1. INTRODUCTION

Many people are cynical about the potential benefits that Personalised Travel Planning (PTP) can have in reducing travel by car and encouraging modal shift to sustainable transport. Evidence shows that Personalised Travel Planning is a modern transport planning technique which helps achieve the modal shift which current transport problems require. It encourages people to use sustainable travel modes for some or all of their journeys, and to reduce the need to travel at all, through direct liaison with individuals. It is well known that people react better to personal contact than general marketing initiatives.

Traditional methods of traffic management tended to accommodate congestion problems through road widening and building, rather than seeking to reduce the actual problems themselves: traffic volume leading to congestion. Smarter Choices are therefore a package of measures and techniques, including Personalised Travel Planning, which are the way forward to cope with the twenty first century high demand on transport infrastructure and the need for changes in travel behaviour in order to reduce traffic volume.

The benefits of Smarter Choices for individuals, companies, the environment and the congested transport network are becoming more apparent through the dissemination of information about successful schemes. These techniques are subsequently forming an integral part of the transport strategies and sustainable transport targets which are high on Government agendas.

Increasing evidence shows that significant modal shift has been achieved through the use of Smarter Choice measures. This paper will concentrate particularly on the success of Personalised Travel Planning. It is essential that best practice examples are documented appropriately in order to promote further success in this growing area.

There are a growing number of successful personalised travel planning schemes across Europe and elsewhere, which have resulted in significant levels of modal shift. Successful schemes target specific groups of people who are more likely to be responsive to making changes in their travel behaviour. Surveys are carried out to find out their current travel behaviour and the type of
journeys made, and this information is then tied in to the provision of a tailored package of information and incentives to encourage them to try more sustainable transport modes.

There can be a large degree of variance in the types of, and approaches to, PTP schemes. Personalised Travel Planning is a generic term given to a variety of information-based initiatives to encourage changes in personal travel behaviour away from the private car and towards more sustainable modes. Most PTP initiatives involve some element of personal contact with potential participants, individual analysis of current travel patterns and incentives to encourage changes in behaviour. Personalised travel planning has been effectively used in Australia, Europe and other parts of the UK over recent years. Emerging transport strategies for Wales have highlighted the importance of this technique.

In 2004, the Welsh Assembly Government commissioned five Personalised Travel Planning pilot studies to examine its application in Wales, and to judge the effectiveness of different methodologies and their applicability to different target groups.

This paper focuses on both the positive and negative outcomes from the comprehensive review of the regional Personalised Travel Planning pilot schemes carried out across Wales. This detailed appraisal was carried out by Halcrow Group Ltd on behalf of the Welsh Assembly Government, who commissioned and funded the 5 pilot studies. The paper also makes comparisons between the Welsh projects and other personalised travel planning schemes in the UK and abroad.

The paper concludes with a series of best practice elements from the Welsh PTP schemes, and recommendations for conducting future schemes across Wales. It is important that the analysis and appraisal of the Welsh schemes is shared, as many of the findings are also applicable to other countries and can therefore be used to encourage other successful schemes.

2. ABOUT WALES

Wales is situated on the western side of the British Isles. It is a relatively small country and is approximately 140 miles from North to South and 100 miles across its widest point East to West. Wales has a population of 3.5 million people. 75% of households have one or more cars/vans available for use. Rural areas have higher car ownership than urban areas, reflecting public transport provision. For example, TraCC (mid Wales) is a particularly rural area and subsequently has 80% household car ownership, while SEWTA (SE Wales) is a largely urban area with only 73% household car ownership. 25% (315,000) of households in Wales do not have a car. In comparison with the rest of UK, car use is marginally higher, the use of buses and coaches is lower and rail use is considerably less.
Since devolution in 1998, The Welsh Assembly Government has had responsibility for many areas such as health, education, economic development and transport. It does not, however, have tax raising powers. Instead, it has an overall budget based on a formula which it then allocates to the various areas. From next year, 2007, the Welsh Assembly Government will have a legislative arm (the 60 elected Members of the Assembly) and an executive arm (a First Minister and Cabinet). At the moment it operates mainly using UK laws amended for Wales but in future there will be more legislation passed specifically for Wales by the Assembly.

There are 22 Local Authorities in Wales. These areas are often too small to cover travel to work areas. The Local Authorities, supported by the Welsh Assembly Government, have been working together in 4 regional transport consortia. This arrangement has now been regularised by a new Wales Transport Act and it is expected that most transport planning will be organised within the 4 regional transport areas in future.

3. WELSH PERSONALISED TRAVEL PLANNING PILOT STUDIES

The Welsh regional transport consortia were given responsibility for managing the five pilot studies carried out in 2004, each with a budget of £50,000. The South East region of Wales was responsible for two studies (relating to the former TIGER & SWIFT areas which have since amalgamated into one consortia called SEWTA), whilst each of the other three consortia undertook a single project. They each agreed to concentrate on a different target group, in a different area of Wales. Halcrow was commissioned by the Welsh Assembly Government to review and appraise the five pilot schemes and to recommend future development of personalised travel planning projects.

An overview of each of the pilot studies is summarised below. Key statistics and methodologies are also outlined in a summary table, drawing comparisons between the five schemes. This is followed by a breakdown of best practice pre-requisites that resulted from the comprehensive appraisal. Both the positive and negative findings from these studies will be instrumental in progressing future PTP schemes.

3.1 Sewta (South East Wales: Newport Area)

Sewta developed a personalised travel planning scheme at the Office of National Statistics and Patent Office just outside Newport. Car driving employees who joined the scheme were given information and incentives to help them to use an alternative transport mode of their choice - either walking, cycling, car-sharing or public transport. Scheme participants were closely monitored throughout the scheme using travel diaries and questionnaires. They were also provided with a good level of support in the form of an email helpdesk and weekly surgery sessions. Two award ceremonies encouraged and rewarded continued participation.
The result of all these measures was an excellent 36.5% reduction in single occupancy car use, which was maintained even when the incentives were taken away. The scheme was awarded an ILT Cymru National Transport Award in recognition of its success. The excellent result was achieved at a high cost per participant of £400 due to low participant numbers.

3.2 SWWITCH (South West Wales)

SWWITCH developed a scheme targeting young people at two colleges, Neath Port Talbot and Pembrokeshire. Bus travel was encouraged by providing free bus passes for all the students’ journeys. Rail travel, walking and cycling were also encouraged. Students were asked to fill in travel diaries, and workshops were used to collect qualitative information. An excellent 55% reduction in car use (driver and passenger) was recorded, although the amount of quantitative information collected was more limited than had been hoped as few students filled in their travel diaries, and it is not known whether the changes in travel behaviour were sustained once the incentives were taken away. External factors forced the project to be conducted in the summer term when students were preoccupied with exams, and consequent low participation rates resulted in a high cost per participant of £305.

3.3 TraCC (Mid Wales)

TraCC in mid Wales developed a general awareness raising campaign called “Do It With Dai” with a memorable brand in the form of the cartoon character “Dai”, a red kite. A website was developed with a car-sharing scheme and links to sustainable transport information. The scheme was promoted at events, workplaces, on banners, and using business cards delivered to households. The scheme appears to have been effective in raising awareness of sustainable transport in a sparsely populated area of Wales, but monitoring was not carried out to judge the modal shift effect of the scheme.

3.4 Sewta (South East Wales: Cardiff Area)

This pilot scheme focussed on the development of a personalised travel planning scheme at Llandough Hospital near Cardiff. Their approach was to focus all the promotional events and incentives into a short but very high profile “fantastic fortnight”. However, many people at the hospital were either unaware of the events or unable to attend, and the level of use of the incentives provided was very low. The scheme had little effect in encouraging more sustainable travel. Its failure can be partially attributed to the particular constraints that some staff at hospitals face, including shift work and the need to use a car during work time. Also, the incentives provided were not closely related to the responses to the “before” survey, and the short duration of the scheme did not give people enough time to consider and then make changes in their travel habits.

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3.5 Taith (North Wales)

Taith in north Wales developed a web-based personalised travel planning scheme called “Gopher” aimed particularly at access to education and employment, and marketed through Job Centre Plus, schools, colleges, universities and workplaces. A strong and memorable brand was developed, and personalised packs of travel information were given out at colleges and universities. Information packs were also delivered to anyone who requested one via the website or over the phone. The scheme had the highest participant numbers of all the Welsh pilots, which resulted in the lowest cost per participant of only £20. The effects of the scheme in reducing car use cannot be quantified because no direct modal shift monitoring was carried out.

Table 1 below summarises the five schemes in terms of costs, participant numbers and effectiveness in reducing car use. It also summarises the differences in methodology and monitoring between the schemes.
### Table 1: Summary of scheme methodology, monitoring and effectiveness

<table>
<thead>
<tr>
<th>Consortium</th>
<th>Sewta (TIGER)</th>
<th>SWWITCH</th>
<th>TraCC</th>
<th>Sewta (SWIFT)</th>
<th>Taith</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target Population</td>
<td>1000</td>
<td>5000</td>
<td>235,000</td>
<td>3000</td>
<td>?</td>
</tr>
<tr>
<td>Participants</td>
<td>89</td>
<td>99</td>
<td>722</td>
<td>210</td>
<td>2500</td>
</tr>
<tr>
<td>Take-up Rate</td>
<td>9%</td>
<td>2%</td>
<td>0.3%</td>
<td>7%</td>
<td>?</td>
</tr>
<tr>
<td>Duration</td>
<td>10 weeks</td>
<td>8 weeks</td>
<td>1 year +</td>
<td>2 weeks</td>
<td>1 year +</td>
</tr>
<tr>
<td>Cost</td>
<td>£36,000</td>
<td>£30,166</td>
<td>£50,000</td>
<td>£50,000</td>
<td>£50,000</td>
</tr>
<tr>
<td>Cost per person targeted</td>
<td>£36</td>
<td>£6</td>
<td>£0.21</td>
<td>£17</td>
<td>?</td>
</tr>
<tr>
<td>Cost per participant</td>
<td>£400</td>
<td>£305</td>
<td>£69</td>
<td>£238</td>
<td>£20</td>
</tr>
<tr>
<td>Car-use reduction</td>
<td>36.5%</td>
<td>55%</td>
<td>?</td>
<td>Minimal</td>
<td>?</td>
</tr>
<tr>
<td>Personal initial contact</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Personal participant selection</td>
<td>✓</td>
<td>Indirect</td>
<td>Limited</td>
<td>✗</td>
<td>Limited</td>
</tr>
<tr>
<td>‘Before’ survey</td>
<td>✓</td>
<td>Travel diary</td>
<td>✗</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td>Control group</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>General information</td>
<td>✓</td>
<td>✗</td>
<td>✓</td>
<td>Limited</td>
<td>✓</td>
</tr>
<tr>
<td>Personalised information</td>
<td>✓</td>
<td>Limited</td>
<td>Limited</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td>General incentives</td>
<td>✓</td>
<td>✓</td>
<td>Limited</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Personalised incentives</td>
<td>Limited</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>Limited</td>
</tr>
<tr>
<td>Travel diaries</td>
<td>✓</td>
<td>✓</td>
<td>✗</td>
<td>✗</td>
<td>Limited</td>
</tr>
<tr>
<td>‘After’ survey</td>
<td>✓</td>
<td>Travel diary</td>
<td>✗</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td>Qualitative information gathering</td>
<td>✗</td>
<td>✓</td>
<td>Limited</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>

Note: “Qualitative information gathering” refers to information about travel choices, rather than information about the implementation of each scheme.

### 3.6 Summary of Pilot Schemes compared to Welsh Assembly Government Requirements

The first requirement of the Assembly Government was that the schemes should seek to reduce car use. With the possible exception of the Sewta (SWIFT) scheme at Llandough Hospital, it seems that all the pilots have achieved this aim, although none have been totally successful in every regard. Sewta (TIGER), SWWITCH and Sewta (SWIFT) recruited small numbers of participants and therefore the reduction in car use came at a high cost per
participant. TraCC and Taith had lower costs per participant but their methodology did not allow the reduction in car use to be quantified.

The second requirement was that the five schemes should implement personalised travel planning schemes of different types to allow the Welsh Assembly Government to judge their relative effectiveness. However, all of the schemes largely missed out the element of personal initial contact with the target population, whilst the provision of personalised information and incentives was limited in the SWWITCH and TraCC schemes and missing in the Sewta(SWIFT) scheme. None of the schemes allowed the Assembly Government to directly judge the effectiveness of a proven personalised travel planning methodology in Wales, because none of them followed every step of a proven methodology.

The third requirement, to cover a variety of different target audiences with the five schemes, was met, with the exception that none of the schemes targeted residential areas directly, except in a limited way in the TraCC scheme which distributed ‘Dai’ business cards in residential areas. SWWITCH and Taith targeted young people. Sewta and Taith targeted employment sites. TraCC, Taith and SWWITCH targeted rural areas. Sewta (TIGER), SWWITCH and Sewta (SWIFT) targeted urban areas.

The fourth requirement for different types of focus was largely unmet. No neighbourhood- or corridor-based schemes were directly developed, but travel-plan based schemes were extensively used.

4. BEST PRACTICE FROM WELSH SCHEMES

There are a number of examples of Best Practice which have been demonstrated by the Welsh personalised travel planning pilots, which can be built upon for future schemes:

The use of Traveline Modus Personalised Journey Plans (all schemes)
- Provides public transport journey options between two postcodes
- Makes use of recent innovations in journey planning
- Avoids the need for people to find relevant information in complicated bus and rail timetables
- Traveline journey plans do not, however, provide walking and cycling options, nor do they take account of ticket price issues with journey options that use more than one public transport operator, so there is room for further improvement of an already good scheme.

The provision of free hire bicycles (Sewta)
- Allows people who do not own a bicycle to try cycling as a transport alternative without a large initial financial outlay.
• Could be further improved by providing helmets and other bicycle accessories for free hire.

Email Helpdesk and Weekly Surgeries (Sewta)
• Excellent level of support encouraged continuing participation.

Awards Ceremonies (Sewta)
• Awards for different alternative modes and overall sustainable transport use encouraged and rewarded participation in the scheme.

Continuous Monitoring Before, During and After the Scheme (Sewta)
• Questionnaires, travel diaries, and direct monitoring of the use of alternative modes to obtain accurate modal shift results.

Free bus passes for young people (SWWITCH)
• Encouraged a very large modal shift away from car travel amongst college students, a very price-conscious group.

Employment of a full time personalised travel planning officer (TraCC)
• Allowed continuous promotion of the scheme and attendance at a large number of events.

Walking and cycling calorie map: Sewta (SWIFT)
• A map showing walking and cycling routes with an idea of the number of calories which would be burned by following each one.
• Allows the exercise element of using walking and cycling as a transport mode to be viewed as a positive benefit in itself.

High quality public transport route maps (Taith)
• Maps showing rural bus routes in a very clear easy to understand way.

Memorable brands (TraCC and Taith)
• “Dai” and “Gopher” brands linked transport information to an easily recognisable character.

Overall, TraCC and Taith were successful in reaching large numbers of people in largely rural areas with travel awareness campaigns using websites, strong brands and some level of personalised information provision. Sewta and SWWITCH were successful in achieving very large reductions in car use amongst participants, but the cost per participant was high.

4.1 Pre-requisites for Successful Schemes
• A recognition in the community concerned that there are traffic problems.
• A fairly self-contained community, with reasonable local services and facilities (not just a dormitory or satellite suburb).
• A reasonable level of public transport (and ideally, some recent improvements in services).
• Some excess capacity on public transport.
• A reasonable quality of environment for walking and cycling, including lower speeds and a ‘people friendly’ street-scene.
• Support from the local authority and other key partners, including public transport operators.

4.2 Welsh Recommendations

As a result of the appraisal, it is recommended that for future schemes the Welsh Assembly Government should give a clear and concise brief setting out the essentials for a robust personalised travel planning methodology:

• Personal contact with potential participants and personal contact during the scheme.
• Personalised information and incentives, recognising the most appropriate alternative modes for personal circumstances and allowing participants some choice of information and incentives.
• A strong and structured approach to modal shift monitoring, including a control group.

It is recommended that the Welsh Assembly Government should work closely with the regional transport consortia to develop further personalised travel planning projects. It is important that there should be regular contact between the consortia through the travel plan coordinators and that each party should publicise the work of the others, where possible. Schemes should also tie in with new sustainable transport infrastructure and other sustainable transport initiatives to increase the overall benefits.

It is recommended that full scale personalised travel planning demonstration schemes should be developed, to build upon the Best Practice identified in the pilot schemes and to achieve the economy-of-scale benefits available to larger schemes. Five specific schemes are recommended:

• A household personalised travel planning scheme in a large town or city;
• A household scheme in a small market town to target the whole population of the town;
• A scheme targeting employees and young people in Wrexham and Flintshire to tie in with the “Wrexstreme” bus discount card for young people and the “Deeside Shuttle” demand responsive bus service;
• A scheme in Aberystwyth ahead of the new Welsh Assembly and Ceredigion Council offices; and
• A large employer scheme to build on the success of the Sewta (ONS) pilot scheme.

The Welsh Assembly Government should give clear dates for follow-up (for example: after 6 months, 1 year and then annually thereafter), by which dates the consortium co-ordinating each scheme should provide an up-date on
scheme progress, either implementation progress or latest results as appropriate. Preferably the dates should be the same for each of the schemes to enable progress to be easily monitored across all the schemes. Targets for reductions in single-occupancy car journeys should be set, and progress towards them closely monitored, to ensure that future schemes are good value for money.

The Welsh Assembly Government should publicise and support personalised travel planning schemes whenever possible, to raise awareness across Wales and encourage greater participation in new schemes.

Each personalised travel planning scheme should have a clear implementation plan, with a structured approach and target dates for key milestones including monitoring of the results. Areas of responsibility should be clearly defined. Good communication should be maintained between the travel plan coordinators in each of the Regional Transport Consortia, with the Welsh Assembly Government, and with other partners involved in scheme implementation.

There is no one-size-fits-all approach to personalised travel planning. In particular, the travel needs of each community will be different. The alternative transport modes which people consider favourably will vary. It is probably wise to build on strengths, to encourage further use of the alternative mode(s) which already have the highest number of users rather than trying to promote a mode which few people currently use.

The areas or workplaces chosen should be those with the most potential for change. For example, targeting areas which have a car problem and excess capacity on public transport, or where there are a high number of people with an awareness of environmental issues.

Schemes should endeavour to link with other new sustainable transport initiatives whenever possible, for example new bus routes, new real time information systems, new cycle infrastructure or new concessionary fares. This approach will increase the benefits for both the personalised travel planning scheme and the other new initiatives.

Schemes should maximise response rates by using appropriate forms of contact. An initial contact to make people aware of the idea and to get people used to it, followed by the main personal contact, will decrease any hostility to personal contact.

Each scheme should use appropriate incentives, those suggested by the ‘before’ survey as being the most likely to bring about behavioural change, as well as being cost-effective.

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Personalised travel planning should be adaptive to the individual, not pushing travel modes which are regarded very poorly, and modifying the level of involvement depending on the level of interest.

Questionnaires should be easy and quick to fill in, in an interesting format. At least one reminder should be given to encourage response. Prize draws or other such incentives may be needed to ensure an adequate response.

Feedback should be provided to participants if the scheme is a success, to thank them for their efforts and encourage them to continue.

4.3 Monitoring Recommendations

Particularly for pilot schemes and first-phase large scale schemes, robust monitoring is essential, to measure effectiveness and justify further expenditure. “Before” and “After” surveys are essential. Long term follow-up surveys should also be conducted. A control group is desirable to disaggregate the effects of the scheme from other factors causing travel behaviour changes at the same time.

4.4 Finance Recommendations

Pressure on revenue funding restricts the extent of the schemes that can be developed, and short contracts result in undesirably high staff turnover. The effect that personalised travel planning can have on congestion is often much larger than the infrastructure projects which can be carried out at a similar cost (i.e. it has a better cost:benefit ratio). There is some evidence that changes in travel behaviour are sustained over the longer term. Therefore, it is desirable for capital funding to be regularly available for personalised travel planning schemes.

4.5 General Recommended Methodology

Select a target group of approximately 1,000 to 4,000 people, randomly selected from within a well defined area, for example a part of a town or a group of adjacent employers. Large target groups are important to allow full-scale personalised travel planning schemes to be cost effective. In general, the larger the number of participants, the lower the cost per participant. For household schemes, this size of target group allows the targeting of urban areas, suburbs or market towns. Residential personalised travel planning is unlikely to be cost effective in smaller communities. For workplace schemes, it is possible to target one or two larger employers or a large group of smaller employers to reach the target numbers. Again, targeting smaller numbers of people will be less cost effective.
Make personal contact with all members of the target group, initially by letter or email to inform them of the scheme, then personally by telephone or by visiting them at their house, workplace, school or college.

Through the above contact, and perhaps a survey, identify a participant group as those people who: are interested; are willing to consider changes in their travel behaviour; and currently make few journeys by sustainable modes.

In addition to the participant group, choose a control group who will also receive the travel surveys (and appropriate incentives to complete them), but who will not receive any of the information or incentives. The inclusion of this group will allow the effects of the personalised travel planning scheme to be disaggregated from any other changes in travel patterns which are occurring at the same time, as a result of general trends, weather-related changes etc.

Carry out an initial survey to find out current weekly travel patterns (journeys made and modes used). Use the results of the survey to inform the set of incentives which will be offered, targeting the available money at those items of information and incentives which seem most likely to work based on the survey responses.

Offer participants a choice of information and incentives, with some general information and the rest tailored at least by alternative mode(s) of choice, residential location and, if appropriate, workplace location.

Deliver the chosen information and incentives to each participant.

Give enough time for participants to consider the information and then make changes in their travel behaviour. For most people this process can take a couple of months.

Ideally, personal contact should also be made part way through the intervention period to encourage those who haven’t yet made any changes to think about it, and to give participants a chance to ask any questions they may have.

Travel diaries are useful to give a picture of how people’s travel changes from week to week but the time and inconvenience of filling them in can discourage people. They need to be made as simple to fill in as possible so as not to be too much of a burden.

Conduct a final survey when the incentives finish or after the initial intervention period to determine the immediate effects that the scheme has had on participants’ travel behaviour relative to the control group.
Carry out a follow-up survey after a year to test if the initial effect on travel behaviour has been sustained, increased or reduced in the intervening period. Consider other longer term follow-up surveys.

5. EUROPEAN PERSONALISED TRAVEL PLANNING

There have been a variety of PTP schemes in the UK and further afield in Europe. Briefly, in the UK, a number of pilot individualised marketing projects were carried out including Frome (Somerset) and Gloucester (Gloucestershire), each involving about 500 people and delivering net reductions in car driver trips of 6% in Frome and 9% in Gloucester. Two pilots were also carried out in Bristol, which recorded a fall in car driver trips of 5% and 10% respectively. A further two individualised marketing pilot projects in London reduced car driver trips by 11% and 16%.

Elsewhere in Europe, similar individualised marketing project in Germany and Sweden have shown comparable results varying from 2% to 14% reduction in car driver trips, as illustrated in Table 2 below.

Table 2: Effects of individualised marketing programmes in Germany and Sweden

<table>
<thead>
<tr>
<th>Location</th>
<th>Size of Programme</th>
<th>Car driver mode share before</th>
<th>Car driver mode share after</th>
<th>Change in car driver trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurnberg (Germany)</td>
<td>-</td>
<td>44</td>
<td>38</td>
<td>-14%</td>
</tr>
<tr>
<td>Goteberg (Sweden)</td>
<td>Large scale</td>
<td>-</td>
<td>-</td>
<td>-13%</td>
</tr>
<tr>
<td>Viernheim (Germany)</td>
<td>Large scale</td>
<td>-</td>
<td>-</td>
<td>-12%</td>
</tr>
<tr>
<td>Kassel (Germany)</td>
<td>Not known</td>
<td>48</td>
<td>44</td>
<td>-8%</td>
</tr>
<tr>
<td>Viernheim (Germany)</td>
<td>Pilot</td>
<td>-</td>
<td>-</td>
<td>-8%</td>
</tr>
<tr>
<td>Breisgau-Hochschwarzwald (Germany)</td>
<td>Not known</td>
<td>44</td>
<td>43</td>
<td>-2%</td>
</tr>
<tr>
<td>Emmendingen (Germany)</td>
<td>Not known</td>
<td>44</td>
<td>43</td>
<td>-2%</td>
</tr>
</tbody>
</table>

Results and monitoring post application of the scheme has often been limited, raising concern that the positive effects from these schemes may be short-lived and people may return to their original travel habits. Follow up monitoring was however carried out in Nurnberg, Germany, two years after the individualised marketing project, and in Kassel, Germany, four years after the project. In both places, the initial increase in public transport was still evident.
6. CONCLUSION

The five Welsh personalised travel planning pilot schemes have provided useful practical experience of implementing such measures and allowed certain best practice features to be identified. The Sewta scheme in particular achieved an excellent modal shift away from the private car, which was sustained beyond the end of the intervention period. The TraCC and Taith schemes were effective in raising awareness of sustainable transport alternatives in the more sparsely populated parts of Wales. The SWWITCH scheme showed that providing free bus travel to young people can have a large effect on their choice of transport mode.

However, all of the schemes also encountered problems to some degree: problems in making personal contact with the target population; problems in recruiting large numbers of participants; or problems in conducting effective modal shift monitoring. It was also recognised that the level of personalisation of the information and incentives offered to scheme participants could be increased to better match their needs and wishes.

Based on the experience gained from the pilot studies, we would recommend that any new schemes should include the following features:

- They should have a clear and concise brief to ensure that the objectives, timescales and responsibilities are clear.
- They should be based on a proven personalised travel planning methodology including appropriate personal tailoring of information and incentives.
- They should incorporate a robust monitoring program.

In particular, it is recommended that personalised travel planning schemes should be developed to directly test the effectiveness of household personalised travel planning in Wales, and that other schemes should be developed particularly where links can be made with new sustainable transport infrastructure, concessionary fares schemes and other innovative sustainable transport initiatives.

The research carried out by Halcrow to establish and appraise the progress of the Personalised Travel Planning pilots in Wales gave the opportunity to focus on one country which is of an appropriate scale to enable a comprehensive assessment of each of the regional schemes which have taken place.

The research has shown an encouraging array of schemes carried out to date in Wales. Personalised Travel Planning is one of a number of Smarter Choice schemes and techniques that are already being used in Wales, and which will provide a basis for encouraging more of these schemes in the near future. It is hoped and intended that emerging Best Practice guidance and revised policies
and strategies will further support Smarter Choice schemes, with the backing of Local Authorities and the Assembly Government.

The long term aim of Smarter Choices is to provide benefits to the vast majority of people through reducing congestion and the detrimental environmental impact that some modes of transport pose to the fragile environment.

Smarter Choices also aim to make sustainable transport options more attractive and improve people’s quality of life though boosting social inclusion and encouraging people to live a healthy lifestyle by becoming more physically active.

*Smarter Choices are the Way forward to influence travel choice in Wales.*

‘Dewisiadau Gorau’ yw’r ffordd ymlaen i ddylanwadu dewis cludiant yng Nghymru.'
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