13 Awareness level	0	0	52% (85)	52%	52%
14 Acceptance level	0	0	6% (10)	6%	6%

The initial responses suggest that the counters have had little impact upon participants' level of cycling.

- Of the 51 participants that were aware of the London Road counter; 7.8% (n=4) agreed that the counters had increased how much they cycle.
- Of the 34 participants that were aware of the Lewes Road cycle counter; 7.4% (n=6) agreed that the counters had increased how much they cycle.
- Whilst of the 51 participants that were aware of a cycle counter, 31.4% (n=16) agreed that counters would generally increase the amount which they cycle. And overall, 32.1% (n=26) agreed that cycle counters would generally increase how much they cycle.

The table below cross-tabulates participants' responses to questions 1 and 3 with the responses 2 and 4. The results suggest that there was no relationship between being aware of the cycle counters, and the participants' belief that the counters had had an impact upon their level of cycling. Interestingly however, there was a stronger relationship between general awareness of cycle counters and the belief that counters will encourage more cycling.

	I'm aware of the displays and…		**I'm not aware of the displays and…**	
	Yes it has n (%)	**No it hasn't n (%)**	**Yes it has n (%)**	**No it hasn't n (%)**
Has the cycle counter display on London Road made you more likely to cycle?	4 (4.94)	47 (58.02)	0 (0)	30 (37.04)
Has the cycle counter display on Lewes Road made you more likely to cycle?	6 (7.41)	30 (37.04)	0 (0)	45 (55.56)

Do you think the cycle counters will encourage you to cycle more than you otherwise would?	16 (19.75)	35 (43.21)	10 (12.35)	20 (24.69)

Participants were also given the opportunity to give general feedback on the cycle counters, seven out of the eight comments that were received were negative about the installation of the cameras. Some of the comments have been summarized below:

- "The counters are an utter waste of money and have angered motorists because of the costs, making them think less positively about cyclists"
- "I have heard they were very expensive to install so, having spent the money, either they should work properly or if too expensive to repair should be abandoned"
- "I fail to understand how a counter showing how many bikes have passed can possibly encourage people to cycle. A complete waste of money in my opinion"
- "My wife and I think it a huge waste of money"
- "I think they have been a complete waste of money... Surely the city council has better things to spend money on?"

C3 Achievement of quantifiable targets and objectives

Personalised Travel Information Website

No.	Target	Rating
1	Achieve a modal shift in the use of transport	**
2	Improve availability of transport information in Brighton & Hove	**
3	Information about sustainable travel modes will become more available to users on the move	**
4	Develop a personalised travel information website for visitors and residents	**
5	Develop a mobile version of personalised travel information	**

NA = Not Assessed O = Not Achieved * = Substantially achieved (at least 50%)
** = Achieved in full *** = Exceeded

Cycle Counters

No.	Target	Rating
1	Achieve a modal shift in the use of transport	*
2	Raise public awareness that cycling is an everyday activity in the city rather than a 'niche' market	*
3	Improve availability of transport information in Brighton & Hove	*

NA = Not Assessed	O = Not Achieved	* = Substantially achieved (at least 50%)
	** = Achieved in full	*** = Exceeded

C4 Up Scaling of Results

It is hard to see how appropriate the notion of up scaling on the Personalised Travel Planning Website would be, except for links to a national journey planner, which meets this need. Usage results from the JourneyOn website show that people having been steadily using mobile technology more and more.

Cycle counter displays could be up scaled to be provided at more locations and would give quantitative data at each site. By analysis of the data we will gather from the counters we could apply % calculation in actual cycle journeys.
It is also possible to address the influence of travel behaviour by surveys: focussed with cycling groups, city-wide travel behaviour surveys and, depending on available budget, through surveys at site specific locations.
Due to the technical problems with the cycle counters, and consistent negative press, the measure would not be up scaled in the future.

C5 Appraisal of Evaluation Approach

Clear and robust analytics of the JourneyOn website were the cornerstone to this evaluation. Being able to monitor the number of visitors, what pages are most popular was key to monitoring success of the measure, as well as informing change.

The social monitoring was useful as a gauge to general awareness of the measure, and helped to back up what the usage analysis was showing.

Linking these indicators in with a noticeable modal shift proved too much of a stretch for the evaluation. Clear testing of how and why people were changing travel behaviour could have accompanied the evaluation to try and explore this indicator.

Evaluation of the cycle counter measure proved problematic due to the technological failures experienced, and the continuous negative press. There was not a long enough period of sustained operation where the impact of the counters could be monitored. Likewise, the negative press and public opinion surrounding the implementation of the counters made it impossible to properly explore the social impact of the measure, and it was felt unwise to draw fresh attention to the counters, especially when they were not working.

C6 Summary of Evaluation Results

JourneyOn:

Evaluation for the mobile website service mainly focused on social acceptance of the measure, monitoring awareness via surveys, and usage via website analytics.

- Awareness levels of JourneyOn mobile have increased by 40% since the start of the project.
- Acceptance levels of JourneyOn mobile have increased by 42% since the start of the project.
- The launch of the new mobile site slowed a downward trend 3 months prior to the launch of JourneyOn mobile; and stabilised 'visit' numbers.
- 414 people are thought to have changed their mode of travel because of JourneyOn. This means they will travel 5796 miles sustainably each day in total.

Cycle Counters:

- No increase in cyclists numbers resulted from the cycle counters (in fact 53 fewer cyclists per day were recorded)
- Awareness levels were reasonable at 50%.
- However acceptance levels were low at 6%.

C7 Future activities relating to the measure

The continued development of the JourneyOn website will be entirely dependant upon available funding. Maintenance of the website will continue for the foreseeable future; however the provision is unlikely to be enhanced at the moment. The key future activity will be continued monitoring and evaluation of the sites usage.

The cycle counters will still need to be repaired and tested and a sustained period of successful operation experienced before any further decision can take place. Due to the negative experience of this intervention, it is unlikely any expansion or similar initiatives will be pursued in the near future.

D Process Evaluation Findings

D0 Focused measure

Personalised Travel Information Website

6	1	The possibility of carrying out a good CBA
8	2	The high degree of complexity of managing the measure.
2	3	The measure fits into the city policy towards sustainable urban transport.

Interactive Cycle Counters

X	0	No focussed measure
	1	Most important reason
	2	Second most important reason
	3	Third most important reason

D1 Deviations from the original plan

- **The project is no longer be linked to Measure 10** - The Personalised Travel Information Website is no longer be linked to Multi Modal Ticketing initiative.

D2 Barriers, Drivers and Activities

D2.1 Barriers:

NR	Barrier Field	Barrier
Preparation Phase		
1	**Political / Strategic**	Political opposition to the website going mobile held back progression and put severe time delays on the project.
7	**Planning**	Companies took longer than anticipated to prepare quotes for the cycle counters.
9	**Financial**	The cycle counter quotes were more expensive than anticipated.
Implementation Phase		
9	**Financial**	Financial cuts meant there were significantly less matched funds to progress the measure.
Operational Phase		

10	**Technological**	Can only measure what is being accessed on the web, and when. It is not possible to monitor who is using the web/mobile. Therefore it is difficult to assess whether the target groups are being reached or not.

D2.2 Drivers:

NR	Barrier Field	Barrier
Preparation Phase		
8	**Organisational**	JourneyOn is an important focus point for teams across the council. It is a tool to help residents receive relevant and useful travel information to inform their transport choices
Implementation Phase		
4	**Problem related**	Focussing on what is essential for those who are mobile, not all information is suitable for mobile devices.
Operational Phase		
7	**Planning**	Best practice is periodically monitored and amendments made to the website accordingly.

D2.3 Activities:

NR	Barrier Field	Barrier
Preparation Phase		
9	**Financial**	JourneyOn is an important focus point for teams across the council. It is a tool to help residents receive relevant and useful travel information to inform their transport choices
1	**Political / Strategic**	Focussing on what is essential for those who are mobile, not all information is suitable for mobile devices.
Implementation Phase		
10	**Technological**	Testing JourneyOn mobile occurred regularly to ensure it worked well on mobiles.
Operational Phase		
10	**Technological**	Monitor functionality & user levels.

D3 Participation of Stakeholders

D.3.1 Measure Partners

1. City, 1. Lead: Brighton & Hove City Council- Sustainable Transport Department- Project lead and overall management.

2. Public Transport Company, 2. Principle Participant: Brighton & Hove Bus & Coach Company- The council work with the Bus Company to provide real time bus service information via the Journey On website.

5. Private Company, 3. Occasional Participant: Olsen- Supplier of cycle counters.

5. Private Company, 3. Occasional Participant: Falco- UK importer/ contractor for cycle counters.

D.3.2 Stakeholders

Journey On Users – Individual users of the existing website and new mobile version of Journey On.

D4 Recommendations

D.4.1 Recommendations: Measure Replication

This measure may be transferred to cities interested in making journey planning and travel planning information more accessible to city residents and visitors via web-enabled mobiles / Smartphone's. By providing readily available journey planning and travel planning information the intention is to increase the use/share of sustainable modes. To implement a similar measure, it is recommended to consider the following:

- **Recommendation 1: Budget for ongoing changes caused by technological advances as well as the initial development**

  The financial costs are mainly initial development and long-term maintenance costs due to the continual rapid changes in the technology / mobile phone market. For example, the new i-Phone 5 has a longer screen. Therefore, there will be a need to design an additional longer JourneyOn mobile user interface template for this phone.

- **Recommendation 2: Be prepared for a long term commitment to such projects**

  Related to Recommendation 1, cities interested in implementing such a measure should be aware that it requires a long-term commitment in terms of staff time and monetary resources.

- **Recommendation 3: Consider a mobile website rather than an app**

  Technically, building a mobile version of a website (rather than an app) has its advantages in that one version can be used on all phones, i-phones (IOS operating system), Android and Blackberry phones, for example.

D.4.2 Recommendations: process (related to barrier, driver, and action fields)

- **Recommendation 1: Allow plenty of time for technological development**

  Allow plenty of time for developing and testing of new technology, for both the website and the cycle counters. Both measures were delayed due to this. It is also important to be certain that the technology is fully operational in order to provide a good service. Be sure that the public/potential users understand that the initiatives are being trialled and may have issues.

- **Recommendation 2: Ensure good communication with/ between developers**

  Ensure that there are good lines of communications between developers/providers, particularly if they are not available in person. This will ease the process of developing the technology and overcoming any development issues as well as ensuring the product is in line with the brief and scope of the measure.

- **Recommendation 3: Public and political support**

  Ensure political and public support is present before developing any related measure. This will help to ensure that a product is developed that is attractive to members of the public and that subsequent participation through user uptake is strong.

Measure title: **Personalised Travel information Website for Brighton & Hove**

City: **Brighton & Hove** *Project:* **Archimedes** *Measure number:* **71**