

Integration in the Global Context

Achieving buy in for travel behaviour change campaigns

How to Keep a City Moving During Planned Disruption

Travel Planning comes of age

Effectively Influencing Travel Behaviour

Making friends and influencing people

What I Hope to Get Through

- TDM (or Tedium)
- The miracle panacea to the world's ills
- What works and why
- Applying to the everyday

The Fickle World of Travel Planning

- Started out championing sustainability
- Quickly moved to the financial imperative
- Moved focus to accessibility
- Saw a renaissance of the green agenda
- Health took president
- Urban Economic viability took over
- Now its every single one of the above

Travel planning through the ages.....

- Increase levels of active travel (**health**)
- Reduce carbon emissions from transport (**CO2**)
- Enhance accessibility
- Congestion reduction/car parking removal (**\$**)
- Journey time reliability (**time**)
- Support planning applications



- **Manage expectations** – so that reasonable passenger and business expectations are set (i.e. plan your journey in advance, expect some delays, works will be happening for 2 years etc.)
- **Manage total demand at hotspots** - Reduce, retime, remode, reroute
- **Help optimise the transport network** – by providing all users with guidance on the most appropriate routes available (including non-intuitive)
- **Work closely with the business community** – to minimise demand whilst ensuring continuity
- **Support transport reputation management** - all of you
- **Provide legacy foundations** – for long-term positive behaviour change







*Walking part of your journey
may be quicker during the Games*

27 July – 12 Aug and 29 Aug – 9 Sept

Getting off a few stops earlier and going the rest of the way on foot might be the best option. Find the fastest route and earn rewards for cycling or walking at GetAheadoftheGames.com and follow us on Twitter @GAOTG

Working together:





CYCLING COULD BE A QUICKER WAY TO TRAVEL DURING THE GAMES.

23 JULY TO 3 AUGUST.

Cycling all or part of your normal route could help you beat the crowds.

Plan your journey now. Glasgow 2014: keep your travel on track.

Plan ahead at getreadyglasgow.com

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WALKING COULD BE A QUICKER WAY TO TRAVEL DURING THE GAMES.

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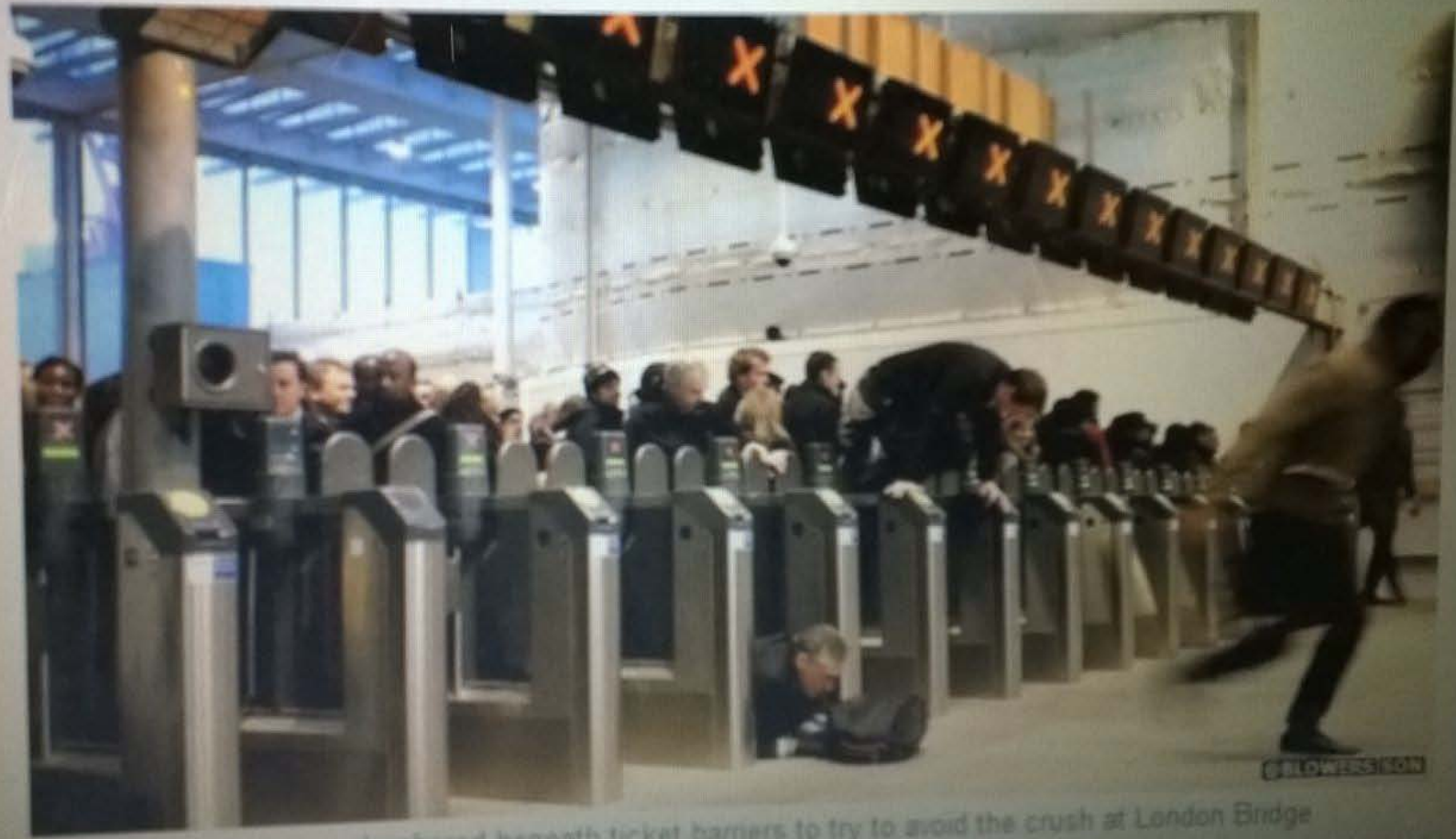
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4 March 2015 Last updated at 14:09

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London Bridge: 'Life threatening chaos' at railway station



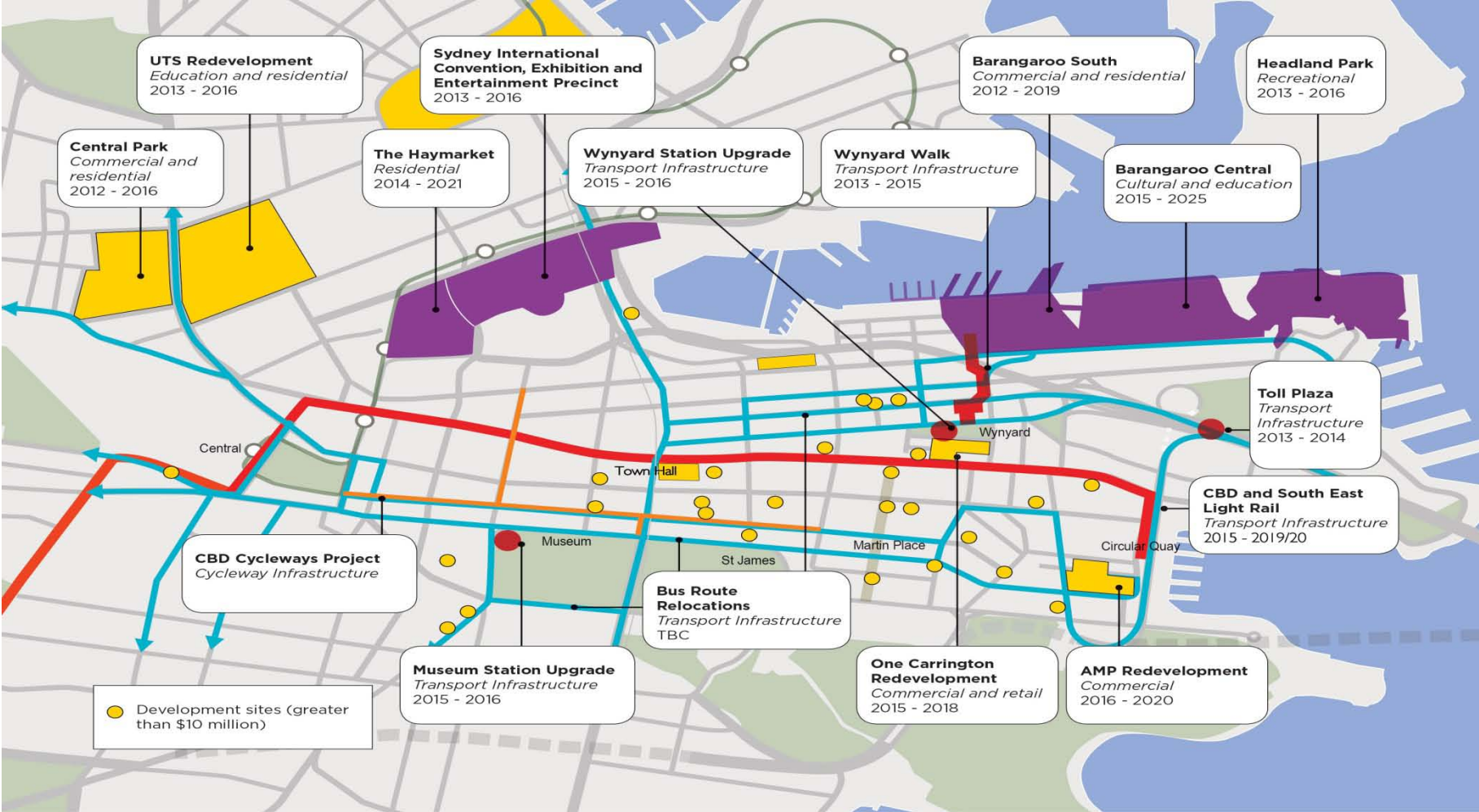
People jumped over or clambered beneath ticket barriers to try to avoid the crush at London Bridge

@BLOWERS100N



Related Stories

Sydney's Challenge



Roadwork delays to continue

98 projects started
230 still on the way

John Daly
john.daly@press.co.nz

INFRASTRUCTURE

Christchurch motorists should not expect any respite soon from seemingly endless roadworks, delays and road closures across the city.

Repair work on and below quake-hit roads is ramping up, meaning more, rather than less frustration for drivers negotiating cramped streets clogged with traffic.

On the plus side, motorists have won praise from police for their patience with the ever-changing labyrinth on Christchurch's streets.

The Strange Christchurch Infrastructure rebuild Team (Sci) website says 98 projects are under way in the city, costing \$32.4 million.

A further 230 projects totalling about \$1.5 billion are in the design or concept stage.

A Sci spokesperson said most of the projects would impact road users but the work had to be done to rebuild the city's "quite damaged roads and water networks."

Commuters in west Christchurch - many of them relocated workers from central city offices - are next in line for delays set to last months.

A new wastewater pipe will be installed on Birmingham Dr in Middleton from today to service planned growth areas in the city's southwest.

Traffic will be reduced to one-way flowing east and the four-month project is expected to affect Highbury and Lincoln roads.

Yesterday, works starting on Moorhouse Ave meant restricted access to Manchester and Madras streets. That project will take a fortnight.

Major detours at the Linwood Ave/Adkins Rd/Buckleys Rd intersection may soon be lifted, with the project scheduled to finish in four days.

Richardson has the highest

1000km new roads.
400km new sewer mains.
100km new water mains.
\$2.2b budget.

It is tiring at the end of the day, if you are late because there's traffic and road works, some days you are spending all day saying you're sorry.

Jacqui Stewart
Herald@nzherald.co.nz

number of road closures of any suburb in the city, with 23 marked on the Transport for Christchurch website.

Other parts of the city have been subject to detours and delays with only the northwest spared.

The Press visited a selection of major roadwork spots to gauge how motorists were coping. Responses ranged from "necessary evil" to "p... off", but most said they managed to stay calm.

Police, too, have been impressed with the "tolerance" of drivers overall.

Road rage had not noticeably increased despite there being "congestion in places there never used to be", Sergeant Peter Daly said.

In Richmond, geologist Angie Huffer, 34, of Mairehau, said "it's not too bad" as she did not have to drive far.

However, her father's commute across town took 40 minutes each way due to detours.

"You have to be patient with it," she said.

Over in Linwood, Waimoni carpenter Luke Wilkinson drove at least 30 kilometres a day around the city and found the roadworks



Traffic-maze ever-changing roadworks such as North Avon following east towards the North Parade intersection is a constant source of delay for Christchurch road users. Photo: DEAN WOODWARD/STAFF PHOTO



H&M Westwater renewal started on Moorhouse Ave yesterday, with restricted access to Madras St. Photo: GUY HARRIS/STAFF PHOTO



the other way, it's terrible." Tyler Ashcroft said it was "amazing, but what can you do? You can't do anything about it. There's no point getting all frustrated about it. It's not going to make it get done faster."

A Summer motorist waiting in a queue east of Ferrymead Bridge works said driving in the city was not so bad, "but not this way it's pretty awful".

In St Martin's, Jacqui Stewart, of Harewood, said traffic delays were challenging but the "reality" of living in Christchurch.

"You just allow for it. It is sitting at the end of the day. If you are late because there's traffic and road works, some days you are spending all day saying you're sorry."

At the Lyttelton St/Franklin St/St Sparks Rd roundabout in Spreydon, carpet layer Brent Ringstahl, of Avondale, said the roadworks did "p... you off".

"Just the inconvenience. I'm trying to get to Eiken Bay Rd and I couldn't go up there so I'm having to come up here. And the customer is there waiting for me."



Size of the Response

Define the problem (DATA)

Understand what you have to play with (capacity)

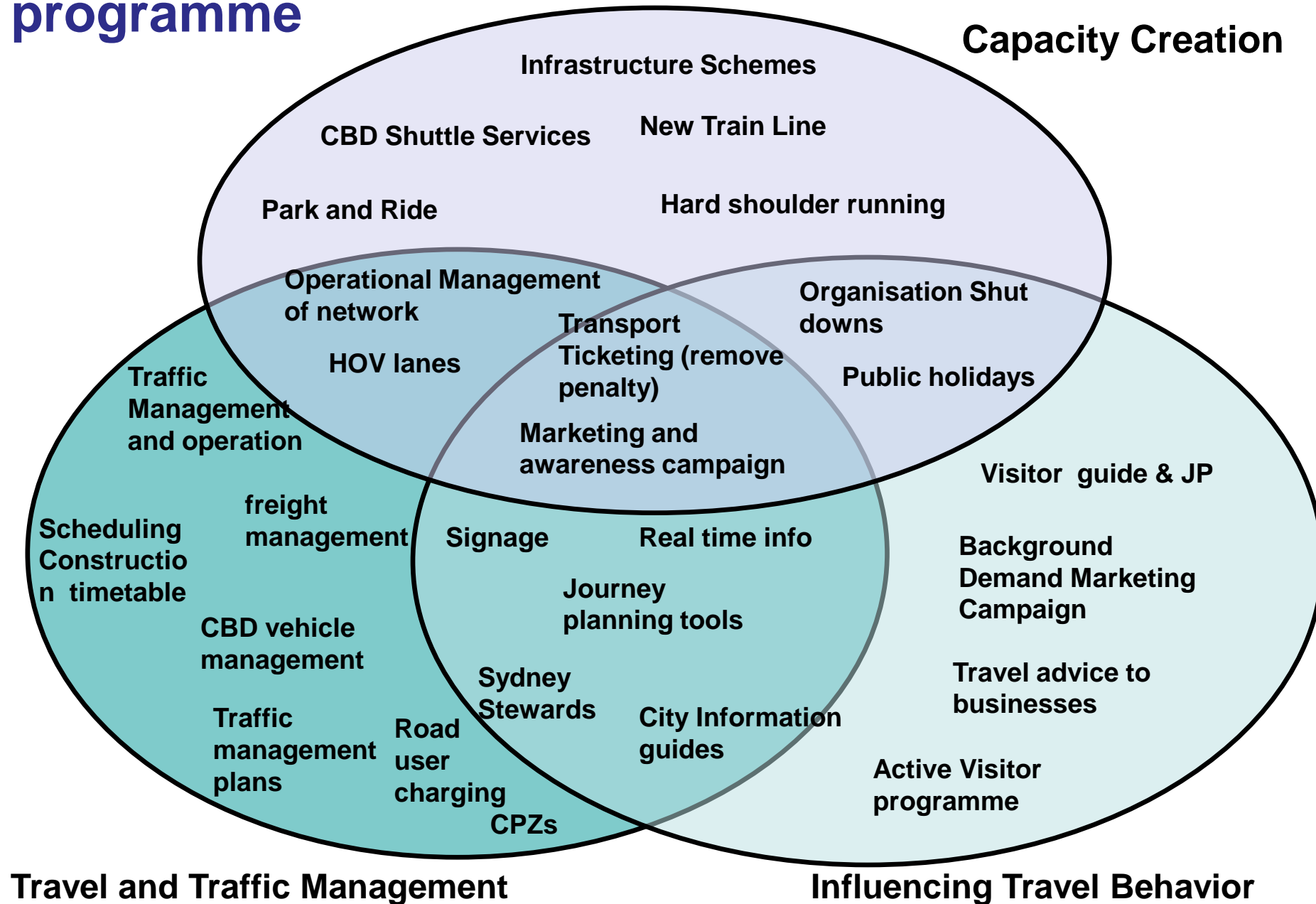
Define the audience (only the relevant one)

Identify the channels (only the ones that work)

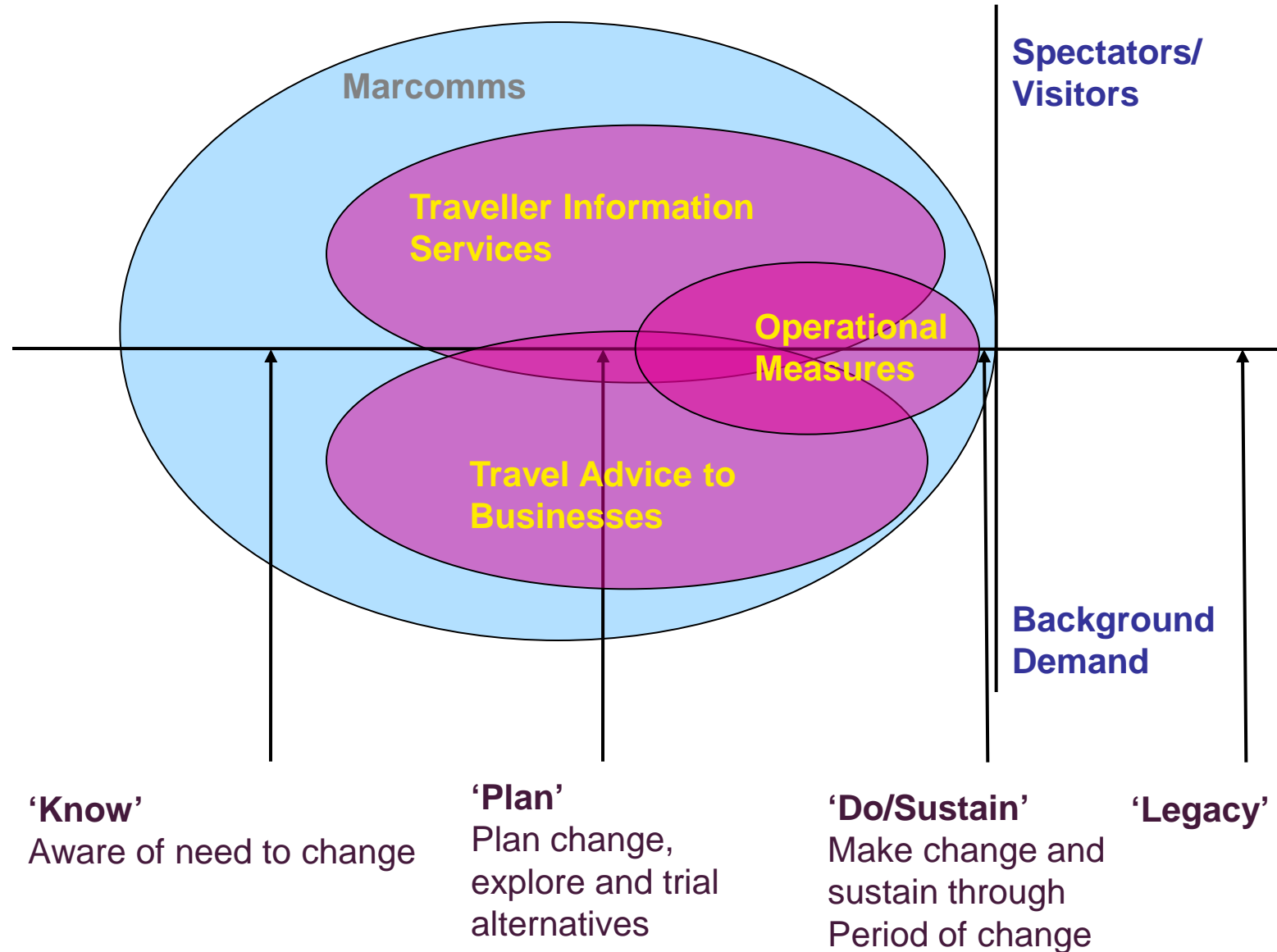
Feed consistent and truthful information (one source of TRUTH)

Track response and 'dial up' where necessary

Scope of the TDM programme



An integrated Travel Demand Management programme



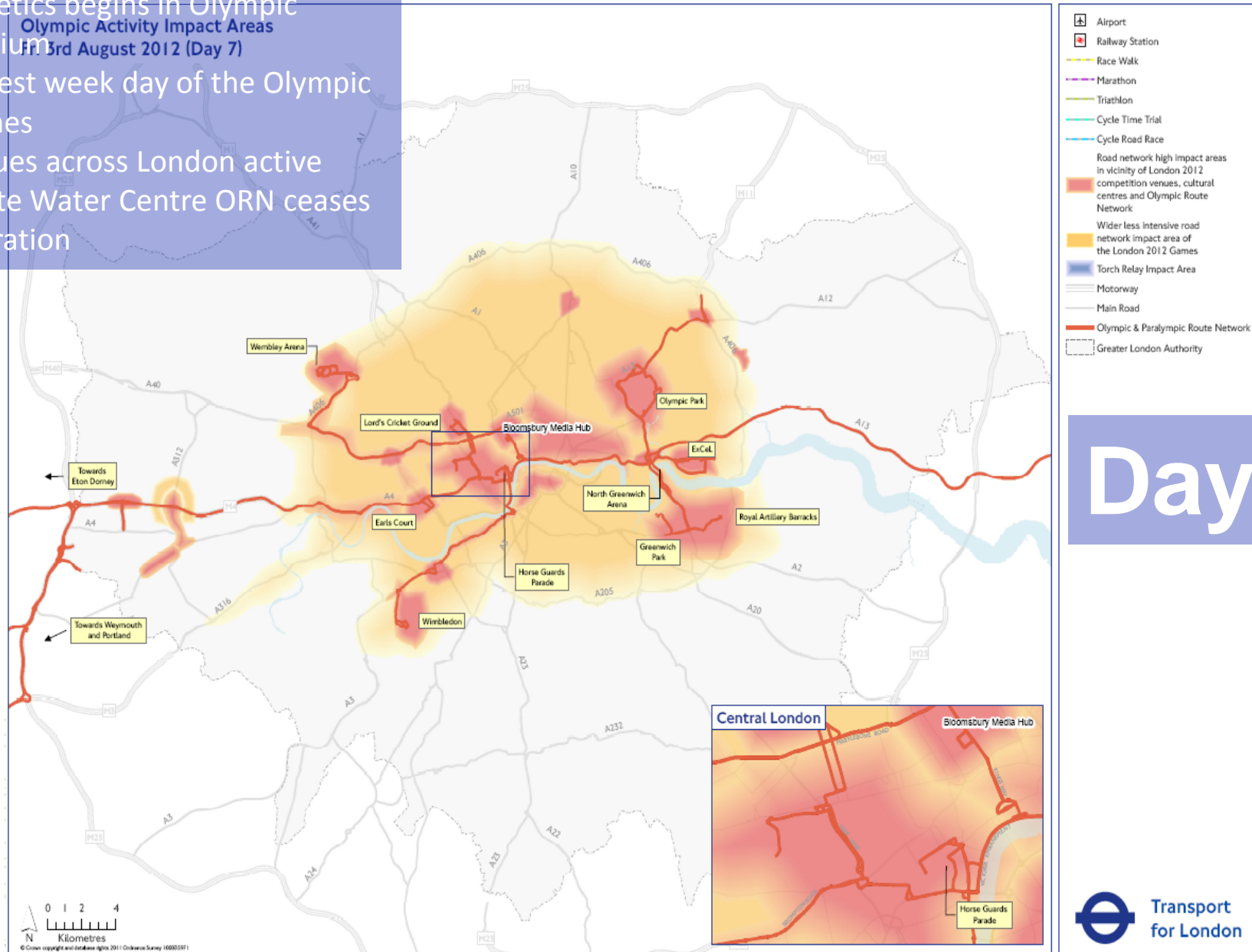
Businesses and Freight engagement

- 150 business intermediaries supported
- Major businesses directly participating in 611,000 employees (600 SSA)
- 20,000 SMEs in hotspots visited by TDM representatives
- 42,000 packages of information mailed to London businesses
- 1,025,115 business newsletters sent during the Games
- 21,786 businesses attended presentations
- 2,856 businesses given direct freight advice
- 3,013 people attended freight workshops



Friday 3 August

- Athletics begins in Olympic Stadium
- Busiest week day of the Olympic Games
- Venues across London active
- White Water Centre ORN ceases operation



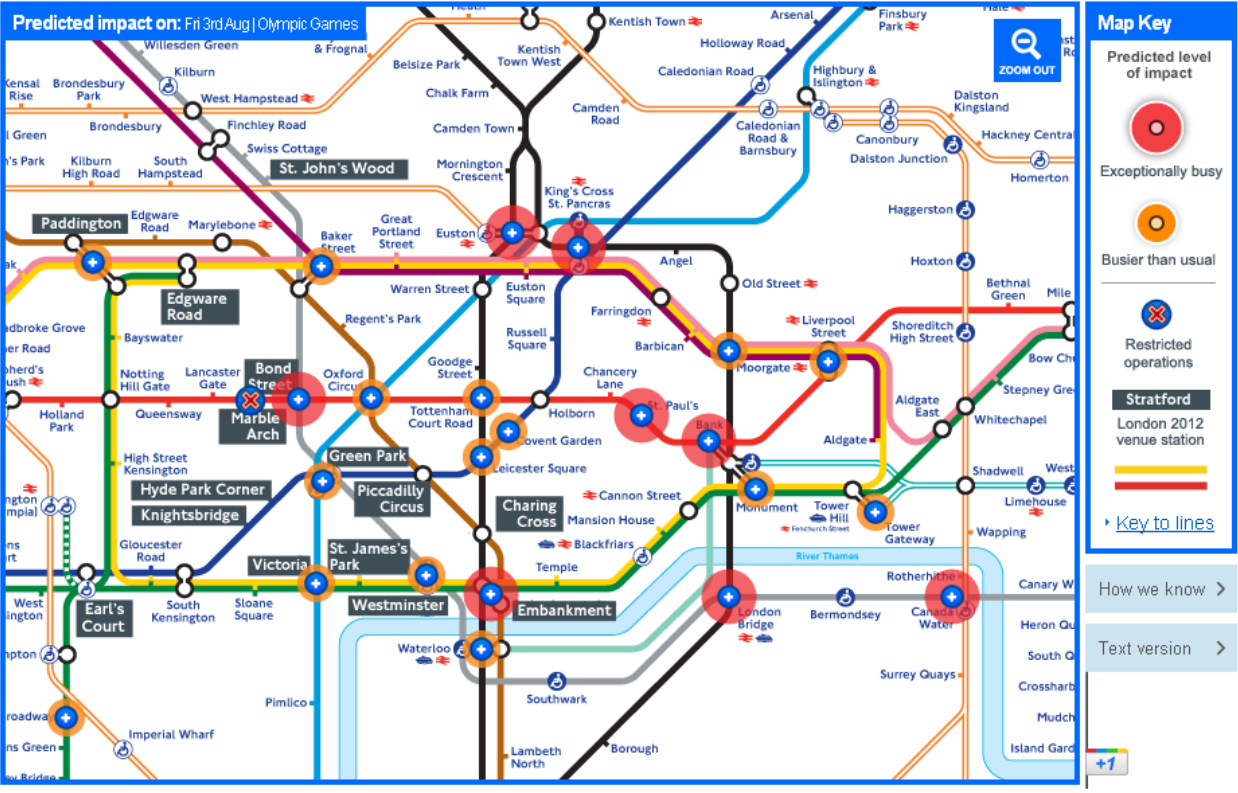
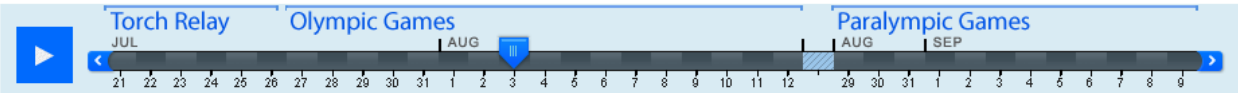
Day 7

27 July - 9 September

Travel by public transport

Driving & roads

Make your journey easier



Things you should know...



*Avoid the crowds.
Set off at a different time*
27 July – 12 Aug and 29 Aug – 9 Sept

Find out peak spectator times during the Games and explore all your travel options at GetAheadoftheGames.com and follow us on Twitter @GAOTG

Working together:

**MAYOR
OF LONDON**

 **National Rail**
Britain's train companies working together

*Department for
Transport*

 **HIGHWAYS
AGENCY**
Safe roads, reliable journeys, informed travellers

 **Transport
for London**


Mott MacDonald



Cycling could be the quickest way during the Games

27 July–12 Aug and 29 Aug–9 Sept

To find out how to get around safely and earn rewards for cycling and walking visit GetAheadoftheGames.com and follow us on Twitter @GAOTG



Working together:

**MAYOR
OF LONDON**



Department for
Transport



The Games are coming

Get around more easily by planning ahead

This year brings the largest sporting events in the world to the UK - the Olympic and Paralympic Games. Because we're hosting these large events, you'd expect roads and public transport to be much busier than usual. We've developed this site to help you understand where the travel hotspots will be and enable you to plan in advance to make your journeys easier.



Olympic Games
27 July - 12 August 2012
Paralympic Games
29 August - 9 September 2012

View information for your area:
London [Go]



News & Updates

Latest on Twitter

Going to the Games

How will your deliveries be made during the Games?

ALLOW EXTRA JOURNEY TIME
AVOID GAMES LANES
ENCOURAGE EARLY ORDERING
KNOW THE OUT OF HOURS
ARRANGE ORN DELIVERIES
PLAN FOR ROAD RESTRICTIONS

trictions at ffl.gov.uk/2012Freight

HIGHWAYS AGENCY

Safe roads, reliable journeys, informed travellers

On your marks...

Get set...

Go!

Informational graphics for businesses, including sections on 'Plan', 'Act', and 'Community your venue'.



Plan my journey

Enter your start location and venue then choose your travel options below

From: [input]
To: -- Select venue --
Date: 28/06/2011 Arrive at: 00:00
Return Journey: [checkbox]
Date: 28/06/2011 Leave at: 00:00

Select your travel options below and plan your journey

- Public Transport | River Services | Park & Ride | Blue Badge | Cycle



To plan a journey to your selected venue select next. If you have additional mobility needs please select these first.

Further accessibility options

Plan my journey >

Top Tips

Plan and book your transport early - this guarantees that you get to choose from the options that best suits you. Remember to indicate your event start time.

Spectator journey planner FAQs



Browse our FAQs about the spectator journey planner.

Walking to the Games



Read more about walking to Games

Twitter feed for @GAOTG UK, featuring tweets about travel hotspots, business preparation, and transport systems.

Keep on running

Keep your business running smoothly during the 2012 Games November 2010



Facts and Figures

- 338,171 page views of GAOTG spectator information
- 4,348,970 unique visitors to GAOTG website
- 15,000,000 page views of GAOTG
- 2,168,574 bespoke spectator journeys planned on the SJP
- 62,854,203 journeys planned on TfL Journey Planner enhanced with hotspot info May-August
- 107,000,000 travel advice emails sent to background demand
- 62,594 followers of GAOTG twitter feed

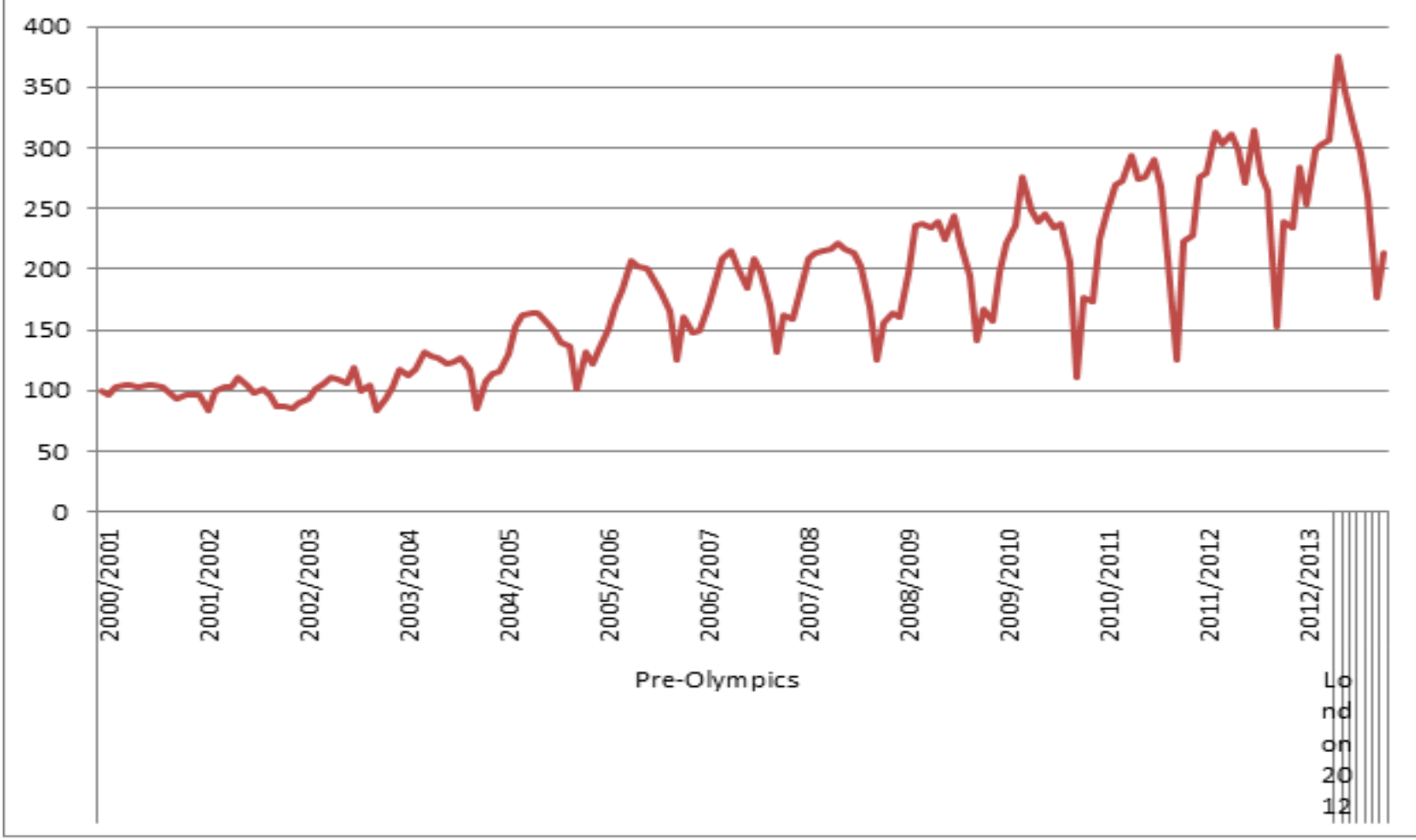


What happened?

- A third of Londoners did something different during the Games
- Olympic Games weekday behaviour changed 35%
- Re-time the favourite of the 4Rs – followed closely by the reduce
- 15% less traffic in central and inner London on highways
- Record patronage: 62 million tube journeys, 35% increase
- No meltdown



Indexed TLRN Pedal Cycle Counts



Legacy for us here

- 10 – 40 – 20
- Rebuild provides push that you can spend years achieving
- Communication as much as transport
- Every program will refine and develop the campaign
- Collaboration is absolutely key
- Ownership and leadership
- Lead don't push
- It wont happen on its own



**BEAT THE RUSH.
TRAVEL EARLIER.**

23 JULY TO 3 AUGUST

The Commonwealth Games are on their way – and it's going to be busy. But there are ways to avoid hold-ups, like setting off on your journey a little earlier (or later) to your home or office. Plus look out for information on the extra services being provided by some transport operators, to make things easier.

Glasgow 2014: keep your travel on track.

To help you plan ahead, go to getreadyglasgow.com

Follow us @GamesTravel2014

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rose.mcarthur@mottmac.com

