



EXETER ENGAGED TRANSPORT (InnovaSUMP)

Thematic Workshop on Sustainable Mobility
Manchester, 21 November

Jamie Hulland
*Transportation Strategy &
Road Safety Manager*
Devon County Council



**Interreg
Europe**

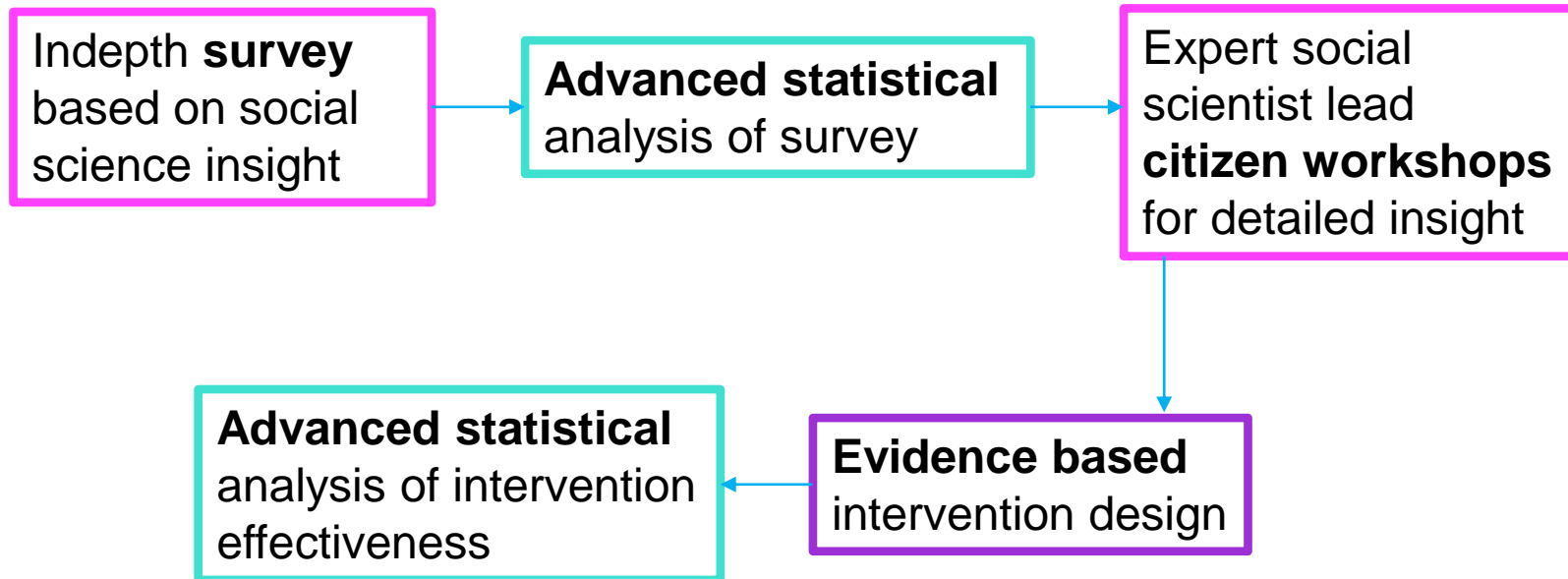


European Union | European Regional Development Fund

The Engaged Smart Transport Project



Aim: to reduce congestion through encouraging behavioural change towards more sustainable modes of transport






The Survey

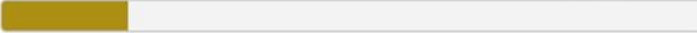



- Recognises that people **don't use just one type of transport mode**


6. How many DAYS on average, in a typical FOUR WEEK period (Mondays to Fridays), do you commute to and from your place of work/study using some or all of the following travel mode options?

	Number of days using a motorised vehicle (e.g. car, motorbike, van)	<input type="text" value="16"/>	
	Number of days using public transport (e.g. train, bus)	<input type="text"/>	
	Number of days using a bicycle	<input type="text" value="4"/>	
	Number of days walking/running	<input type="text"/>	
	Number of days using a combination of modes within a single day's commute (e.g. bicycle and public transport)	<input type="text"/>	



 18%



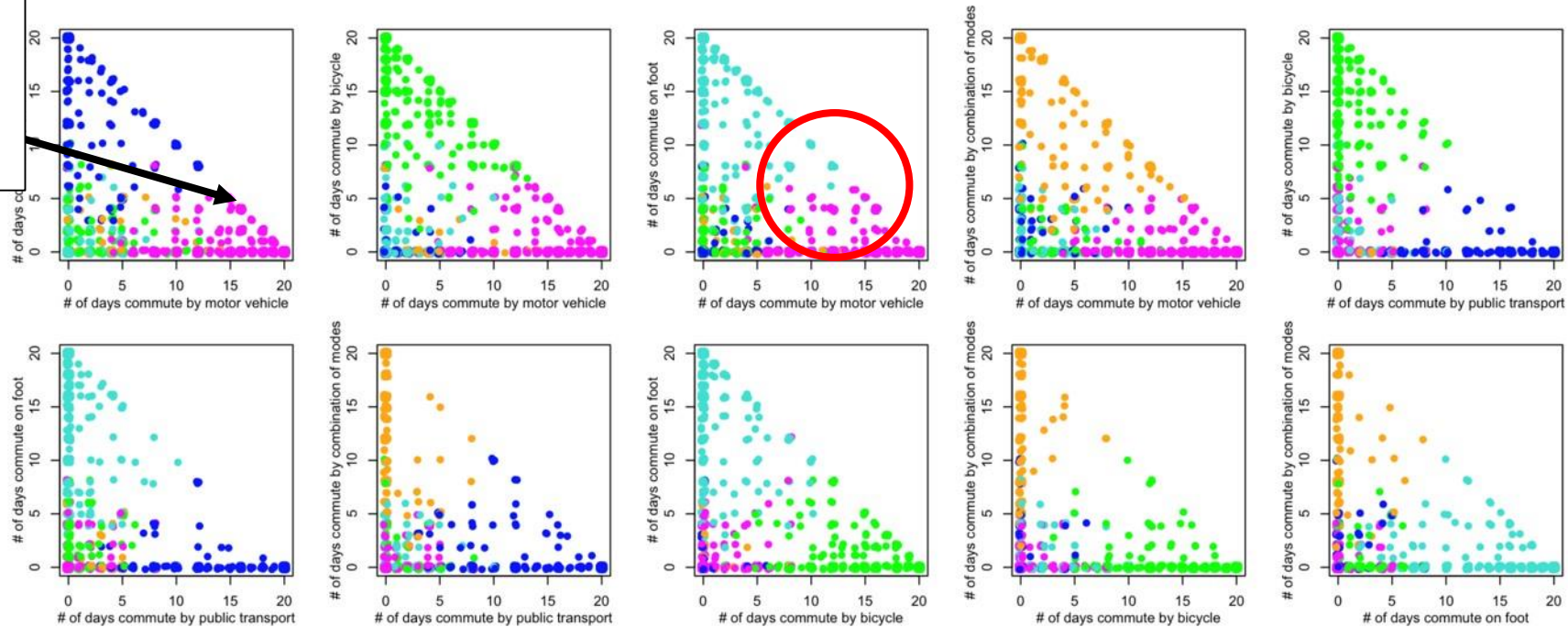




The Survey Statistical Analysis

- Grouped survey respondents based on their predominant mode

Drives
15 days;
Public
Transport
5 days



- Group 1 – Mostly commute by motor vehicle
- Group 2 – Mostly commute by public transport
- Group 3 – Mostly commute by bicycle
- Group 4 – Mostly commute on foot
- Group 5 – Mostly commute using a combination of modes



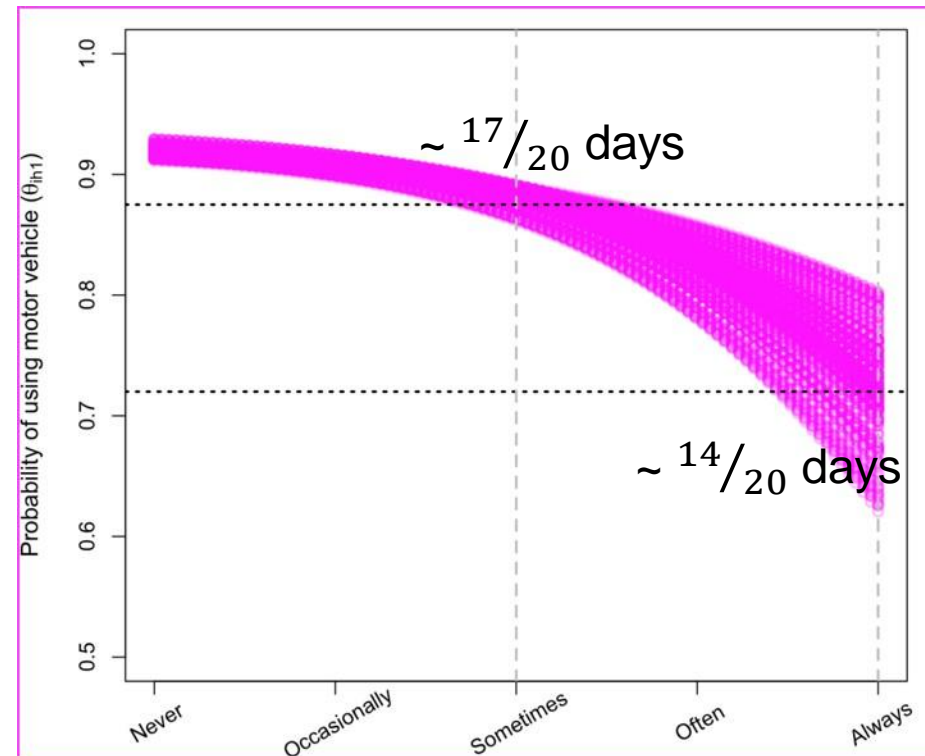
The Survey Statistical Analysis

- **Advanced statistical model** to **quantify** how much different factors influence day-to-day transport mode choice within each group

10. How much does receiving information about traffic congestion and transport delays influence your choice of travel mode to your place of work/study?

- Always influences
- Often influences
- Sometimes influences
- Occasionally influences
- Never influences

- **Group 1**, probability of using motor vehicle is lower if more influenced by traffic information
- **~ 428 less people commuting by motor vehicle per day!**



The Citizen Workshops



- Working with the public for a more in depth understanding of how to influence travel behaviour

“I would be happy to use public transport if it was at all reliable and a pleasant experience. At the moment it just isn't, its late or delayed with no information, the buses are dirty... you can't see out of the windows – and it costs a lot of money. Why would anyone pay for a service like that?”

“I love my walk to work. It clears away the cobwebs, puts me in a great mood and sets me up for the day as I enjoy the world around me. I feel the same whether I'm striding out to get some exercise or taking my time. I can't think of anything worse than having to be stuck in a car, fighting with all that traffic.”





The Intervention Phase

- **Evidence-based** intervention design



- **Send a daily messages** to ~20 people per group for 20 weekdays beginning 19th June
- Designed to promote alternatives transport modes with **content based on evidence** from survey and citizen workshop
- Record each individual's transport mode usage each day
- Developing an advanced **statistical model** to **quantify the effect** of the intervention on reducing motor vehicle usage

Thank you!

Jamie Hulland
*Transportation Strategy &
Road Safety Manager*
jamie.hulland@devon.gov.uk



**Interreg
Europe**



European Union | European Regional Development Fund