

## PTP-Cycle partners



## Further information

[www.ptpcycle-europe.eu](http://www.ptpcycle-europe.eu).

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[www.ptpcycle-europe.eu](http://www.ptpcycle-europe.eu)



# PTP-Cycle

PERSONALISED TRAVEL PLANNING FOR CYCLING

Final Report



## Delivering Personalised Travel Planning across Europe

Providing tailored information directly to the  
individual on sustainable mobility options



Co-funded by the Intelligent Energy Europe  
Programme of the European Union

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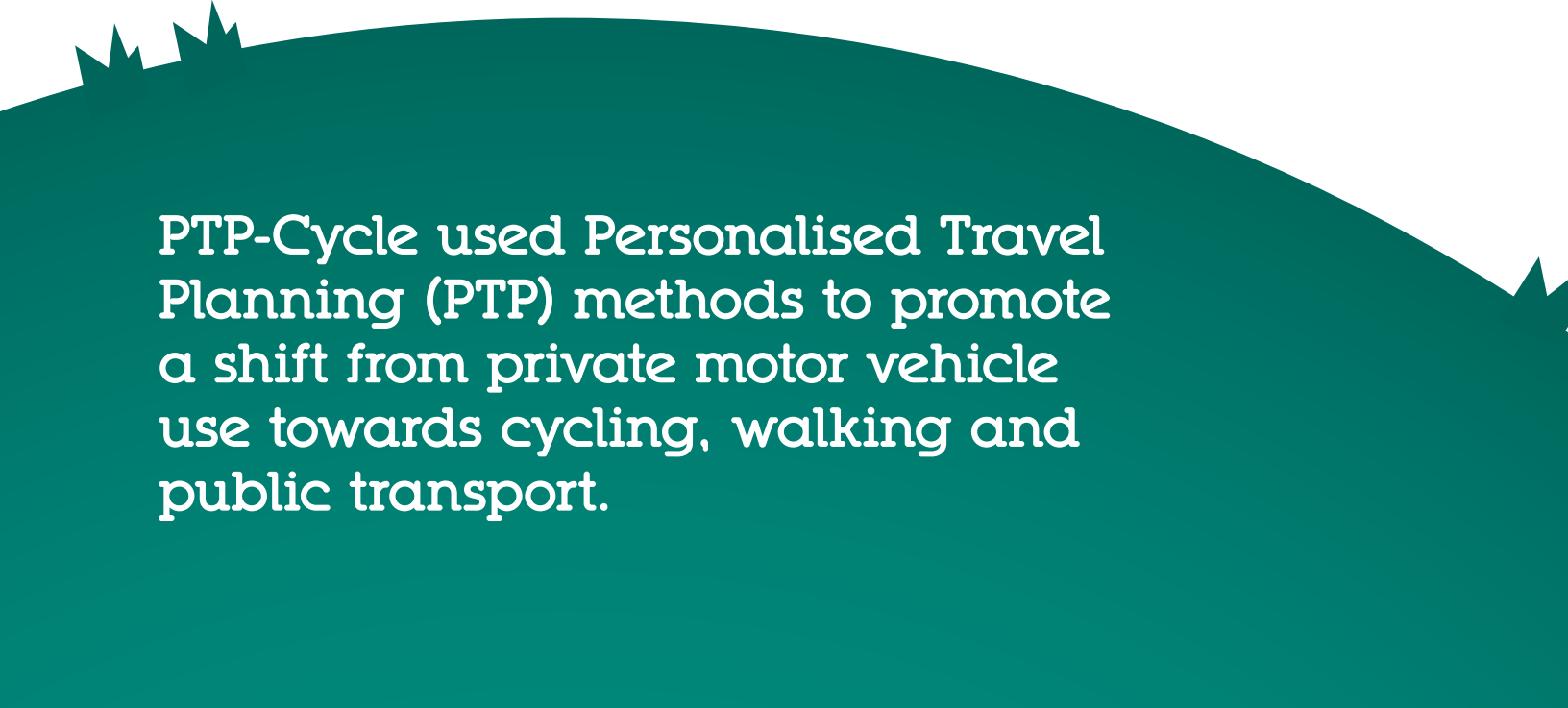
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**PTP-Cycle used Personalised Travel Planning (PTP) methods to promote a shift from private motor vehicle use towards cycling, walking and public transport.**

# 1. Introduction to the project

**PTP-Cycle ‘Personalised Travel Planning for Cycling’ was a project co-funded by the Intelligent Energy-Europe Programme granted by the Executive Agency for Small and Medium-sized Enterprises (EASME).**

**PTP-Cycle ran from April 2013 to March 2016 and comprised of six municipalities and four technical experts in the field of sustainable mobility. Our aim was to realise a shift away from single occupancy car use towards cycling, but we also promoted other sustainable modes; such as walking and public transport.**

## What is personalised travel planning?

Personalised Travel Planning provides tailored information directly to the individual on sustainable mobility options through a one to one discussion with a PTP adviser. It seeks to overcome the habitual use of the car, enabling more journeys to be made on bike, foot, or public transport. This is achieved through the provision of information, incentives and motivations directly to individuals to support a voluntary shift towards more sustainable choices. The adviser uses open questions to really understand the individual's circumstances and what it would take to switch transport modes. The power of the personalised conversation is that it can often lead to greater behaviour change than a one-size-fits-all-approach.

## Implementation sites

Using the approach of segmentation, areas identified to have the largest potential for behaviour change were targeted in four different implementation sites in Antwerp, Burgos, Ljubljana, London (Haringey and Greenwich) and Riga:

- Residential
- Workplaces
- Universities
- Public Events

The five cities were supported by technical experts LEPT, Polis, Traject, and Sustrans – to develop the first pan-European PTP Delivery Programme, transferring their knowhow to a larger audience of European cities. Cities have undertaken two implementation phases over the course of the project. This allowed partners to adapt the methodology in phase two based on learning and exchanges between partners.

This publication presents the outcomes and lessons learned from our demonstrations to inspire other cities and mobility stakeholders to deliver PTP programmes of their own. We suggest you visit our website to download a comprehensive set of guides and tools which provide an approach on how to deliver a successful scheme step by step.

All resources have been validated by the project.  
(<http://ptpcycle-europe.eu/resources/>)





## 1.1 Project partners

The PTP-Cycle project was coordinated by the London European Partnership for Transport (LEPT) and supported by 7 partners from 6 countries.

### The PTP-Cycle municipalities:

- London Borough of Haringey, UK
- Royal Borough of Greenwich, UK
- Burgos (CiViNET Spain and Portugal), Spain
- Ljubljana (UIRS), Slovenia
- Antwerp, Belgium
- Riga, Latvia

### Technical Experts:

- LEPT (London Councils), UK
- Sustrans, UK
- Traject, Belgium
- Polis, Belgium



## 1.2 Specific objectives

The project aim was to prove that as a mechanism for behavioural change, PTP was transferable across a number of sites and audiences, to many different countries, and is a cost effective way of reducing greenhouse gas emissions and urban congestion whilst improving health and economic development.

### The three main specific objectives therefore were:

- To realise measured behaviour change away from the car and towards cycling, using the PTP approach, in six municipalities, across a number of site categories.
- To increase capacity and skills across the partner nations and beyond, through common PTP training, methodology, delivery and evaluation.
- To unlock public and private sector investment into PTPs, raise behavioural change mechanisms up the political agenda in EU cities and businesses.

# 2. Preparing to implement your own PTP project

## 2.1. General PTP Methodology

Our robust methodology was developed by our project partners under the stewardship of PTP experts Sustrans and has been trialled in six municipalities then revised to provide a transferable service for other cities to use across Europe. PTP is by nature a flexible approach, allowing the common methodology to be adapted to suit local needs, sites and demographics. A PTP project can be split into six distinct stages:

### Segmentation

#### (Identifying the Target Population):

Segmentation is recognised as an important tool in effecting behaviour change away from car use. Some individuals and groups are more amenable to change than others<sup>1</sup>. By looking at socio-demographic and other data it is possible to identify groups recognised to have the greatest potential for behaviour

change. This often includes young urban professionals, those just starting a new job or a new year at university; especially in areas which have good sustainable transport alternatives and even a favourable topography for cycling. Therefore, through segmentation you can target areas where the project is likely to get the best results. PTP can also be linked to local policy objectives such as improving road safety, getting people back to work or reducing sedentary behaviour.

### Awareness Raising:

Raising awareness of your project within the target area is beneficial for improving participation and extending the project's reach. Best practice research shows there are several successful ways to promote a PTP project:

- **Strong branding and linking with existing city transport schemes**
- **Advertising in local media**
- **Invitation letters or emails to target residents, staff and students explaining why they should get involved.**

### Travel Advice:

We used direct contact with individuals to identify and meet their needs for support, and to motivate people to think about their day-to-day travel choices. PTP begins with personal contact, by telephone, on the doorstep, at work or via events. This initial contact enables the target population to be split into three main groups: existing regular users of sustainable travel modes; non-regular users who are interested in receiving information on alternatives to the car, and those who are not interested in taking part.

### Information Pack:

Participants in the interested group receive a PTP order form enabling them to choose from a range of local travel information materials and other services such as intensive one-to-one advice sessions, local bike maintenance sessions and led-rides. The requested items are assembled into personalised packages and hand-delivered to the households or individuals who requested them. This information pack is a fundamental part of the behaviour change process. It contains information that the beneficiary has chosen to specifically meet their needs. That is what makes this travel planning personal and what leads to greater behaviour change. By identifying their own barriers, working out how to get over them and choosing which information they need

to do it, the motivation to move away from car use towards more sustainable means is reinforced and movement up the behaviour change scale is likely.

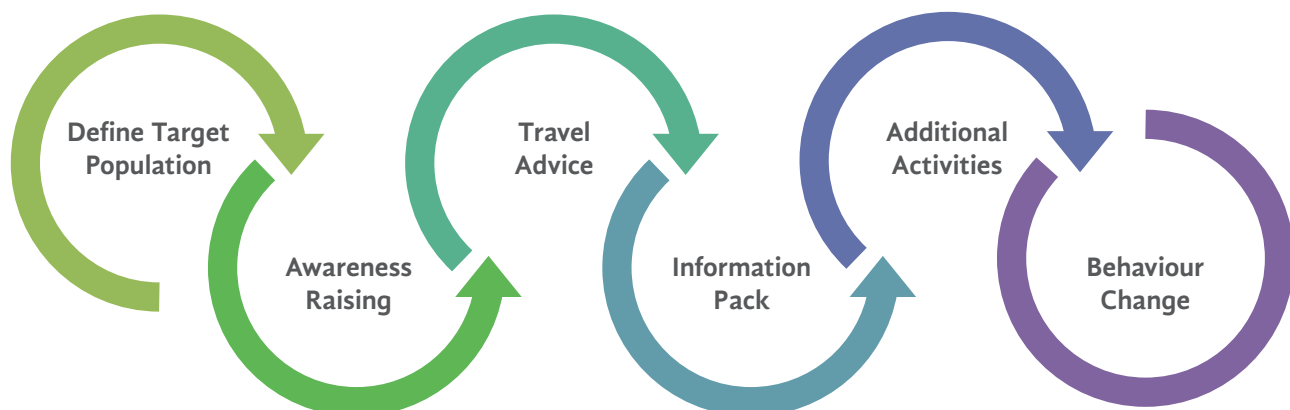


### Additional Activities:

In addition to door-to-door travel advice, high quality interactions can be carried out at local events. These events offer the opportunity to deliver additional travel planning to members of the community not originally in the target population. The use of additional activities has been termed as 'In the Field Events' throughout the PTP-Cycle project and were used by all our implementation cities. They further give the PTP programme greater visibility in the area and hence credibility.

### Behaviour Change:

An individual's travel behaviour does not normally change overnight, but does so as part of a number of steps. For example, attitude must change before behaviour. PTP programmes recognise this and are set up to encourage and maintain changes step by step.



<sup>1</sup> Travel West - Essential Evidence on a page: No.2: Segmentation in behaviour change, Adrian Davis <http://travelwest.info/>.

## 2.2 Behaviour Change Theory

People do not tend to change any type of behaviour immediately. Any new habit can take time to make and embed.

### Stages of Behaviour Change

When delivering a behaviour change project it is important to take this into account and plan your actions accordingly. The evaluation and monitoring of the PTP-Cycle project is based on the MaxSem and MaxSumo methodology. MaxSem offers a validated theoretical framework describing the behavioural change process and explains individuals' readiness to change travel mode by categorising them in one of four stages: **Pre-contemplative stage**, **Contemplative stage**, **Preparation/action stage** and the final **Maintenance stage**.

### Nudge Theory and The Travel Advice Conversation

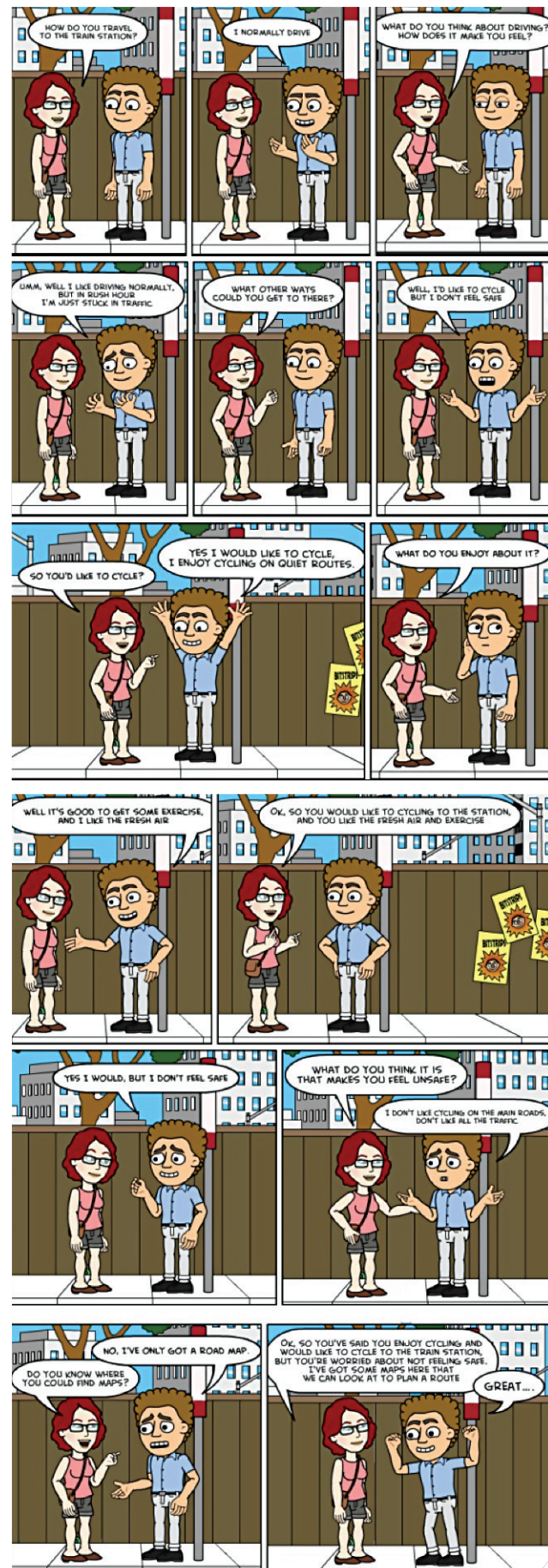
Nudge theory is a concept in behavioural science which argues that positive reinforcement and indirect suggestions can influence the motives and decision making of individuals at least as effectively – if not more effectively – than direct instruction or enforcement. This is why PTP relies on highlighting the positive effects of sustainable transport, making it 'normal' along with support and encouragement rather than demanding behaviour change.

## 2.3 The Personalised Travel Planning Conversation

**Personalised Travel Planning is all about a conversation that empowers an individual to make changes to their travel habits – moving away from single occupancy car use and towards cycling, walking and public transport.**

Project Travel Advisers are trained to ask open questions and actively listen, communicate the benefits of sustainable transport and offer support for the journey ahead. This cartoon shows the power of the open questioning technique.

Download a copy of the PTP conversation comic strips from the website. Watch Jenn and Chris of Sustrans on You Tube conducting bad travel advice conversations in our videos available on You Tube. <https://www.youtube.com/channel/UCgqeS1dWbSce-2PKG3lkBA>.





## 2.4 Travel advice training

The travel advice conversation can be held in a huge range of settings, namely: schools; universities; workplaces; people's homes or at events.

The PTP conversation is guided by trained Travel Advisers. It aims to get the beneficiary thinking about how they currently travel and gives them alternatives for getting around their local area.

### PTP Training Programme

At the start of the project PTP experts Sustrans led a two day training workshop in London for our partners. This included how to train local PTP advisers to assess the needs of the individual, how to give structured and tailored advice and how to use persuasive messaging to initiate a change in perception and behaviour. Partners took the skills they learned and held training sessions in their respective cities and languages for their travel advisers.

- 200+ trainees trained
- 1000+ hours of PTP training delivered
- 100+ champions and volunteers recruited



Such is the power of the personal conversation, it is important to train a team of travel advisers at the beginning of any successful programme.





### 3. Implementing your own PTP project

PTP-Cycle developed the first pan-European PTP delivery programme; taking the tried and tested approach to changing travel behaviour and rolling it out across households, universities, workplaces and through in the field events across six municipalities.

We produced high level methodology guides for each implementation site (households, workplaces, universities & in the field events) and tested these to provide the tools you need to implement a PTP programme of your own. Our best practice case studies will help you transfer our winning formulas.

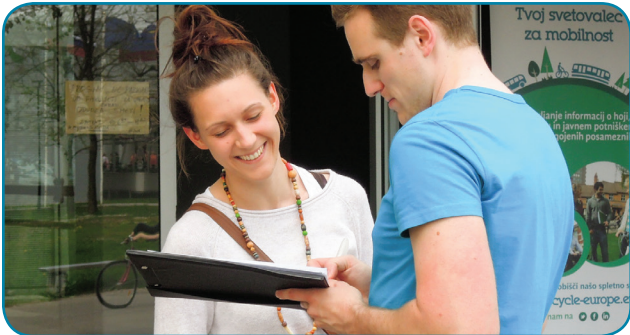
We now review a case study from each site where implementation took place, examining the challenges faced, key successes and lessons learned during the project.

#### Delivery sites for each partner:

Target Groups				
City	Workplaces	Universities	Residential	In the field
Burgos			•	•
Ljubljana	•	•		•
Antwerp	•	•	•	•
Riga		•	•	•
London Borough of Haringey			•	•
Royal Borough of Greenwich			•	•

#### Universities (Students and Teachers)

Ljubljana



#### Residential (Individuals and families)

Greenwich



#### Workplaces (Staff at all levels)

Antwerp



#### In the Field (Members of the public)

Riga



## 3.1 PTP in a Residential Setting

Residential PTPs were delivered to all partner cities, except Ljubljana, and the methodology proved to be effective across these different environments. We did however learn that some cultures are more open to door step conversations than others.

### Implementation in the London Boroughs of Haringey & Greenwich

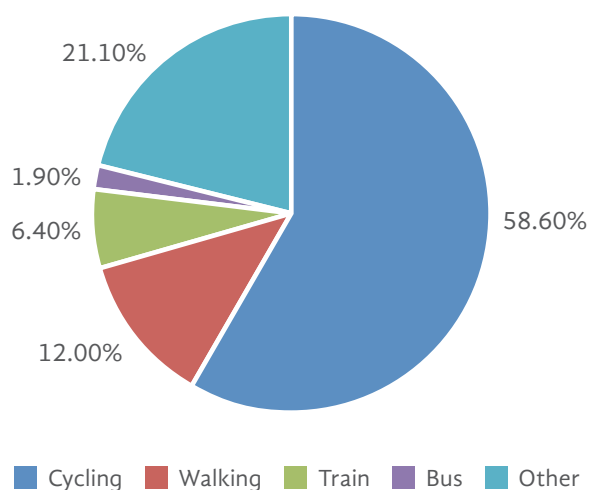
PTP implementation was undertaken by Sustrans for the London Borough of Haringey and the Royal Borough of Greenwich where 10,000 households were targeted. Implementation sites were selected based on the high propensity to cycle, to address the issue of health inequalities and due to the high car ownership within these areas.

#### Key Results:

**Greenwich:** From an initial target population of 5,000 households, 3,500 were contacted on the doorstep. Of these, 2,175 went on to receive travel advice and a tailored pack of travel information.

**Haringey:** Over the two phases 7,193 PTPs were delivered to residents in Haringey. In phase 2 the follow-up survey revealed that 16.7% of residents in the project area changed their travel behaviour to a more sustainable mode of travel as a result. Over the course of the project 15,160 resources were distributed to residents in Haringey.

Type of resources distributed to residents



#### Successes:

- The key success in Greenwich was the popularity of the Local Travel Map (LTM) and the variety of resources and information available to residents; meaning most conversations led to an exchange of tailored information.

- Key successes of the Haringey PTP-Cycle project were the innovative use of tablets and the popularity of the discount card. Using tablets to capture data during the travel advice conversation was an efficient way of recording key details of the individual. Further, the tablets allowed travel advisers to demonstrate useful websites and apps on the spot to enthuse and inspire a change or to overcome a perceived barrier.



- The municipality agreed with a local bike shop to offer 10% discounts during the programme. This directly led to six individuals purchasing a bike, showing how small incentives can lead to rapid behaviour change and economic benefits too.
- Positive feedback and results in Haringey led to the borough independently investing a further £10,000 to implement a second phase of PTP.

#### Lessons Learned:

**Competitions:** Future PTP projects should consider introducing a challenge for residents to secure their commitment to change their travel behaviour. A number of very productive conversations were held and a PTP challenge would secure an agreement to change behaviour between the Travel Adviser and resident.

#### Opportunity to promote sustainability in all forms:

When engaging with residents, if they were very strong-minded drivers it was advised to instead promote related areas of sustainability, for example smarter driving incentives and car clubs.



## Implementation in the City of Burgos

Burgos is a medium-sized city located in the north of Spain. Sustainable mobility is a key priority and since 2005 the city has worked hard to increase the number of cyclists by providing new cycling facilities, a bicycle loan system as well as multiple marketing and dissemination activities. This was a good opportunity therefore to engage residents and raise awareness of the alternatives to car use.

### Key Results:

The City of Burgos exceeded its ambitious target, contacting **10,770** households and delivering an impressive **5,038** PTPs over the course of the project. Short term evaluation results have provided promising figures about the impact of the visits:

- 29% of residents that responded that the information received about cycling has made a permanent change to their attitude to cycling and their perception of using a bike as a normal mode of transport.
- 19% of the residents increased cycling following a visit.
- 98% reduced private car use following the visit, shifting to cycling, public transport, or walking.

### Success Factors:

**Social Networks:** The City of Burgos used a range of social media tools in order to promote the project and activities being undertaken. One popular action was the Selfie on a Bike competition, where locals took photos and submitted them onto the PTP-Cycle Facebook Group: the impressive prize for the winner was a bicycle of their own. This increased the traffic on the group and became a powerful medium through which to announce related events and messaging.

### Partnering and Linking Events to other sustainable projects:

The City of Burgos held a number of events in conjunction with activities being undertaken in the City for European Mobility Week. These events proved particularly successful, with over **500** people engaged from outside the original target audience of the PTP project. Across the two implementation phases over 10 events were held with a total of **2090** PTPs delivered.

### Lessons Learnt and Challenges:

**Access Issues:** Travel advisers faced difficulties gaining access to apartment blocks. In order to overcome this challenge a marketing campaign promoting the project was undertaken; posters and leaflets were developed and distributed to supermarkets, churches and civic centres in the target area to alert residents in advance and to show photos of the travel advisers. As a result residents were more open to engaging with travel advisers and to provide access to the buildings.

**Visibility:** Ensuring the project was visible was essential for engagement. Travel advisers had project T-shirts and a number of banners and posters were designed which made the project visible and credible.



## 3.2 PTP in the workplace

**We believe our project was the first to use the Personalised Travel Planning approach in workplaces. In so doing we developed and tested a new methodology which can be replicated in other cities.**

### Implementation in the City of Antwerp

Antwerp used the PTP-Cycle project to tackle the issue of major infrastructure works in the city, that are causing disruption to commuting journeys in the city. For this reason, Antwerp is encouraging as many commuters as possible to leave their cars at home through one-to-one conversations at selected workplaces. The benefits being that cyclists avoid the traffic jams caused by construction work!

#### Key Results:

**18 workplaces successfully engaged and participating** in the last two years, reaching over **6,700** employees with nearly **4,700** PTPs delivered so far.

#### Successes and Lessons Learned:

Antwerp will continue to implement PTP-Cycle beyond the official end date of the project due to the success in changing attitudes towards sustainable modes of travel and managing the challenges of the long-term road infrastructure works in the city. The key reason for successfully engaging businesses is that PTP really helped solve a lot of staff commuting problems by mapping out alternative routes, especially by bike, to avoid traffic jams.

Management was generally supportive to PTPs as they were concerned about employee's ability to get to work and it was in everyone's interest to maximise time spent in the office, not in traffic.

**Incentives:** All partners used incentives as a tool of engagement. In Antwerp a toolbox (see photo) with all the necessary equipment to undertake basic bike repairs was given to all workplaces and was warmly received. This also helped win support of senior management.

A three stage formula for providing PTP in the workplace was developed based on lessons learned from the first phase of delivery:

1. Gain formal commitment from top level management in the workplace. Show how one-to-one conversations can solve a current problem in the workplace such as access issues. The commitment highlights the key tasks of each partner (PTP-Cycle team and workplace) and provides a clear timeframe for implementation.
2. Organise a group lunchtime session to explain the key objectives and benefits of the project; providing catering at lunchtime sessions helps participation levels.
3. Provide a Tailored Mobility Guide: Tailored mobility guides were provided to each workplace containing information on accessibility, cycle routes and financial incentives offered by the workplace to employers to increase cycling; for example cycle loan schemes.





### 3.3 PTP at Universities

**We believe that PTP-Cycle was the first to use the personalised travel planning approach in universities for staff and students alike. Our methodology is available for other cities to replicate.**

#### Implementation in the City of Ljubljana

The PTP-Cycle methodology in Ljubljana was tailored to focus on the delivery of PTP in a university setting. Ljubljana is the largest Slovenian city with 280,000 inhabitants and almost 50,000 students. The city is home to many important employers so a large number of people commute daily from surrounding regions. In the last years the city implemented a series of measures to promote walking, cycling and public transport as excellent alternatives to car use. As a result of this the number of cyclists is steadily growing and the public transport system has detected the increase of daily passengers.

#### PTP-Cycle methodology in Ljubljana was tailored to two focus groups living and working in the city:

- Students living in university residences
- Employees of the faculties

#### Key Figures:

Travel advisers in the City of Ljubljana contacted 5,236 residents and delivered 2,642 PTPs.

#### Successes Factors & Challenges:

When developing the activities a number of challenges needed to be addressed. The student population is a specific target group which needs a specific approach. The students are open to testing new ways of travel but are always looking for time and cost efficient solutions.

An implementation plan was developed following the original project methodology, but this was previously untested in the Slovenian cultural environment. The main change to challenge when initiating the implementation was the data protection act, which is very strict in Slovenia. Employers were not allowed to forward any personal data on their employees to third parties, meaning only publicly available data was available to develop the database of contacts.



The second main barrier is the act of 'knocking on the door', on which the original methodology is based. This was not an acceptable approach for Faculty Management because of the potential disturbance to work. The method was adapted in order to overcome this barrier, but the new method used (an email, followed by a phone call, then a pre-arranged meeting) was time consuming and provided a lower response rate than expected.

However, the implementation produced numerous positive outcomes. The advisers reported a high-quality conversation with people receiving advice. Once a personal conversation was initiated, the approach provoked good results in both modal shift and in attitudes to transport. In addition, a very high proportion of university employees were satisfied with the information materials provided, and as a result the response rate increased once the first packages were delivered and employees shared the positive benefits with their peers.

We found that the start of the academic year was a key opportunity to provide all the relevant information, since students were already in the process of changing their daily routines.

## 3.4 PTP at Events

The delivery of PTP at events was used by all partner cities and proved highly successful. Partner cities Riga and Ljubljana found that residents and students were often more open to engage in a PTP conversation than on the doorstep.

### Implementation in the City of Riga

In Riga, when trying to influence behavioural habits, events provided an open and friendly environment eliciting positive results, compared to the less effective doorstep contact approach to households. In Riga direct communications with residents is not common practice and as such travel advisers faced challenges engaging households. As such the delivery of PTPs at events became a core element of the PTP-Cycle approach in Riga.

PTPs were delivered at 11 different events in the project area like ELKOR Family Sport Event and Miera Street Festivity.

Key Figures: 2,116 contacts were established with 1,703 participant completing questionnaires and receiving further information on the different modes of travel available.

#### Successes Factors:

The role of the Champion: In order to raise awareness of the PTP programmes a famous cycling enthusiast was invited to champion the project. Viesturs Silenieks was a key figure in the promotion of PTP-Cycle to the local community; through

his weekly radio show, and to political figures through influencing activities in his role as the Chairman of the Latvia Cycling Association. He also contributed to training the PTP advisers, sharing his knowledge of the barriers that people had to cycling. His prominent role gave it increased credibility.

#### Challenges, Transferability and Lessons Learned:

Direct communication with residents on their doorstep is not common practice, and household engagement was made more difficult because of a lack of available data, due to data protection laws. Public events were much more successful with people more open to a conversation about their mobility habits, and more receptive to new information. Other cities with difficulties accessing households can successfully replicate a personalised travel planning programme with positive results by using events to deliver PTPs.





## 3.5 Learning from each other

A core part of the PTP-Cycle project was to mutually learn from the application of the PTP concept in different cities. The practitioner mentoring scheme saw cities partner-up to deliver study visits to increase the skills and knowledge of the PTP teams.

### PTP Practitioner Mentoring Trips:

PTP-Cycle did not only aim to deliver successful PTP programmes in the partner cities, but also to gather knowledge and evidence of transferable approaches which other cities can adopt to deliver their own PTP projects in the future.

Haringey officers visited project partners in Antwerp and as a result integrated the following measures into their second phase of delivery:

- **Bicycle Maintenance Workshops & Organised Guided Cycling Tours.** Workshops were held in the local area to give people greater confidence and to help new cyclists explore the area.
- **Incentives:** Antwerp provided workplaces with a cycling maintenance tool box which had all the necessary tools needed to undertake basic bike repairs. Incentives proved to be an important tool in engagement and were used by all implementation partners. The positive effect of rewards generating the desired change in behaviour has been psychologically proven. If incentives are given it is recommended that they support the goal of the activity.

Officers from Ljubljana and Burgos visited project partners in London and identified the following best practice ideas for future development:

- **Tablets:** Both Greenwich and Haringey used tablets and software developed by Sustrans for recording data collected in the field which proved far more efficient than entering data retrospectively,
- **Engaging political and management support:** The London Borough of Haringey targeted policy/ decision makers sharing the business case of providing PTPs and disseminating results. This led to the borough investing a further £10,000 for the delivery of a second phase of implementation.



## 4. Communication and dissemination

All partners from the PTP-Cycle consortium were responsible for disseminating and communicating, the goals, aims and results of the PTP-Cycle project. In total over a 100 presentations were given at events, conference and seminars.

**PTP-Training Workshop:** The PTP-Cycle project members organised a free training workshop for European cities on Personalised Travel Planning tools and methodologies to develop and implement effective PTP in workplaces, universities and residential settings. The workshop was held in Brussels on November 18th, 2015.

The PTP-Cycle training workshop offered free advice and support to local and regional authorities, businesses and NGOs on how to set up Personalised Travel Planning (PTP) projects, and engage in direct conversations with citizens to encourage travel behaviour change. Participants were able to learn the principles and practice of setting up and delivering effective PTP projects in different settings (residential, workplaces and universities); discover PTP tools and resources and learn how to use them to suit local context; and hear from people with first-hand experience of delivering PTP.

PTP-Cycle was presented at several major transport-related European conferences. This is a selection of the most relevant ones where we reached out to our target audience of cities and regions for further uptake of the PTP approach:

**ECOMM 2015, 21 May 2015 in Utrecht, the Netherlands.**

**The 2014 Polis Conference in Madrid, 27-28 November 2014.**

**CIVITAS Forum:** PTP-Cycle was presented at the CIVITAS Forum in Ljubljana on October 8th, 2015. The presentation was delivered by our local project partner Luka Mladenovic of the Urban Planning Institute of the Republic of Slovenia (UIRS).

**Velo-City Cycling Conference:** From 2-5 June 2015 partners of the PTP-Cycle project exhibited and presented at the Velo-City cycling conference in Nantes, France. The Project Coordinator, from LEPT, spoke about using travel psychology to embed cycling into travel habits.

PTP-Cycle delivered Personalised Travel Planning across Europe Providing tailored information directly to the individual on sustainable mobility options.



## 5. Evaluating your own PTP project

### 5.1. Evaluation Methodology

Monitoring and Evaluation of the project results was undertaken independently by Traject. This section provides an overview of the methodology used, the evaluation process, the results and benefits achieved.

The evaluation and monitoring of the PTP-Cycle project was based on the **MaxSem** and **MaxSumo** methodology for evaluating mobility management projects.

**MaxSumo** is a systematic standardised evaluation methodology specifically designed for the evaluation of mobility projects focusing on behaviour change. It provides step-by-step guidance to effectively plan, monitor and evaluate mobility projects and programmes. As such the methodology is perfectly suited for evaluating the PTP-Cycle objectives.

**MaxSem** is a model designed to monitor an individual's change in mobility attitude and behaviour which is viewed as a series of transitional stages which individuals progress through in order to reach the final stage of behavioural change. The individual's readiness to change travel mode is categorized in one of four stages:

#### Stage 1: Pre-contemplative stage:

Persons who have no intention to reduce their current car use. The aim here is to make this group think of possible change.

#### Stage 2: Contemplative stage:

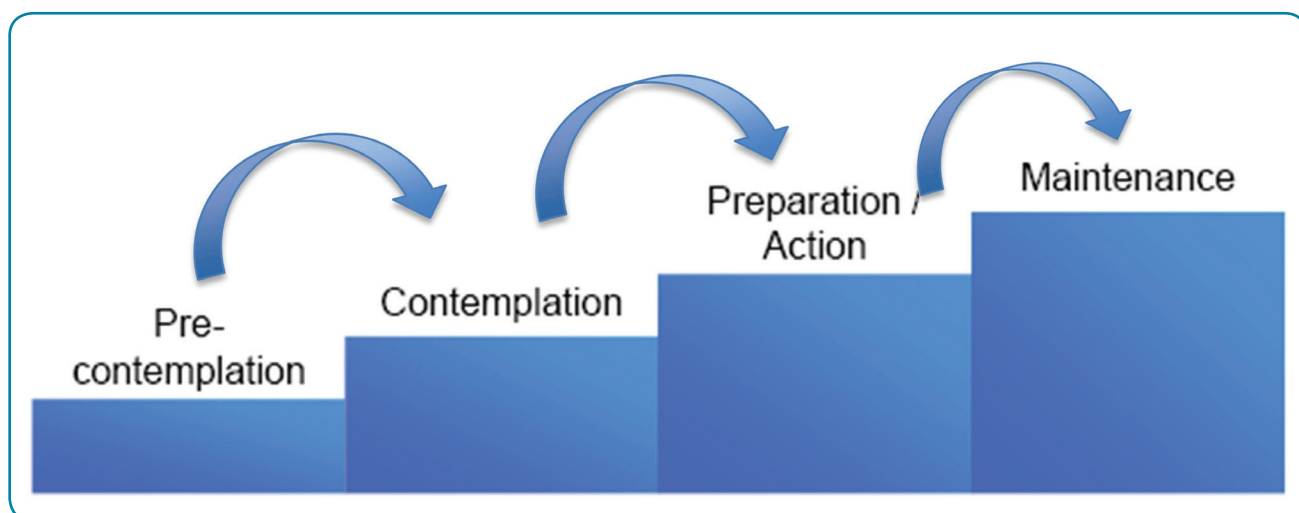
Persons who are thinking about reducing their current car use and have set a personal car reduction goal. The aim here is to present to this group attractive options for changing their behaviour.

#### Stage 3: Preparation/action stage:

Individuals at this stage have a plan to reach their car reduction goal or they have already occasionally tried the new behaviour. The aim here is to have the group actually try out new behaviour and to facilitate the maintenance of this new behaviour.

#### Stage 4: Maintenance stage:

Individuals in this stage have adopted the new behaviour and have formed a new habit. The aim here is to reward the new habit and to prevent relapse to the old behaviour.





## 5.2. Key Measurements

### Attitudinal and behavioural change:

PTP-Cycle measured both attitudinal change and behavioural change. For most people a change in attitude towards cycling is a necessary pre-condition before changing their mobility behaviour.

From a campaigning point of view it is important to measure the attitudinal shift next to the behavioural change. Realising an attitudinal shift via PTP-Cycle campaigns, even if the modal shift has not yet begun, should be recorded as it is one step closer to the new behaviour.

### Modal Split:

The modal split is a crucial component in calculating the impact of mobility actions or policies. Modal split is calculated as following: the dispersion of the total amount of trips per transport mode. Modal shift is therefore the change in the dispersion of the total amount of trips per transport mode. From this other impacts such as reduction in vehicle emissions can also be calculated.

## 5.3. Data Collection

**The evaluation methodology described above requires a permanent evaluation of all the campaign steps that are undertaken in order to get a detailed insight of every action taken.**

### Data was collected in three stages:

#### 1. Baseline Measurement Collection:

Attitude and behaviour was measured before the start of PTP delivery. This was done via a survey amongst the target groups; the survey was standardised to ensure that results collected by each partner were comparable.

#### 2. Short Term Collection

The evaluation of the short term change in attitude and behaviour takes place shortly after the campaign (approximately 6-8 weeks) and is undertaken using a second standardised survey. The short term evaluation gives an overview of the direct impact related to the PTP action.

#### 3. Long Term Collection

The long term evaluation assesses the permanent impact of the PTP action. In order to measure the long term impact a third survey was undertaken one year after the PTP-action.

## 6. What your own PTP project can expect to deliver

### 6.1 Overall Results

PTP-Cycle ran from 2013 until 2016. During the project, participants of four target groups divided across 6 municipalities. (Antwerp, Burgos, Riga, Ljubljana and London (Haringey and Greenwich)) received personalised travel planning advice.

Respondents were questioned during three moments in the project: at the beginning, after 6 to 8 weeks, and after one year.

The long term results of the project prove the PTP-Cycle method has been effective.

#### Modal Shift:

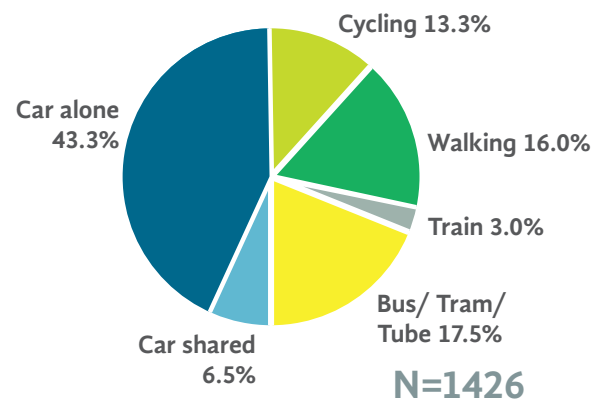
The below charts show the shifts across all modes after one year. This indicates that the changes made have been long lasting.

#### Work Trips:

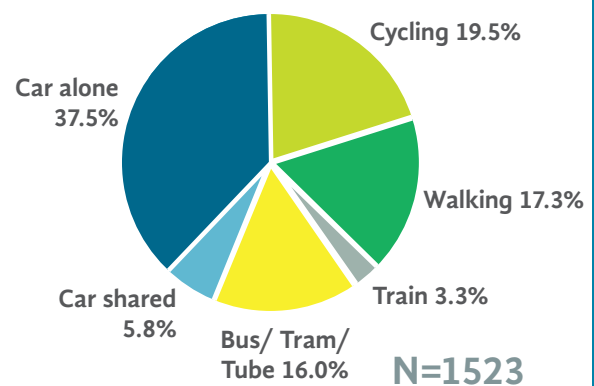
#### Modal Shift: Overview

- Home to work trips:
  - Cycling: 7% increase in modal share
  - Walking: 1% increase in modal share
  - Car Use: 5% decrease in modal share
- General trips:
  - Cycling: 1% increase in modal share
  - Walking: 6% increase in modal share
- CO<sub>2</sub> reduction after one year: 1031 tonnes

#### Modal split work - baseline



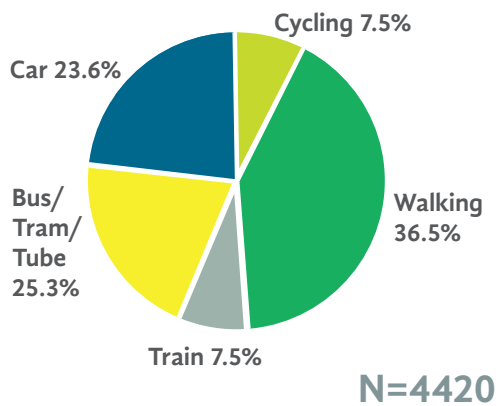
#### Modal split work - after one year



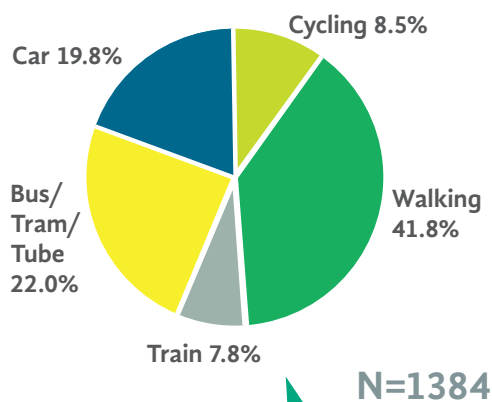


## General Trips:

### Modal split general trips - baseline



### Modal split general trips - after one year



## Highlights:

The PTP method has proved to be effective across all sites with all implementation partners achieving positive results. It is interesting to note that citizens responded differently to the travel advice such that Burgos, Antwerp, Riga and Ljubljana saw mainly an increase in cycling, whereas the London Borough of Haringey and the Royal Borough of Greenwich saw their biggest shifts in walking. This can be due to the available alternatives and how the conversations evolved. All shifts that lead to reduction in energy consumption however are positive.

The PTP project in Antwerp delivered a 4% increase in the number of cycling trips from work to home.

The PTP project in Burgos delivered a 11% increase in the number of cycling trips for everyday general trips and a 24% increase in the number of cycling trips from work to home.

Respondents in the London Borough of Greenwich increased their walking trips from 32% to 46%, and reduced their car trips from 13% to 9%.

In the London Borough of Haringey an increase of 10% in walking trips were recorded.

In one year Riga has seen a 2% increase in cycling trips for general everyday journeys and a 4% increase for cycling trip from home to work.

In one year Ljubljana has seen a 5% increase in cycling trips taken from home to work. Participants also reduced their car trips on home to work journeys from 51% to 42%.





## 6.2 Benefits of Sustainable Travel

In order to persuade policy makers and decision takers the PTP-Cycle project needs to demonstrate the cost-effectiveness of PTP in increasing energy efficiency and tackling traffic problems and climate change.

The modal shift results of the PTP-Cycle project induced following benefits:

### Reduction of fuel consumption

After one year, a reduction of 401,000 litres of fuel consumption by cars was realised.

### Decrease of car kilometres

After one year, a reduction of 7,931,000 car kilometres was realised.

### Reduction of CO<sub>2</sub> emissions

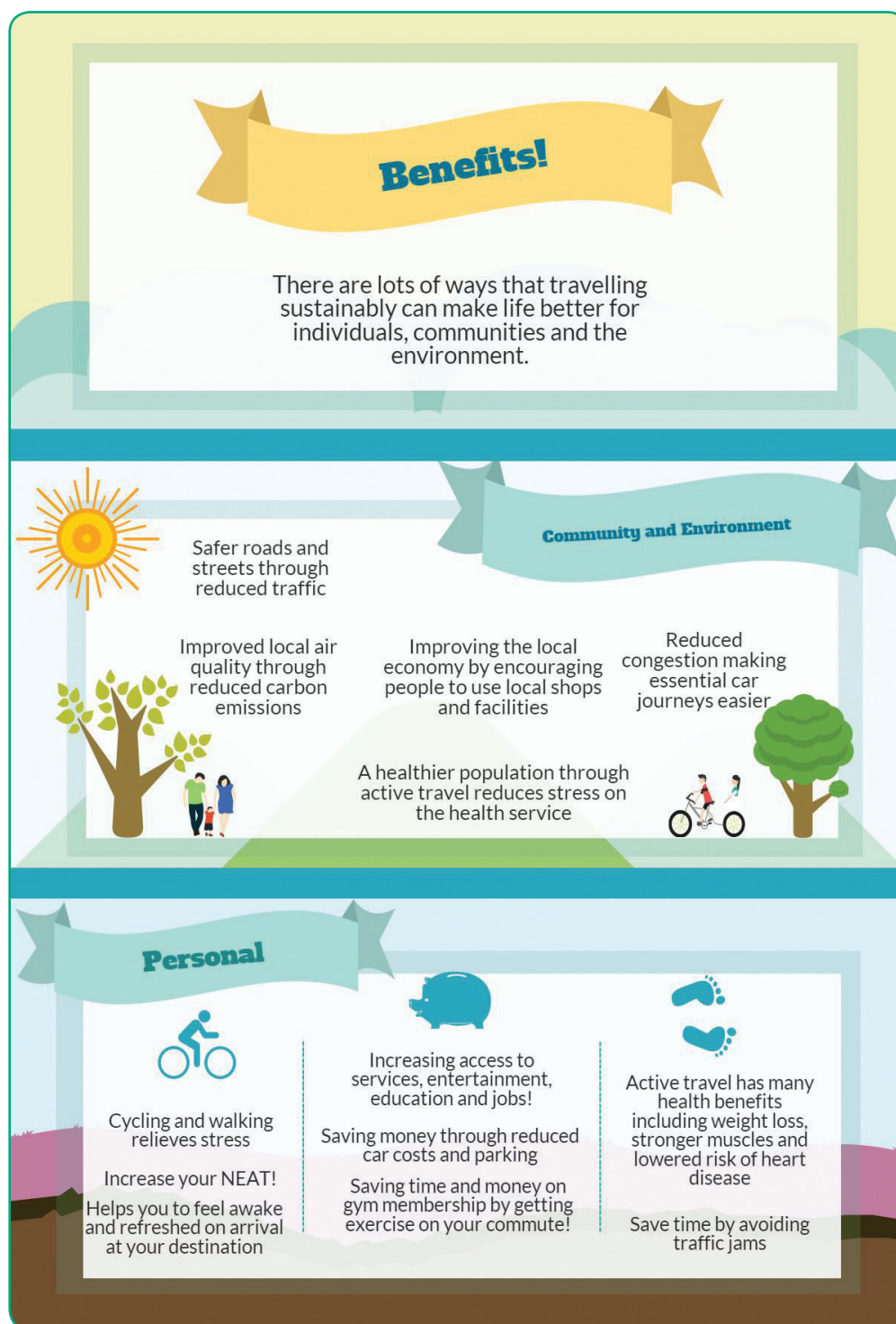
After one year, the project reduced the amount of CO<sub>2</sub> emissions by 1031 tonnes.

### Reduction in traffic noise

Traffic noise also has an external cost to society. Based on calculation tools from CE Delft (2011), the PTP-Cycle project managed to save € 13,500 after one year.

### Reduction of absenteeism

Studies from WHO (2003) showed that people who tend to actively move every day, are less sick. After one year, the PTP-Project reduced the amount of 'sick days' per person by 2.2 days on average.



## 6.3 Policy Implications

PTP-Cycle offers a holistic approach in assisting cities, with increasing levels of cycling and walking in cities. In doing so PTP-Cycle supports cities in their pursuit of reduced congestion, cleaner air, healthier citizens and reduced CO<sub>2</sub> levels.

**PTP projects will simultaneously support numerous EU and national policy goals:**

- EU energy and environmental policy goals:** The uptake of cycling and walking in cities will help Europe achieve its ambitious 20-20-20 goals (20% increase in energy efficiency, 20% reduction in CO<sub>2</sub> emissions and 20% renewables by 2020). The uptake of more sustainable modes of transport also results in reductions in other toxic pollutants – such as PM2.5 and PM10 – thereby improving air quality and public health.
- Supporting the Smart, Sustainable and Inclusive Economy:** The impacts of PTP can provide employment opportunities for local residents by better connecting them to jobs. For those on low incomes, even public transport maybe too expensive and instead cycling provides a cheaper alternative commute. In the London Borough of Haringey a number of the travel advisers were previously unemployed. We have seen that PTP can generate revenue for local shops and businesses such as purchases of bikes and other equipment.
- Health:** Through walking and cycling more, PTP can be a powerful way of incentivising the local population to carry out more physical activity thereby tackling the challenge of obesity and its related illnesses and the ever increasing costs on health services





## 7. Resources needed to start your own PTP project

### Legacy, Resources & Training

The PTP-Cycle project has developed a comprehensive set of resources to help cities develop a PTP project in residential, workplaces, events and university settings. Outlined below are the resources available, a brief description of what they encompass and who they should be used by.

Num	Document Name	Purpose/Description
1	<b>PTP-Cycle Planning Guide</b>	Overview of the processes involved in planning a Personalised Travel Planning (PTP) project in a workplace, university or residential setting. It looks at both scoping and pre-fieldwork activities. It is best used in conjunction with the PTP-Cycle Implementation Check List and Template.
2	<b>PTP-Cycle Implementation Site Report</b>	Assessment of potential sites to deliver the PTP, such as socio-demographic data, to ensure the project maximises its impact by working with people who have the highest potential for travel behaviour change.
3	<b>PTP-Cycle Implementation Check List</b>	Handy checklist for preparing your project.
4	<b>PTP-Cycle Implementation Template</b>	Helps you plan your PTP project – further information can be found in the PTP-Cycle Implementation Check List and PTP-Cycle Planning Guide.
5	<b>Motivational Interviewing Techniques</b>	What is Motivational Interviewing and what techniques can you employ in a travel advice conversation, including an example.
6	<b>PTP-Cycle Training Manual for Fieldwork Staff</b>	Equip local delivery teams with the necessary tools, approaches and skills to successfully implement a PTP programme.
7	<b>PTP-Cycle Training Manual Presentation</b>	The Training Manual Presentation Slides for PTP-Cycle Cities are designed for use with the Training Manual For Fieldwork Staff. The presentation covers the following aspects of implementing a Personalised Travel Planning programme: <ul style="list-style-type: none"> <li>• Project Management</li> <li>• Technical Planning</li> <li>• Behaviour Change and Social Marketing in PTP</li> </ul>
8	<b>PTP-Cycle Residential Methodology</b>  <b>PTP-Cycle Workplace Methodology</b>  <b>PTP-Cycle University Methodology</b>  <b>PTP-Cycle Events Methodology</b>	These guides aim to give a best practice overview of the processes involved in planning a residential, workplace and university PTP project. The advice is based on learning from PTP projects that have been delivered across Europe in recent years.

The methodology guides, training manual and other resources developed throughout the PTP-Cycle project have proved to deliver successful results. We hope that other cities and authorities take advantage of these resources to implement their own PTP project. For more information on PTP-Cycle please visit our website: [www.ptpcycle-europe.eu](http://www.ptpcycle-europe.eu).

## 8. Conclusions and Key Findings

- i** PTP is a successful transferable methodology to different countries and site types.
- i** Linking with infrastructure alternatives maximises impact.
- i** Champions, recruited from the local population, had a vital impact on results, maintaining momentum and visibility. They were usually keen cyclists, walkers or sustainable travel enthusiasts.
- i** Positive feedback and results in Haringey led to further investment to implement a second phase of the project.
- i** Antwerp City Council continues to implement PTP-Cycle beyond the end of the project due to the success in engaging businesses and employees to overcome access issues in the city.
- i** Always check with local data protection laws as to whether staff, residents, student names or addresses are available before planning.
- i** The start of the university academic year is a key opportunity to deliver PTPs since students are already in the process of changing daily routines.
- i** Ensure you set up your evaluation framework and baseline in advance of starting PTPs in order to calculate the different layers of benefits.

## 9. External Advisory Board

The External Advisory Board included members from different sectors and convened three times during the project lifetime to provide advice, quality assurance and recommendations to help steer the projects progress. All partners from the PTP-Cycle project would like to thank members of the EAB for their support, recommendations and insight.

### Members of the EAB:

- i** Jack Skillen, Living Streets
- i** Matjaz Urisc, University of Ljubljana
- i** Lisa Buchanan, Steer Davies Gleave
- i** Veronica Reynolds, Intelligent Health