

Worcester: Sustainable Travel Demonstration Town

Interim Evaluation of ITM Programme
(Stages 2.1 and 2.2)

Report for Worcestershire County Council

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1 INTRODUCTION

1.1 This report

This report has been prepared for Worcestershire County Council by Socialdata and Sustrans. It reviews the findings of a telephone survey conducted in Worcester during April – May 2007, and compares these with data from the baseline research programme conducted during September - November 2004. The resulting analysis provides an evaluation of the behaviour change generated by the second stage of the *Choose how you move* Individualised Travel Marketing (ITM) programme.

1.2 Background

1.2.1 Baseline travel behaviour research

A comprehensive programme of baseline travel behaviour research was a key early output of the *Choose how you move* programme. This was conducted by Socialdata with support from Sustrans during autumn 2004 to obtain information on how people in Worcester travel and the reasons for their mode choice.

The first part of the research was a postal survey of household and personal travel behaviour on a random sample of 4,125 people (net) drawn from the population of Worcester. The findings provide a representative picture of day-to-day travel by the city's residents to help the County Council and its partners develop the *Choose how you move* programme and measure its success.

The second part of the research consisted of a series of in-depth interviews with 400 people to gauge their attitudes to transport issues and help understand their daily travel choices. The findings provide an insight into the potential for reducing car use by encouraging people to make more use of sustainable travel modes (walking, cycling and public transport).

Socialdata and Sustrans reported the findings of this research to Worcestershire County Council in February 2005. Since then the research data have been disseminated at a series of presentations, seminars and conferences and through briefing notes aimed at local and national audiences.

1.2.2 Individualised Travel Marketing programme

On behalf of Worcestershire County Council and Worcester City Council, and with support from First and other partners, Sustrans and Socialdata implemented Stage 1 of the *Choose how you move* Individualised Travel Marketing (ITM) campaign between September and December 2005. This was followed between April and August 2006 by Stage 2.1, targeting 4,775 households in Battenhall and Nunnery, and in the autumn by Stage 2.2, targeting 3,829 households in St Peters.

During the course of Stage 2.1 and 2.2 a total of more than 39,000 rewards, incentives and items of travel information were packed and delivered to 3,889 households across both target areas. A total of 113 home visits were also conducted to provide households with further information and support on walking, cycling and public transport.

1.3 Aims and objectives

The aim of this second interim research was to evaluate the impact on travel behaviour of Stages 2.1 and 2.2 of the *Choose how you move* ITM programme.

The specific objectives were to:

- Undertake a telephone survey of average travel behaviour on a net sample of 1,500 persons, one-third drawn from each of the ITM target groups and the remaining third from rest of the city (as control);
- Compare the findings of the telephone survey with those of the baseline travel surveys (which included the same questions on average behaviour);

- Deduce from actual behaviour measured in the baseline survey the changes in mode choice between the two sets of surveys among the target population and the rest of the city.

2 SURVEY METHOD

2.1 Survey design

The design of this interim survey consisted of a questionnaire on average travel behaviour for each member of the household. The survey was conducted by telephone following mail-out of an announcement letter encouraging households to participate.

2.2 Survey samples

The 'target group' samples for the interim telephone survey were drawn from the 8,604 households in the initial target population for Stages 2.1 and 2.2 of the ITM programme. The sample was constructed to include proportional shares of people who were segmented during the ITM contact phase as interested, not interested and regular user, and those who did not respond.

The control group sample was drawn at random from households in other parts of the city.

2.3 Survey implementation

The telephone surveys were conducted by Socialdata between 16th April and 11th May 2007. Repeat telephone calls were made when no contact could be made at the first and subsequent attempts. The responses from target and control groups are shown in Table 2.1 below:

Table 2.1 Implementation of interim survey

	TOTAL	Target group (Stage 2.1)	Target group (Stage 2.2)	Control group
Gross sample	2,900	1,000	1,000	900
Sample loss ¹	268	106	91	71
Adjusted gross sample	2,632	894	909	829
Respondents	2,225	784	805	636
Response rate in %	85%	88%	89%	77%
(Contract requirement)	(1,500)	(500)	(500)	(500)

¹ Sample loss: unknown telephone number, no private address, company address, telephone disconnected, addressee deceased, householder moved away, householder absent for a longer period.

3 ANALYSIS AND RESULTS

3.1 Introduction

This section presents the findings on average travel behaviour from the baseline and interim surveys for both target and control groups. For each main travel mode, it then shows the deduced changes in trips per person per year among the target group with changes in the control group take into account. Finally it presents the feedback from the target group on information etc received during the ITM campaign.

3.2 Average use of travel modes

Table 3.1 shows the share of respondents in the target groups and control group before and after Stages 2.1 and 2.2 of the ITM programme with infrequent, occasional or regular use of walking as a main mode of travel. This indicates significant increases in the proportion of people in the ITM target groups walking regularly and occasionally, with a reduction in the share of infrequent walkers. The changes in the control group (i.e. across the rest of the city) were less significant.

Table 3.1 Use of walking

	ITM Stage 2.1		ITM Stage 2.2		Without ITM	
	Before	After	Before	After	Before	After
	%	%	%	%	%	%
Daily, several times per week	45	50	37	44	41	42
Several times per month	28	33	32	35	31	30
(Almost) never	27	17	31	21	28	28
TOTAL	100	100	100	100	100	100

3.3 Changes in mode choice

The baseline travel behaviour survey provides data on actual trips alongside responses on average behaviour. The actual behaviour (measured by mode choice) in the ‘after’ situation is deduced by transposing the same relationship on to the average behaviour measured by the telephone survey.

At the same time the changes in mode choice among the control group are deducted from those in the target group to provide a measure of changes among the population targeted by the Stages 2.1 and 2.2 of the ITM programme, taking into account changes in behaviour taking place across Worcester during the same period.

Table 3.5a shows the findings of this analysis in terms of trips per person per year for each main mode in the Stage 2.1 target group, ‘without ITM’ and ‘with ITM’, and the relative change taking place.

Table 3.5a Changes in mode choice, Stage 2.1 (ITM target group, including control group effect)

	Without ITM	With ITM	Relative change
Walking	222	259	+ 17 %
Bicycle	22	29	+ 32 %
Public Transport	78	89	+ 14 %
Car as driver	480	420	- 13 %

This shows that on average among the ITM target population (taking into account changes across the city) car driver trips per person per year were reduced by 13% from 480 to 420. The greatest proportion of these trips was switched to walking which increased from 222 to 259 trips per person per year (a relative growth of 17%). Public transport use saw an increase of 11 trips per person per year (or 14%), while there was a 32% increase in the relatively low baseline level of cycling from 22 to 29 trips per person per year.

Table 3.5b shows the findings of this analysis in terms of trips per person per year for each main mode in the Stage 2.2 target group, ‘without ITM’ and ‘with ITM’, and the relative change taking place.

Table 3.5b Changes in mode choice, Stage 2.2 (ITM target group, including control group effect)

	Without TravelSmart	With TravelSmart	Relative change
Walking	205	250	+ 22 %
Bicycle	14	18	+ 29 %
Public Transport	43	48	+ 12 %
Car as driver	542	481	- 11 %

This shows that on average among the ITM target population (taking into account changes across the city) car driver trips per person per year were reduced by 11% from 542 to 481. The greatest proportion of these trips was switched to walking which increased from 205 to 250 trips per person per year (a relative growth of 22%). Public transport use saw an increase of 5 trips per person per year (or 12%), while there was a 29% increase in the relatively low baseline level of cycling from 14 to 18 trips per person per year.

3.4 Feedback on Individualised Travel Marketing

Among the target groups, the telephone survey also included a question on how useful respondents found the information received during the *Choose how you move* ITM programme.

The findings shown in Table 3.6 show that 70% or more of respondents found the information helpful and useful². Table 3.7 suggests that bus timetables were valued most highly by participants, followed by cycle maps.

² An earlier Quality Control Survey found that 99% of households receiving the service were satisfied with the delivery of information through Stages 2.1 and 2.2 of the ITM programme. By contrast, the question in this survey related to how useful and helpful households found the specific information contained in their packs.

Table 3.6 Perception of ITM information materials

Helpful and useful?	ITM Stage 2.1	ITM Stage 2.2
	%	%
Yes	70	73
No	30	27
TOTAL	100	100

Table 3.7 Perception of ITM information materials by type

Most useful ...	ITM Stage 2.1	ITM Stage 2.2
	%	%
All informations	41	36
Bus timetables	15	20
Cycling routes	9	15
Rail timetables: regional service	5	8
Rail timetables: service to London	5	7
Walking map	6	6
Walking information	6	5
Bus services information	4	3
(Other) Cycling information	5	4
(Other) PT information	3	3
Other	10	9
TOTAL (mult responses)	109	116

4 CONCLUSIONS

This evaluation used a telephone survey method to collect information on average behaviour among target groups and a separate control groups after Stages 2.1 and 2.2 of the ITM programme. The responses were compared with those of the baseline travel behaviour survey to calculate changes in mode choice in the target group (including control group effect). The analysis gives a reliable but limited measure of behavioural change associated with the ITM programme.

The evaluation indicates a 13% relative reduction in car driver trips among the ITM target population for Stage 2.1, and an 11% reduction for Stage 2.2 (including non-participating households, and taking into account small background changes taking place across the city). In both cases the greatest contribution to this reduction in car use (in terms of the absolute number of trips) was made by substantial increases in walking, although both cycling and public transport use also saw double-figure relative increases. These outcomes are broadly comparable with those of Stage 1 (except for lower relative increases in public transport), and with other ITM programmes implemented by Socialdata and Sustrans