

CiViTAS
Cleaner and better transport in cities

ARCHIMEDES

AALBORG • BRIGHTON & HOVE • DONOSTIA-SAN SEBASTIÁN • IAȘI • MONZA • ÚSTÍ NAD LABEM

Brighton & Hove

T31.2 Personalised Travel Plans in Brighton & Hove

Brighton & Hove

November 2009



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

Project no.	TREN/FP7TR/218940 ARCHIMEDES
Project Name	ARCHIMEDES (Achieving Real Change with Innovative Transport Measure Demonstrating Energy Savings)
Start date of the Project	15/09/2008
Duration:	48 months
Measure:	No. 31
Task:	4.3
Deliverable:	T31.2 Personalised Travel Plans in Brighton & Hove
Due date of Deliverable:	M14 (14 th November 2009)
Actual submission date:	20 th November 2009
Dissemination Level	Public
Organisation Responsible	BHCC
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Version	2
Date last updated	18 th November 2009

Contents

1. INTRODUCTION.....	4
1.1 BACKGROUND CIVITAS	4
1.2 BACKGROUND ARCHIMEDES	5
1.3 PARTICIPANT CITIES	5
1.3.1 <i>Leading City Innovation Areas</i>	5
2. BRIGHTON & HOVE.....	6
3. BACKGROUND TO THE DELIVERABLE	6
3.1 SUMMARY DESCRIPTION OF THE TASK	7
4. INFLUENCING TRAVEL BEHAVIOUR / PERSONALISED TRAVEL PLANS IN BRIGHTON & HOVE	7
4.1 DESCRIPTION OF THE WORK DONE	7
4.2 SUMMARY OF ACTIVITIES UNDERTAKEN.....	8
4.3 MAIN OUTCOMES	12
4.4 PROBLEMS IDENTIFIED	16
4.5 MITIGATING ACTIVITIES.....	18
4.6 FUTURE PLANS	18

1. Introduction

1.1 Background CIVITAS

CIVITAS - cleaner and better transport in cities - stands for City-VITALity-Sustainability. With the CIVITAS Initiative, the EC aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference for the welfare of the European citizen.

CIVITAS I started in early 2002 (within the 5th Framework Research Programme);
CIVITAS II started in early 2005 (within the 6th Framework Research Programme) and
CIVITAS PLUS started in late 2008 (within the 7th Framework Research Programme).

The objective of CIVITAS-Plus is to test and increase the understanding of the frameworks, processes and packaging required to successfully introduce bold, integrated and innovative strategies for clean and sustainable urban transport that address concerns related to energy-efficiency, transport policy and road safety, alternative fuels and the environment.

Within CIVITAS I (2002-2006) there were 19 cities clustered in 4 demonstration projects, within CIVITAS II (2005-2009) 17 cities in 4 demonstration projects, whilst within CIVITAS PLUS (2008-2012) 25 cities in 5 demonstration projects are taking part. These demonstration cities all over Europe are funded by the European Commission.

Objectives:

- to promote and implement sustainable, clean and (energy) efficient urban transport measures
- to implement integrated packages of technology and policy measures in the field of energy and transport in 8 categories of measures
- to build up critical mass and markets for innovation

Horizontal projects support the CIVITAS demonstration projects & cities by :

- Cross-site evaluation and Europe wide dissemination in co-operation with the demonstration projects
- The organisation of the annual meeting of CIVITAS Forum members
- Providing the Secretariat for the Political Advisory Committee (PAC)
- Development of policy recommendations for a long-term multiplier effect of CIVITAS

Key elements of CIVITAS

- CIVITAS is co-ordinated by cities: it is a programme “of cities for cities”
- Cities are in the heart of local public private partnerships
- Political commitment is a basic requirement
- Cities are living ‘Laboratories’ for learning and evaluating

1.2 Background ARCHIMEDES

ARCHIMEDES is an integrating project, bringing together 6 European cities to address problems and opportunities for creating environmentally sustainable, safe and energy efficient transport systems in medium sized urban areas.

The objective of ARCHIMEDES is to introduce innovative, integrated and ambitious strategies for clean, energy-efficient, sustainable urban transport to achieve significant impacts in the policy fields of energy, transport, and environmental sustainability. An ambitious blend of policy tools and measures will increase energy-efficiency in transport, provide safer and more convenient travel for all, using a higher share of clean engine technology and fuels, resulting in an enhanced urban environment (including reduced noise and air pollution). Visible and measurable impacts will result from significantly sized measures in specific innovation areas. Demonstrations of innovative transport technologies, policy measures and partnership working, combined with targeted research, will verify the best frameworks, processes and packaging required to successfully transfer the strategies to other cities.

1.3 Participant Cities

The ARCHIMEDES project focuses on activities in specific innovation areas of each city, known as the ARCHIMEDES corridor or zone (depending on shape and geography). These innovation areas extend to the peri-urban fringe and the administrative boundaries of regional authorities and neighbouring administrations.

The two Learning cities, to which experience and best-practice will be transferred, are Monza (Italy) and Ústí nad Labem (Czech Republic). The strategy for the project is to ensure that the tools and measures developed have the widest application throughout Europe, tested via the Learning Cities' activities and interaction with the Lead City partners.

1.3.1 Leading City Innovation Areas

The four Leading cities in the ARCHIMEDES project are:

- Aalborg (Denmark);
- Brighton & Hove (UK);
- Donostia-San Sebastián (Spain); and
- Iasi (Romania).

Together the Lead Cities in ARCHIMEDES cover different geographic parts of Europe. They have the full support of the relevant political representatives for the project, and are well able to implement the innovative range of demonstration activities.

The Lead Cities are joined in their local projects by a small number of key partners that show a high level of commitment to the project objectives of energy-efficient urban transportation. In all cases the public transport company features as a partner in the proposed project.

2. Brighton & Hove

Brighton & Hove is an historic city, in the south-east of England, known internationally for its abundant Regency and Victorian architecture. It is also a seaside tourist destination, with over 11km of seafront attracting eight million visitors a year.

In addition, it is a leading European Conference destination; home to two leading universities, a major regional shopping centre, and home to some of the area's major employers. All of this, especially when set against the background of continuing economic growth, major developments across the city and a growing population, has led the city council to adopt a vision for the city as a place with a co-ordinated transport system that balances the needs of all users and minimises damage to the environment.

The sustainable transport strategy that will help deliver this vision has been developed within the framework of a Local Transport Plan, following national UK guidelines. The ARCHIMEDES measures also support the vision, which enables the city to propose innovative tools and approaches to increase the energy-efficiency and reduce the environmental impact of urban transport.

3. Background to the Deliverable

Some of the first Personalised Travel Plan (PTP) schemes were introduced in Australia and built on what has been learned from traditional 'Travel Plans' (Formerly known as Green Travel Plans). Travel plans include a series of measures, including physical infrastructure and information provision to encourage people to use more sustainable modes of transport for a range of reasons, including tackling congestion, addressing parking issues and improving health. Whilst travel plans have proven to be very successful, it was noted that the provision of generic travel information didn't necessarily mean that people would use sustainable transport, given that much of the information was superfluous to people's individual needs. PTP was therefore developed to provide tailor-made information to people in order that they received only the information they wanted and that was relevant to their particular travel patterns.

This method of information provision involves doorstep interviews to understand individuals particular travel needs and this is then typically followed up by the provision of information (and possibly incentives) related to that persons requirements being sent through the post.

Traditional PTP schemes have achieved an average of 10% reduction in car trips (Clearly, some schemes have not worked at all and some have therefore achieved greater results than this). This method of providing information is therefore an extremely cost effective way of reducing traffic levels; especially when compared with infrastructure costs of trying to build our way out of congestion.

However, despite this PTP success, it is felt that the doorstep interview techniques alone were potentially missing a proportion of the community, as we could only target the actual individual that opened the door, and if that person wasn't engaged, we had potentially missed the whole household, - some of whom may have had interest in trying alternative travel options.

Therefore, a more innovative approach has been introduced alongside the traditional PTP, to engage with other parts of the community. This involves engaging with people within their social and community groups and also on-line within their internet communities to raise travel awareness and to influence behaviour by persuading people to change their travel habits.

The idea is that people are more likely to engage with their peers, friends and relatives and are more likely to change their habits, or try different ways of travelling if their peers, friends and relatives are doing so, (this is known as the 'authentic voice'), rather than if they are 'told' to do so (the 'authority' voice).

As such, these new community based techniques involve creating a 'buzz' about particular topics in order to generate conversation between peer groups in the hope that more sustainable transport use will be encouraged by word of mouth. The aim is to identify key influencers within the community in the first instance as these are the people most likely to have the greatest reach in the community and are the people who others listen to - and to provide informed information to those influencers. The theory is that by getting people (particularly the informed influencers) to talk to each other about their travel habits they will become better informed about the choices available to them, will be influenced by their peers and as such will investigate options available to them and try different modes of travel for different trips to benefit their health, to save money, or just for enjoyment.

This theory is based on behavioural change techniques successfully used in other sectors; particularly the health sector.

3.1 Summary Description of the Task

The aim of the task is to undertake a Traditional Personalised Travel Plan (PTP) programme as part of Measure 31 'Influencing Travel Behaviour'. Task 4.3 of that measure is referred to as 'Personalised Travel Plans'. At the same time, some more innovative measures will be introduced to raise travel awareness, focused around community based initiatives to reach a greater proportion of the population and achieve a greater modal shift to sustainable modes of transport than can be achieved with traditional PTP alone.

Alongside this, Measure 31 also includes Task 11.4.1 'Research into why PTP works' and this research is being undertaken, and a 'best practice' report being produced as a separate deliverable.

4. Influencing Travel Behaviour / Personalised Travel Plans in Brighton & Hove

4.1 Description of the Work Done

Brighton & Hove City Council have been implementing a traditional PTP scheme, involving doorstep interviews since 2006. To date 30,000 residences have been visited

(10,000 per year) crossing the areas of North Portslade, Hangleton, & Knoll (in 2006), South Porslade and West Hove (in 2007) and Central Hove (in 2008). During that time increased levels of walking and cycling have been recorded in the city.

In 2009 we visited 16,000 residences in Withdean, Westdene, Stanford, Patcham and Hollingbury. Approximately 5,000 of these residences fall within the CIVITAS corridor.

Eight travel advisors were employed through the summer months (between June and October 2009). These travel advisors underwent some intense training and team building during their first week of work before commencing the doorstep interviews on 15th June 2009.

At the same time as the traditional PTP programme, the new Social Media (SM) and Community Participation (CP) programmes commenced (June 2009). This has been possible due to the inclusion of EU CIVITAS innovation funding to promote new ideas.

The new interventions running alongside the traditional PTP allows us to compare the difference between traditional PTP alone and traditional PTP plus the new measures. It is hoped that the interventions will take on a life of their own and spread sustainable transport messages virally by word of mouth.

Specialist Consultants, Qube and Resource Futures, were appointed with the remit of identifying likely influencers in the communities, generating the 'buzz', and instigating the discussions in their relative fields.

Qube are locally based social media (SM) consultants who engage with people on the internet (online), whilst Resource Futures are a consultant that specialises in community participation (CP) based events and engage with the community from within existing community groups.

4.2 Summary of Activities Undertaken

Traditional PTP

The PTP team commenced doorstep interviews in June 2009 and completed their 'first knock' (of all 16,000 residences in the 2009 PTP area) on 21st August 2009. 2nd knocks commenced the following week to revisit the addresses which had got no answer the first time around. The second round of knocks were complete on 2nd October 2009



The Travel Advisors

During the four-month 'doorknocking' programme, the travel advisors engaged with residents and had conversations on their doorsteps to discuss their travel habits and to provide information and incentives relating to the various travel options around the city. Two Travel Advisors each day stayed in the office to add all the gathered data onto a database, to prepare the packing, to send out the requested incentives to the residents and to greet any residents that come into the office in person to collect their incentives or to complete travel diaries.



Examples of some incentives offered

Social Media

Qube have been engaging with people online using existing established forums such as Twitter and Facebook and are also creating various photographic interactions (using Flickr for example) to generate interest.

Social media, as with other types of marketing, is a four stage process.

- ✿ Awareness;
- ✿ Engagement;
- ✿ Perception; and
- ✿ Influence.

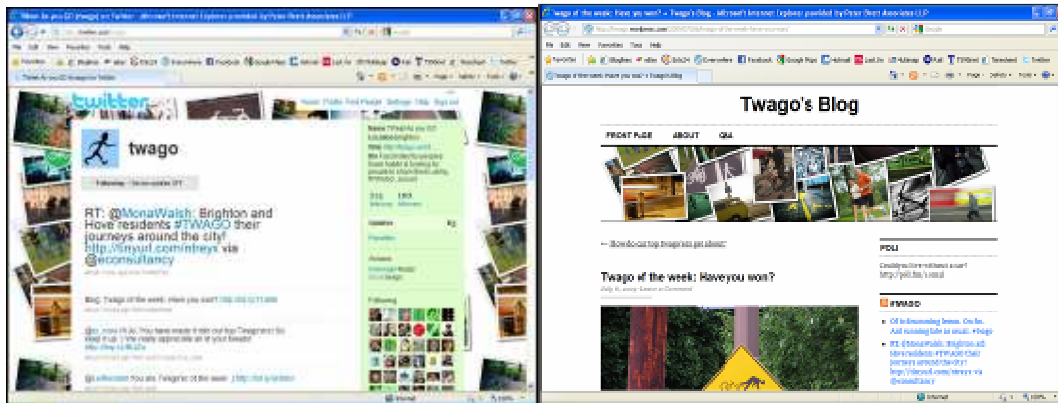
The first stage of this process was to map key online communities and influencers. Once identified, the communities' characteristics needed to be understood and then 'something' needed to be created which was of value, interest, use or entertainment of the communities. Only then could engagement occur.

It was thought that on line marketing was more likely to attract the younger members of the community. Some of the interventions included the following:

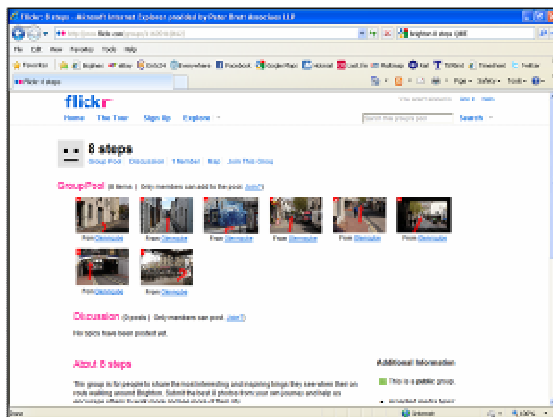
- ✿ an online structured debate, where on line 'listening' of mapped communities is undertaken, pulling in conversation / opinion around debate topics;
- ✿ 8-steps. – A photograph application mapping your journey to work pictorially (as an alternative to 'how to find us' company location plans);
- ✿ bus diaries, where a list of initial participants, who are advocates of bus travel are given bus passes and asked to share their daily bus activity on an online blog,

and then these advocates are asked to invite others to take part (this very much reflects the word-of-mouth marketing we are trying to achieve)

- ✿ Twago, which is a twitter based initiative that invites people to tweet their journeys around the city with interesting, funny or engaging details. The link between all these tweets / people is achieved by using #twago on the end of tweets.



Twago screen shots



8 steps screen shot

Community Participation

Resource Futures have been engaging with some key members from within existing community groups to discuss travel in the city and to try and identify some key influencers within the community who could potentially be engaged as champions in a word of mouth campaign to promote sustainable transport. This community group element of the project is thought to be more likely to generate interest from the older community members, but is equally likely to include anyone who does not have internet access.

The first stage of this process was to undertake a desktop study of all the existing groups within the CIVITAS area. A number of telephone calls were then made to identify the key contacts within the identified groups and initial meetings were held with group leaders. This was followed up by continuous telephone contact as the project progressed.

The existing community groups which have been contacted including Scouts, pub groups, community centres (who have access to all the meetings that take place in their establishment), church groups, Mother and Toddler Groups, Ramblers, Libraries, Book groups, walking groups, cycling groups, residents associations, schools, Local Historian groups etc.



Examples of community events held by Resource Futures

Some of the key engagement activity has centred around a community centre which had lots of groups using the facilities and also the Ladies Mile Pub. A strong use of car sharing has been promoted at the community centre and a number of events and meet ups have occurred at the pub.



Turn over a new leaf for AUTUMN!

All groups using Patcham Community Centre are being encouraged to think about sustainable methods of transport, including lift sharing.

How do you get to Patcham Community Centre?

Do you walk, cycle, drive or come by bus?

Buses

If you are out of the habit of using buses, it might be useful to know which buses serve the Community Centre: The numbers are 5, 5A and 56. To find out about local bus routes and times, take a look at the following website:

www.journeyon.co.uk/buses

Walking

For those living near enough and particularly in good weather, walking is the best way to get about. Do you ever use the twittens? People are starting to rediscover the old twittens as cut-throughs to shorten their journey on foot.

Email twitten-project@resourcefutures.co.uk to find out more about twittens.

Extract from Community Centre car-share flyer

Another key intervention was focused around Twittens. Twittens are small lanes, paths or alleyways that run between and behind buildings and are known by different names elsewhere in the country for example *ginnels* (northern England), *opes* (Plymouth), *jiggers* ([Liverpool](#)), *gitties* ([Derbyshire](#) and [Leicestershire](#)) and *snickelways* ([York](#)).

4.3 Main Outcomes

Traditional PTP

The Travel Advisors finished their contract on Friday 2nd October 2009. All 16,000 residential addresses within the PTP 2009 area (5,000 of which were in the CIVITAS area) were visited and if there was no answer the first time they were knocked again on a separate date and at a different time of the day to maximise the chance of the residents being in. In previous years 3 knocks had been undertaken before before a 'not home' was recorded, but previous experience indicated that the 3rd knock did not increase the participation rate significantly, so 2 knocks were undertaken this year.

Following this process, 7,791 residents actually opened their doors and had a conversation with the Travel Advisor. Of these, 5,330 people (or success rate' of 68% of those that answered the door, 33% of total households) were classed as 'participants'. This means that they were prepared to engage with the Travel Advisor and in the PTP scheme, discuss their travel habits and receive information on the sustainable travel options available to them in the city. The remainder either did not want to talk to the Travel Advisor, did not wish to receive any information, or reported that they already travelled sustainably.

A participation level of 68% of contacted people (or 33% total) is high compared with other PTP schemes and is a credit to the Travel Advisors on this years project. Other PTP schemes elsewhere have typically achieved only 40% - 50% participation rates with those who actually answered their door (or telephone) at best. Indeed, some schemes deliver generic household packs, often provide telephone contact rather than doorstep contact, and only provide 'specific information needs' and home visits to discuss travel to as little as 5% of the target population.

A follow up 'snapshot survey' is currently underway (October/November 2009) talking to people that actually had a conversation with a travel advisor to see what influence the visit has had on their travel habits. In addition, a 'Survey Monkey' emailed online survey has been sent to all participants who supplied an email address and it is hoped this will provide some quantitative and qualitative data.

In April 2010 a more detailed survey will be undertaken to try and measure the modal shift which has taken place across the area and will be compared with surveys undertaken in April 2009, prior to the intervention.

Social Media

The benefit of a research programme such as this means that you can try a variety of different measures and then refine or remove these measures not doing so well and maintain the more successful ones.

The 8-steps idea for example, seemed really popular from the outset, and many people said it was a great idea, but there was little take up. Possibly it involved too much user input and effort to be successful.

Whilst a number of on line interventions are still underway, without a doubt the most successful to date is the #twago intervention. Of all active Twitter Brighton accounts 17% are actively engaged with Twago. Actual awareness goes further.

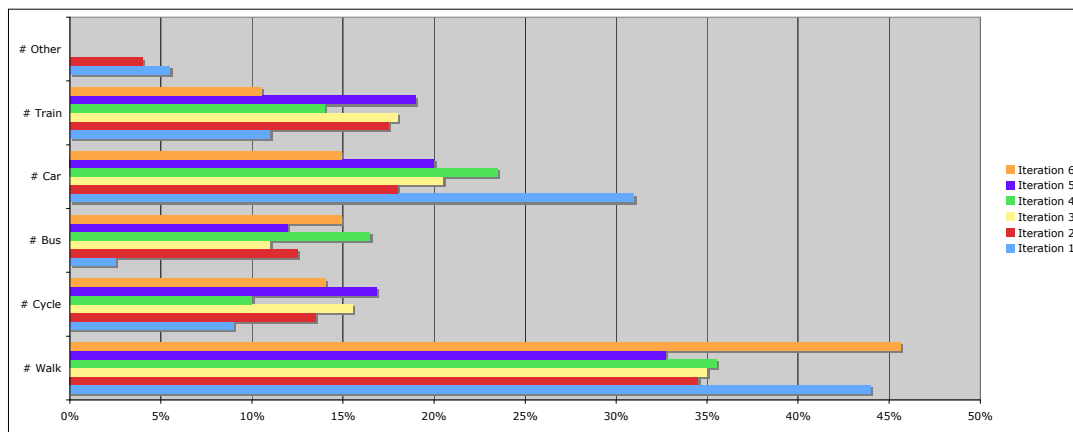
On line interventions such as #twago acknowledge intrinsic habits and provide a platform for social and public comparison. Word-of-mouth viral campaigns such as this are likely to take longer to embed into the community than more traditional marketing methods, but it is thought that these techniques have a longer lasting impact as behaviours become embedded within a community and become the social norm.

It is therefore difficult at this stage to measure if modal shift has occurred due to the interventions, but some data is being gathered during the interventions that provides a balance of quantitative metrics and some qualitative evidence.

Since the #twago intervention started in the summer of 2009 190 individuals (as of mid September 2009) have started following #twago on Twitter. Of these, 120 individuals have regularly been tweeting their travel habits and there has been well over a 1,000 separate 'tweets' with the twago hash tag. This means that the travel messages have potentially been viewed by over 35,000 individuals (the total of the followers of the individuals who are tweeting). It is easy to see how an on line intervention like this could gain momentum and quickly extend its reach and awareness to a wide section of the community. It has also received some positive coverage in the local press and was shortlisted for 'The Most Awesome Use of Digital Media' award at the Brighton and Hove Business Awards (BAHBA), further extending the reach and awareness of the intervention.

The table below shows the various modes mentioned within all tweets to date.

	Iteration 1	Iteration 2	Iteration 3	Iteration 4	Iteration 5	Iteration 6	Total
# Walk	44%	35%	35%	36%	33%	46%	38%
# Cycle	9%	14%	16%	10%	17%	14%	13%
# Bus	3%	13%	11%	17%	12%	15%	12%
# Car	31%	18%	21%	24%	20%	15%	21%
# Train	11%	18%	18%	14%	19%	11%	15%
# Other	6%	4%	0%	0%	0%	0%	2%



Travel modes of Twago'ers

Weekly tables are included within the #twago blog, which introduces a level of competitiveness. This was not part of #twago from the outset, but was introduced when #twago interest seemed to be wavering. It had the desired result of getting more people to tweet.

TWAGO Table 18th - 30th June							
		Walk	Car	Bus	Cycle	Train	Other
1	Timmisson	23%	62%				15%
2	Shortlisted	33%	22%	11%	22%	11%	
3	Kaysexton	57%	14%	29%			
4	MrsPboutique			100%			
5	Mockduck	80%		20%			
6	Robclaisse	33%	67%				
7	cliveandrews				50%	50%	
8	jorosie		100%				
9	maxwellinever	100%					
10	rosiefresh	25%			50%	25%	

Twago weekly league table

Interestingly though, whilst it was thought that this intervention would appeal more to the younger part of the community, it has proven more popular with the 20s – 40s age group and it has been found that the younger element of the community (for example teenagers) are not high users of Twitter as an online social platform.

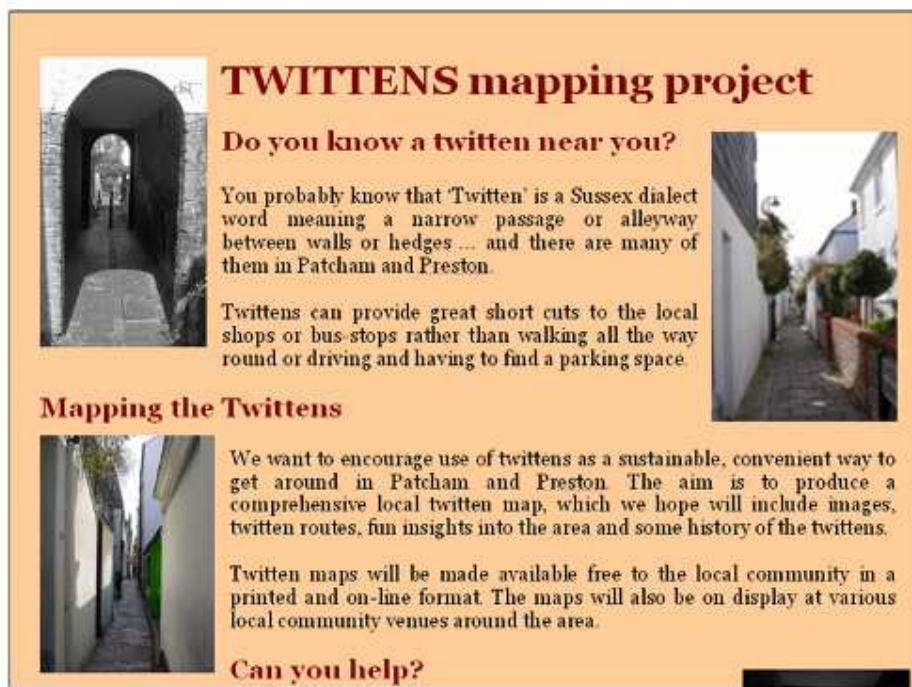
Community Participation

Many contacts have been identified as 'key influencers' within the community and have been engaged as part of the community participation element of this project. There are 24 strong contacts, and of these, 7 key engaged contacts. A good measure that the key community influencers have been identified is the frequency with which the same contact names come up in different circumstances indicating that these people are, indeed influential within the community as a whole and not just in a specific area or interest group. There have been a number of events held at existing community groups and a number of people have expressed interest in becoming more involved in the promotion of sustainable travel within the community.

The car share promotion at the community centre was successful and in keeping with the word-of-mouth nature of the intervention this has led to the following:

- ✿ Expanding the lift-share promotion to churches and schools
- ✿ Photographic project at Stanford Junior to encourage walking to school
- ✿ Talks to groups, e.g. WI and groups at the community centre
- ✿ Enabling transition town contact to approach car clubs & residents re. car club pick up points in Patcham and Preston

However, without a doubt, the work on 'Twittens' has generated the most interest and has created a buzz locally and got many different groups involved, including the ramblers, the scouts, libraries and local historians. Twittens have been identified as a good way to encourage walking as they provide lots of short cuts and non-trafficked routes through the city. The community seem to have taken the twittens on and are currently clearing them, mapping them, investigating lighting etc to bring them back to life. This has actively been instigated by Resource Futures who have arranged various workshops and competitions (Twitten photographs etc) and have set up contact forums for people to supply any information they may have on 'their' twitten.



TWITTENS mapping project

Do you know a twitten near you?

You probably know that 'Twitten' is a Sussex dialect word meaning a narrow passage or alleyway between walls or hedges ... and there are many of them in Patcham and Preston.

Twittens can provide great short cuts to the local shops or bus stops rather than walking all the way round or driving and having to find a parking space.

Mapping the Twittens

We want to encourage use of twittens as a sustainable, convenient way to get around in Patcham and Preston. The aim is to produce a comprehensive local twitten map, which we hope will include images, twitten routes, fun insights into the area and some history of the twittens.

Twitten maps will be made available free to the local community in a printed and on-line format. The maps will also be on display at various local community venues around the area.

Can you help?

Extract from publicity on Twittens

In terms of measuring how 'successful' the interventions have been, it is difficult to say as this stage in terms of modal shift, as the interventions are still underway and, as already discussed, word-of-mouth viral campaigns such as this take longer to embed within the community than traditional marketing techniques (albeit that once they are established they are longer lived). What we can quantify at this stage is the following:

- ✿ Number of people / organisations contacted
- ✿ Number of staff hours and equivalent cost
- ✿ Number of OTS (Opportunities to See) in the press (and how generated)
- ✿ Number of posters / flyers / maps distributed (and how)
- ✿ Number of responses from community to twitten-project@resourcefutures.co.uk email address
- ✿ Number of people attending events (e.g. meetings, twitten maps launch)
- ✿ Number of people repeat contacted via different routes (and how)

- Number of sign-ups to initiatives e.g. lift-sharing at community centre

This provides an idea of the cost of such an intervention and the cost/resource required to achieve a certain 'reach/level of awareness' within a community. (i.e. you need to spend 'x' hours and contact 'y' people to get 'z' good, influential contacts engaged.

More qualitatively, in-depth surveys (which are proposed) relating to this approach can identify the following:

- Degree of contact with people from the community
- Degree of interest within target audience in taking action to spread the message (e.g. organise events, use own networks / social capital)
- Function of networks in transmitting project messages (loops of communication we encountered)
- Avenues of contact that worked (and why) and that didn't (and why)
- Qualitative feedback from people in the community, from emails / calls / meetings on the project

General

It is noted both with the online and off-line interventions that a focal point for local interest (Twago, Twittens) appeared to be an important factor to generate interest and discussion, rather than just providing forums to talk about transport. This is an important observation and one which should be investigated further.

4.4 Problems Identified

Control information

For all three separate interventions (traditional PTP, Social Media and Community Participation) the need for control information is evident to ensure that any background changes (changes that would have occurred anyway) are noted and not attributed to any intervention. Monitoring occurs across the city every year and in numerous locations and this monitoring includes:

- auto cycle counters which record continuously (14 sites in the city);
- manual cycle and pedestrian sites where counts are undertaken quarterly (12 sites in the city); and
- general traffic counters, which record continuously and are located at approximately 90 points around the city.

Information from these sites can provide trend information in modal shift, but may be difficult to interpret in an area-specific way and thought should be given to having more area specific control groups in future years.

Traditional PTP – number of un-answered doorknocks

Whilst the response rate in the Brighton & Hove PTP scheme is above average, consideration will be given to further improving this in future years.

This may include changing the doorknocking hours (currently 1100 – 1900 weekdays) to include later into the evenings and weekends to hopefully catch more people when they are home from work.

Baseline surveys

Within the area there are 'before' and 'after' surveys undertaken to measure the impact of measures. However, there is a question over whether the size of the control group is statistically significant. This year the 'before' surveys accounted for around 1,000 households, whereas this has been 2,000 households previously. According to our academic reviewers, a sample of 2,200 individuals is needed to detect a 10% reduction in car driver trips from a before and after survey with a one-day travel diary.

This survey size is therefore something that needs to be addressed in future years of PTP in order to provide more statistically significant results and a return to the larger survey size of previous years is recommended.

Constraining On-line interventions to a specific area

It is recognised that it is difficult to restrict these new interventions to a specific area, particularly the online interventions. The very nature of the proposed interventions, which aims to encourage peer to peer conversations, means you cannot (and would not want to!) contain the intervention to an area. Whilst this is the aim of the intervention and is positive in terms of extending the reach and influence of the message, it does mean that it is more difficult to measure the success of the intervention against a control group as you cannot guarantee the 'control group' has not been influenced in some way by the intervention.

Measuring

In terms of the Social Media and Community Participation, the biggest challenge of these elements is measuring the impact of the interventions. By the very nature of the intervention, using word-of-mouth viral techniques, people may well change their habits without knowing why, or being able to attribute the change to the intervention. If questioned, they may say they were going to change anyway, or it just seemed the right thing to do, when it was in fact the influence of peer pressure or peers changes in behaviour that provoked the change. Indeed, the online interventions are even harder to measure, as the area of influence cannot be contained and the impacts could be geographically far reaching outside the study area.

Work is currently underway in the social media industry in general to see how these new and exciting interventions can be best measured. This is a very new area and 'measurement camps' are being formed to provide forums for discussion on this topic. It is recognised that as these sorts of interventions become more mainstream, and the longevity of the behavioural shift is recognised, this will provide confidence in the theory and effectiveness of this type of intervention, but this means that pioneers of these interventions (such as the Brighton & Hove enhanced PTP scheme) have little in the way of previous examples to act as a benchmark.

Timescales of changing 'social norms' compared to more traditional measures

As mentioned previously, these kinds of campaigns are likely to have a slower moving change of behaviour than traditional PTP, but with more sustained, long term behaviour change. For examples we only need to look at the long term campaigns in the health sector for anti-smoking and aids awareness, as well as drink driving campaigns, seat belt usage and recycling, to name but a few. Think of what was the social norm 20 years ago in all of these areas compared with today and it can be seen how these

behaviour change campaigns have had a significant and sustained impact on behaviour, albeit that this would not have been easily measured when the campaign was first started.

Clearly, it would be a great shame to dismiss these innovative and exciting (and seemingly successful) techniques just because they are difficult to measure in the short term.

4.5 Mitigating Activities

Given that some of the interventions trialled this year have not been used in the transportation field before, The University of the West of England (UWE) have been appointed to provide an academic peer review on the methodologies being adopted as part of these new interventions. UWE employs some of the UK's leading academics in the fields of transport planning and behavioural change and they were therefore well placed to provide academic rigour to the process. They have been engaging directly with all consultants involved, but as an independent reviewer, rather than an advisor. Their input has been invaluable and it is hoped will provide strong support in the final reporting process.

In addition, the flexibility of the programme allows trialling of a range of potential interventions and the ability to change or adapt the process if particular interventions appear to be going less well. In this respect, the flexibility of the project mitigates against spending time, resource and funding on failing techniques.

4.6 Future Plans

The first key step after the interventions will be the follow up surveys which will take place in April 2010 and will be compared to the surveys undertaken prior to the interventions, to see the level of modal shift that has taken place. This year the Social Media and Community Participation elements of the project will have the opportunity to input into the questionnaires for the surveys in order to help them determine the impacts / awareness of their own individual elements of the project. Additional detailed retrospective surveys will also be undertaken to obtain some qualitative information on influence and reach of the new techniques.

The interventions introduced between June 2009 and present (October 2009) have been iterative and as such, monitored along the way to ensure successful interventions are built on and less successful interventions are withdrawn, or adapted as appropriate. This process will continue as quantitative results come in, so that the focus of future programmes can be redirected accordingly. Methods which are successful can be adapted and re-used in future iterations of interventions and it is hoped that new ideas can be adopted and developed based on this years successes.