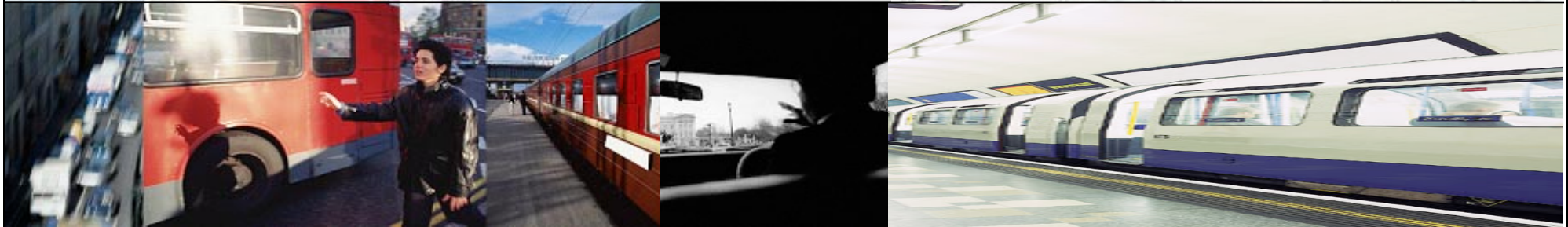


# Transport in London

20 September 2007

Patrick Allcorn Travel Plan Manager TfL



## London challenges

Growing population

Growing economy

Growing demand

Growing Costs

Wider political context

Challenging deliverables



## Policy Response

Mayoral Duty – 8 strategies

London Plan → Land Use plan for London

Mayor's Transport Strategy

+

Climate change Strategy for London

Health Inequalities

Access to Green Spaces

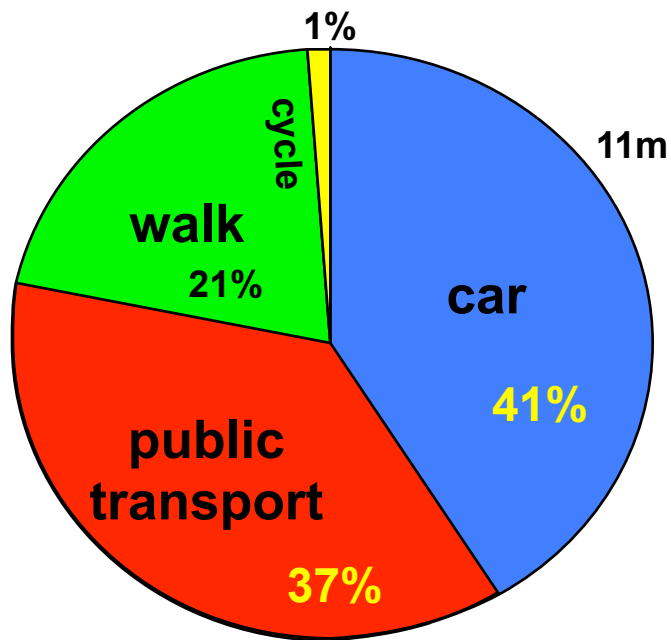


# Growth in travel challenges

**2005**  
**27.2m journeys**



**2025**  
**31.2m journeys**

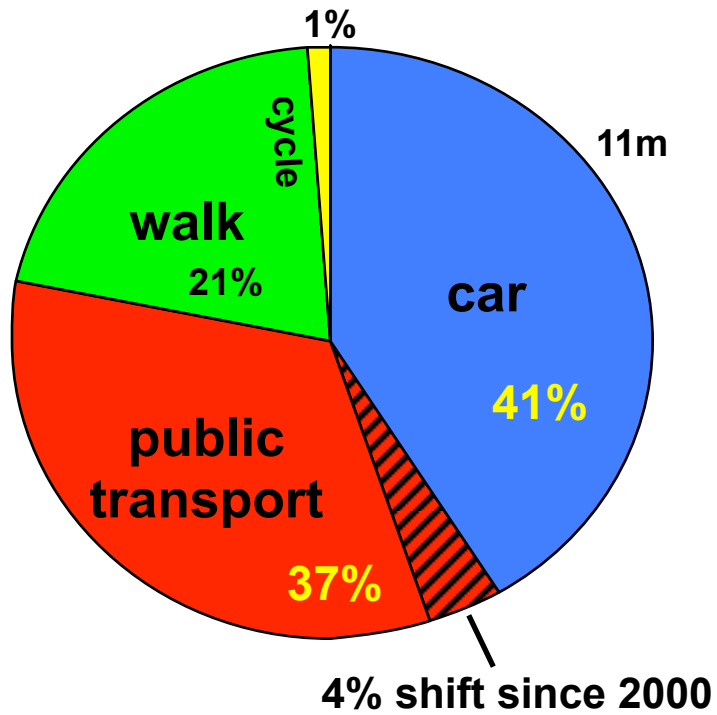


# Growth in travel challenges

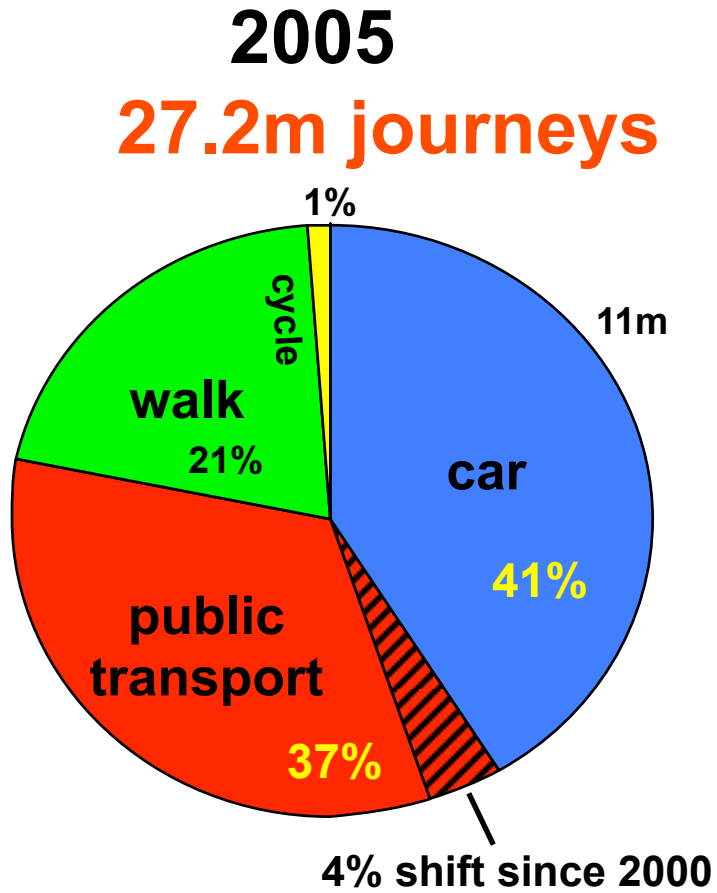
**2005**  
**27.2m journeys**



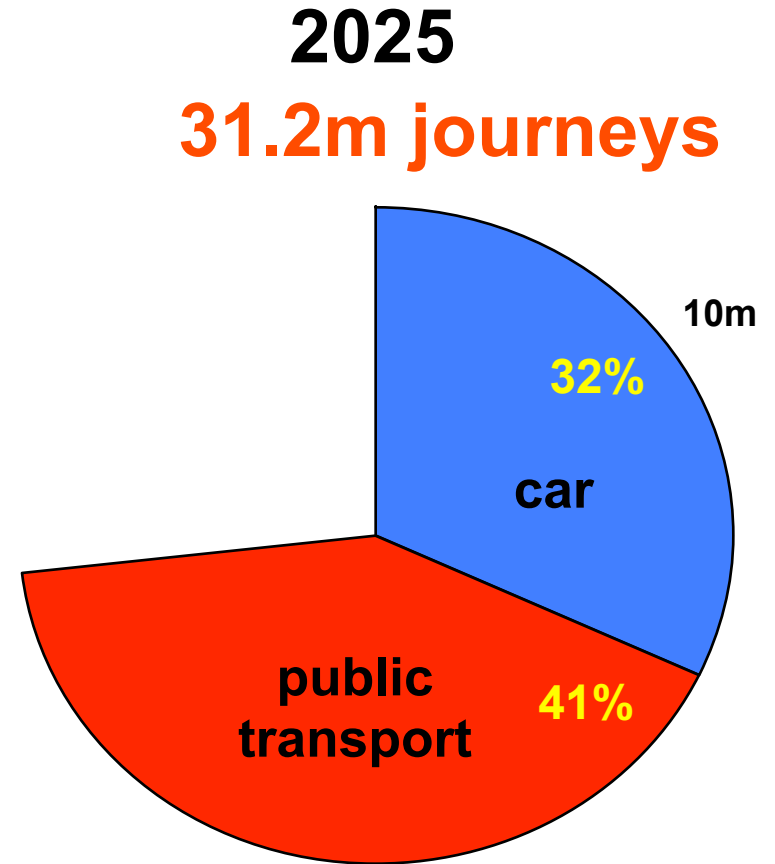
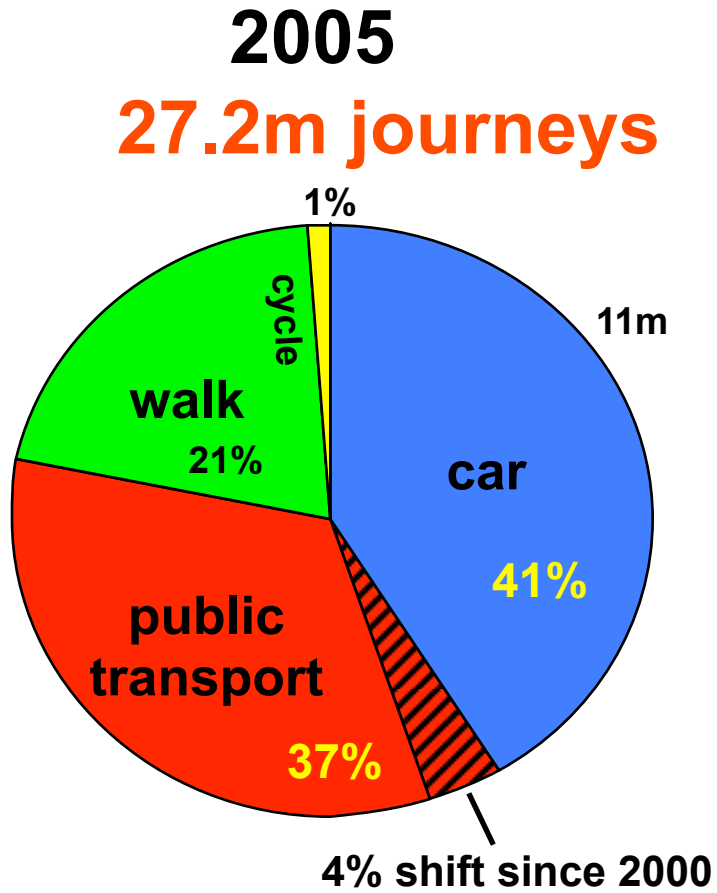
**2025**  
**31.2m journeys**



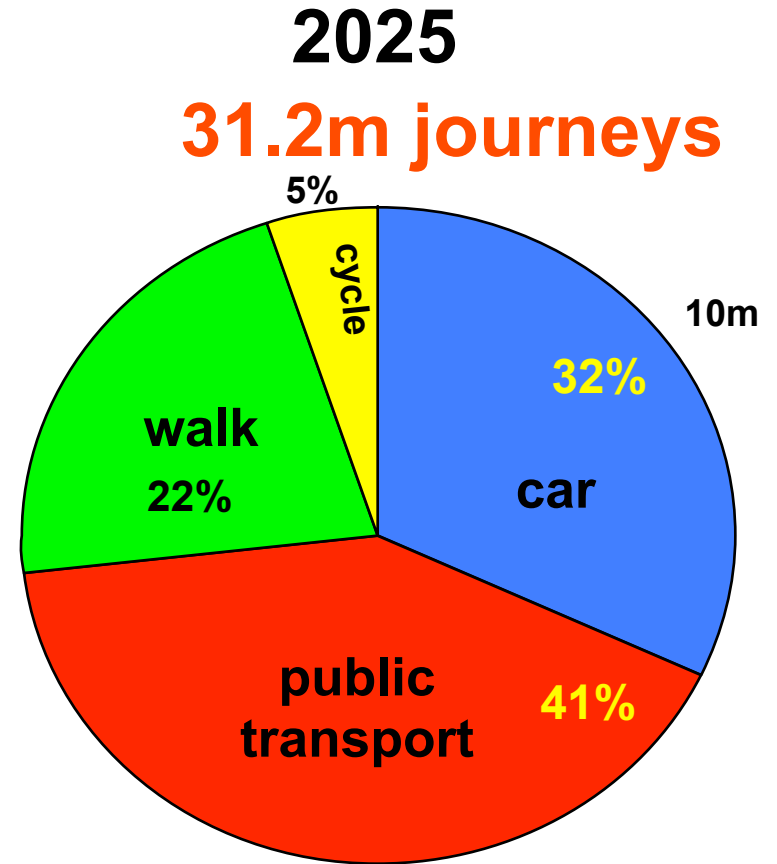
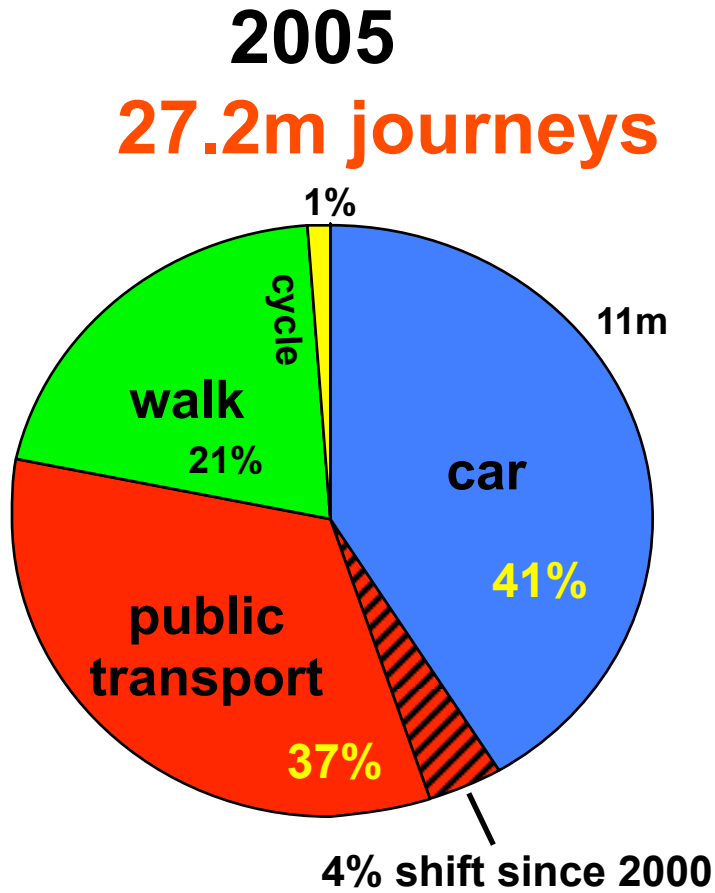
# Growth in travel challenges



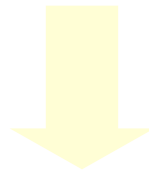
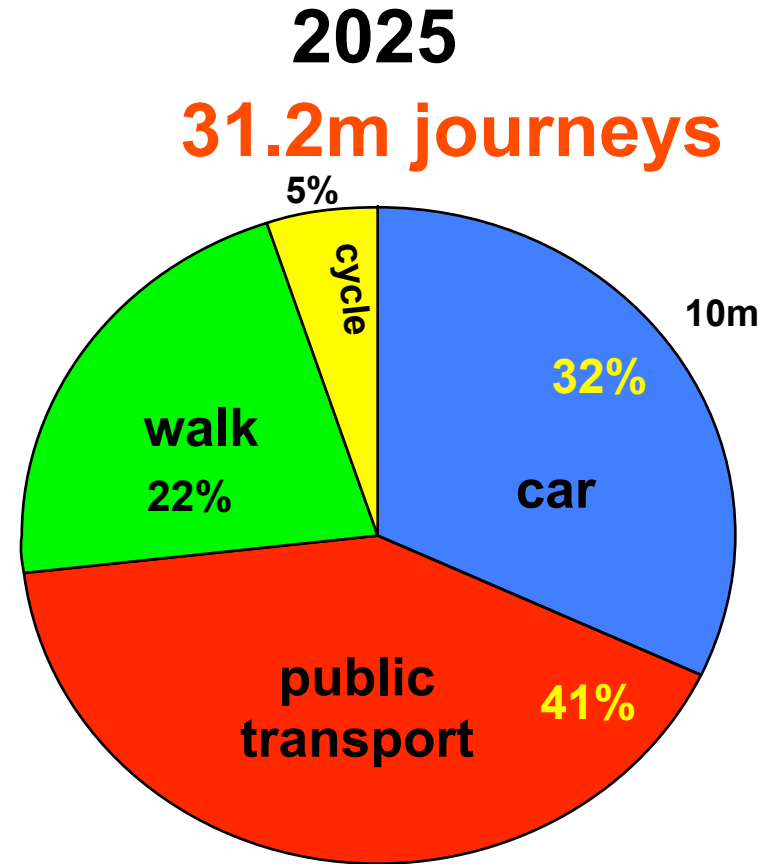
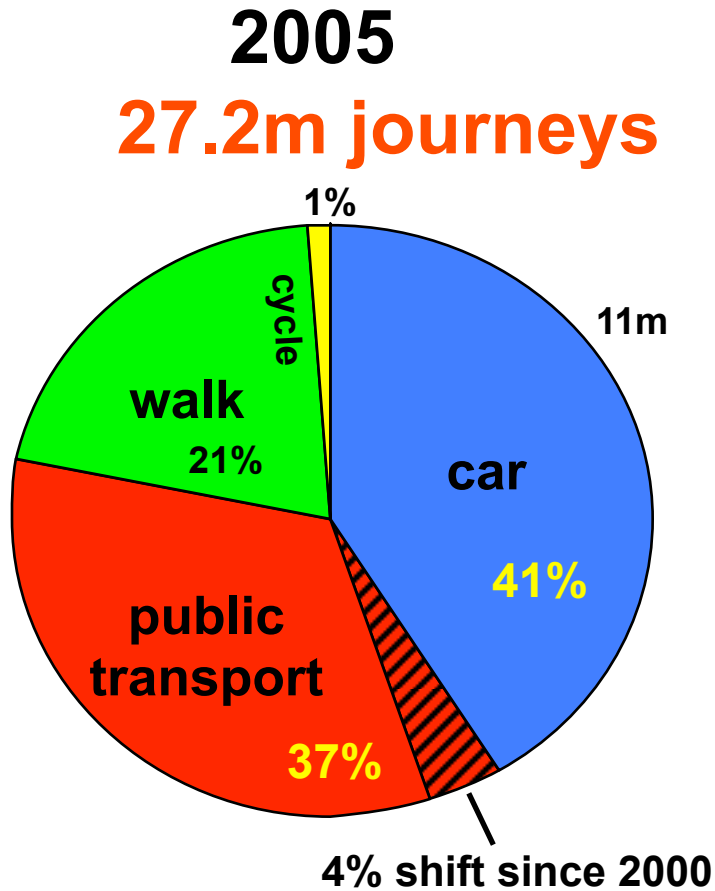
# Growth in travel challenges



# Growth in travel challenges



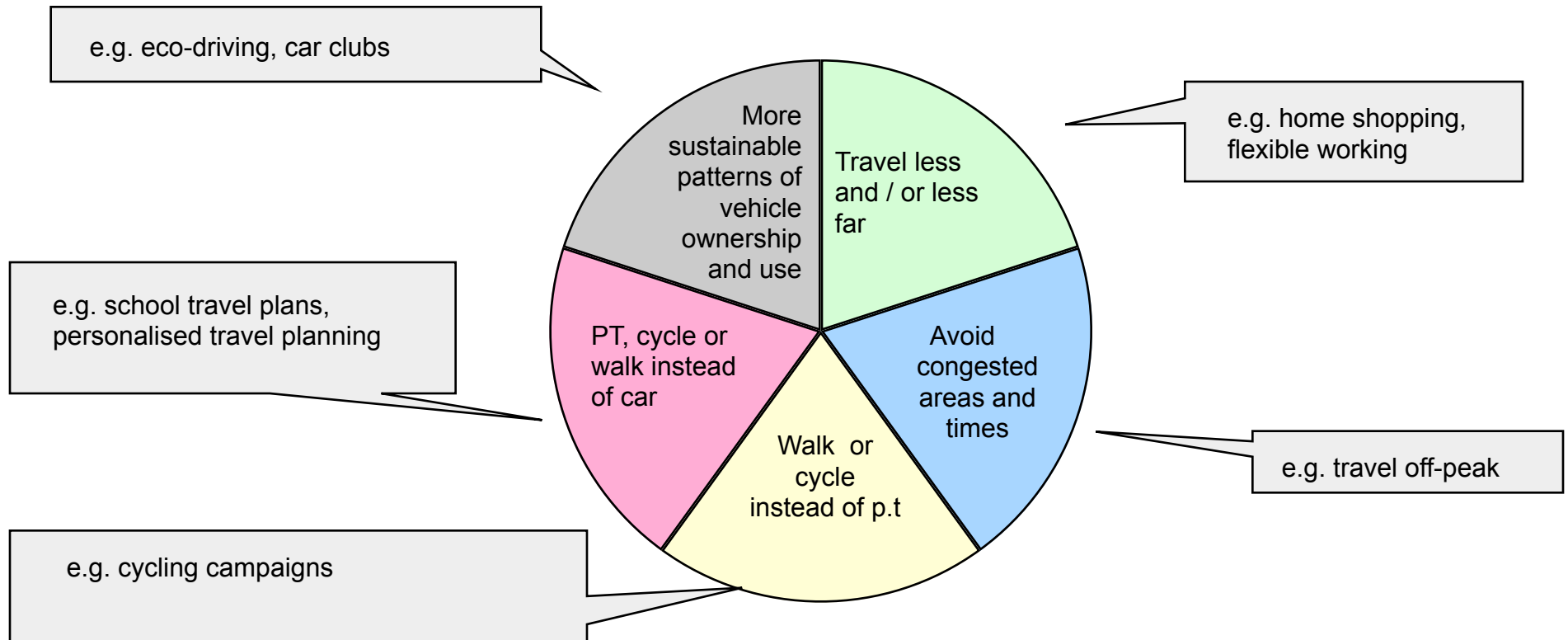
# Growth in travel challenges



**5m extra journeys must be supported by public transport, walking & cycling**

**TDM seeks to optimise use of London's transport system by promoting smarter travel options.**

### Optimising use of London's transport system



# Overview of TDM measures and focus for TfL and London Boroughs

Soft TDM programme	Target trip	Potential impact	Value for money to TfL	Opportunity for TfL to influence
• School travel planning	• School run	• Medium	• Medium	• High
• Workplace travel planning	• AM and PM commute	• High	• High	• High
• Personalised travel planning	• All trips by high car-users	• High	• High	• High
• Awareness, marketing and information	• All trips by general public	• High	• Medium	• High
• Car clubs	• All, but less for commute	• High	• High	• Medium
• Teleworking	• All work-related trips	• Medium	• High	• Low
• Teleconferencing	• Non-commuting work trips	• Low	• Low	• Medium
• Car sharing	• Commute & some others	• Medium	• High	• Low

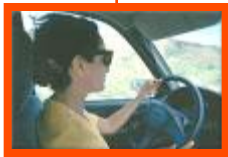
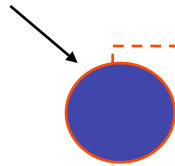


## What is workplace travel planning.....



# The Problem: A Lack Of Connection

**CREATING  
AN  
EFFECTIVE  
CONNECTION**



**ME**



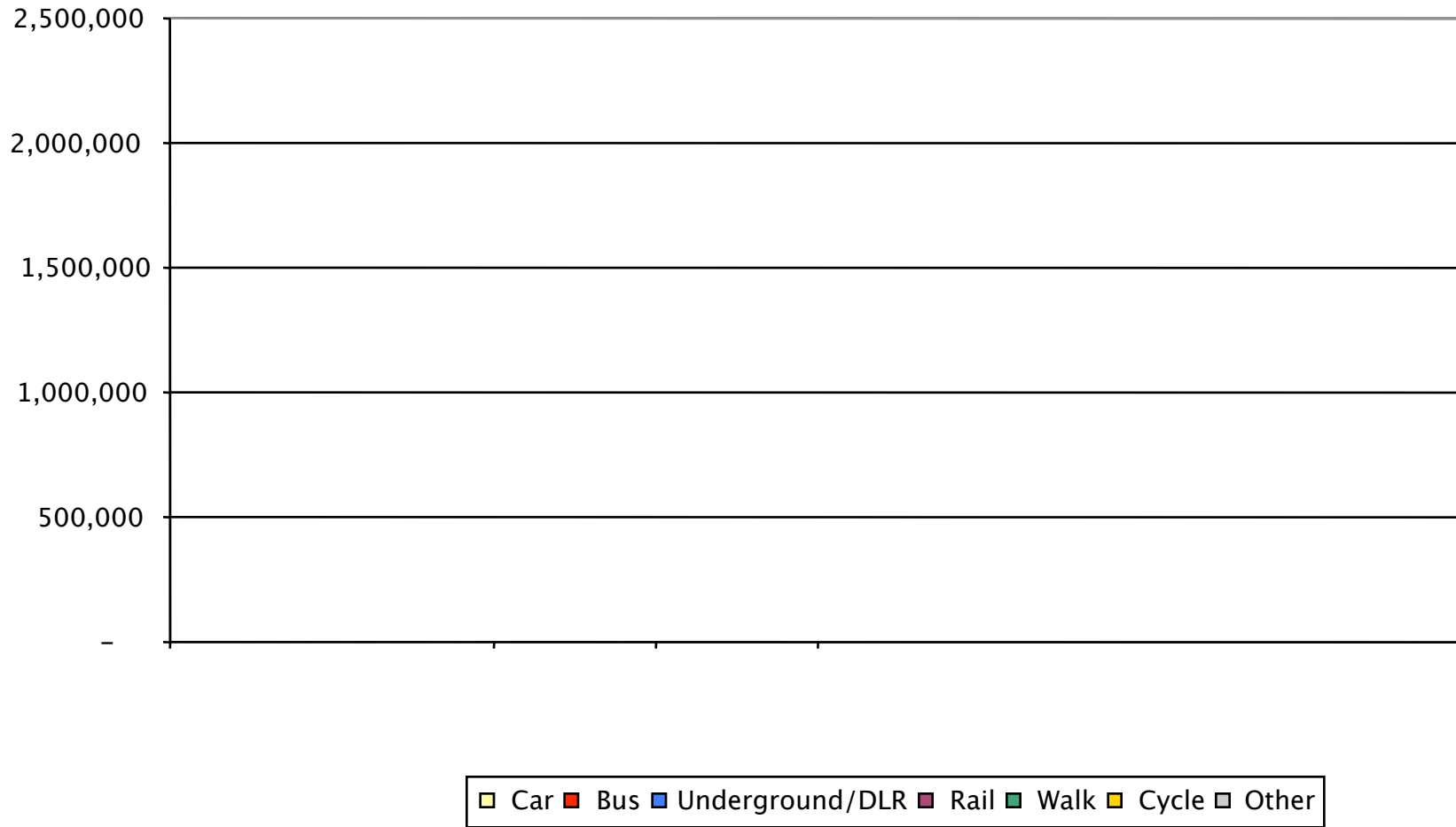
**CONGESTION & THE  
ENVIRONMENT**



**SOMEONE  
ELSE**

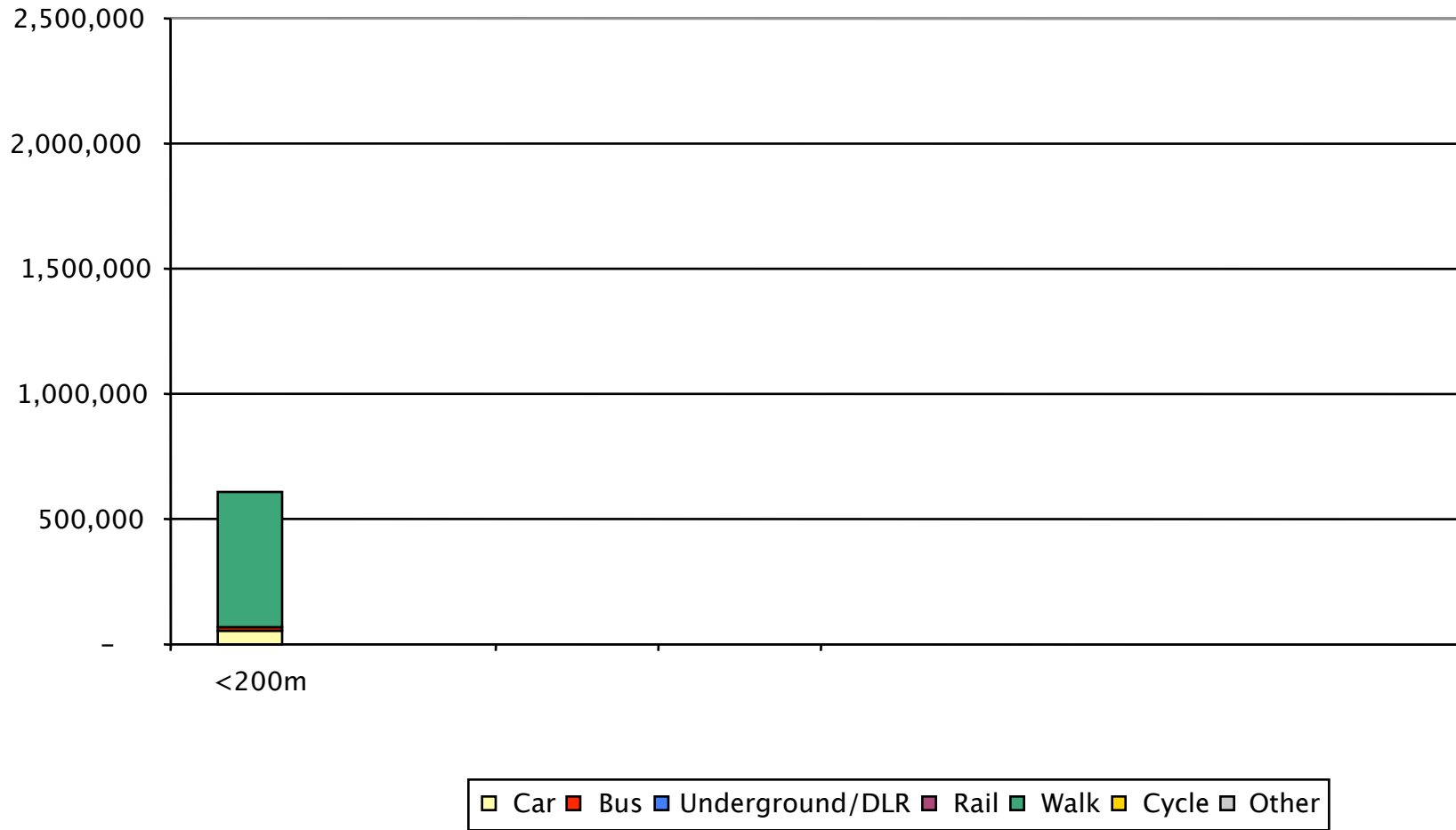
# Half of all car trips in suburban London are under 2 km

## Total journeys within Outer London by mode and distance



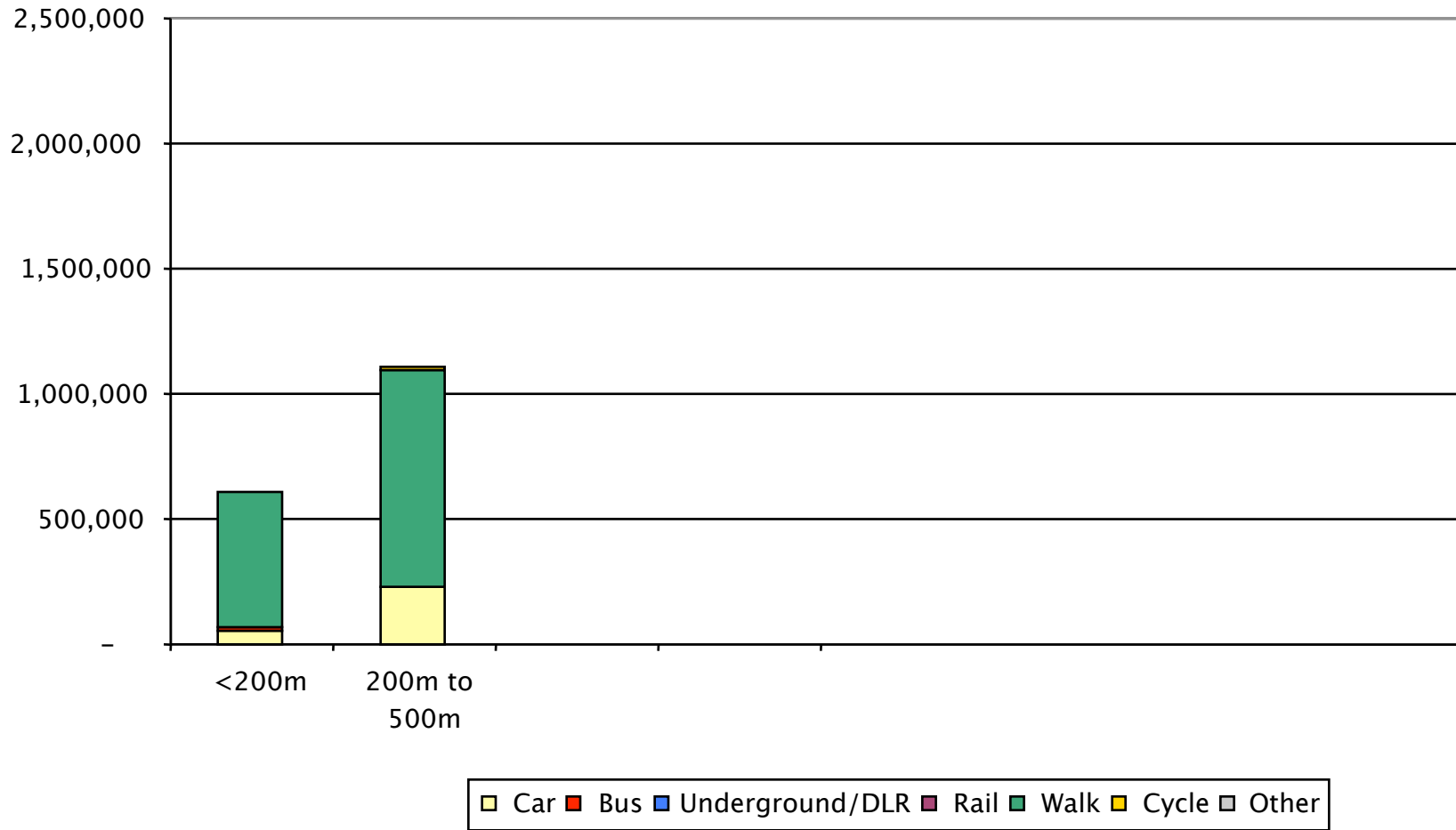
# Half of all car trips in suburban London are under 2 km

## Total journeys within Outer London by mode and distance



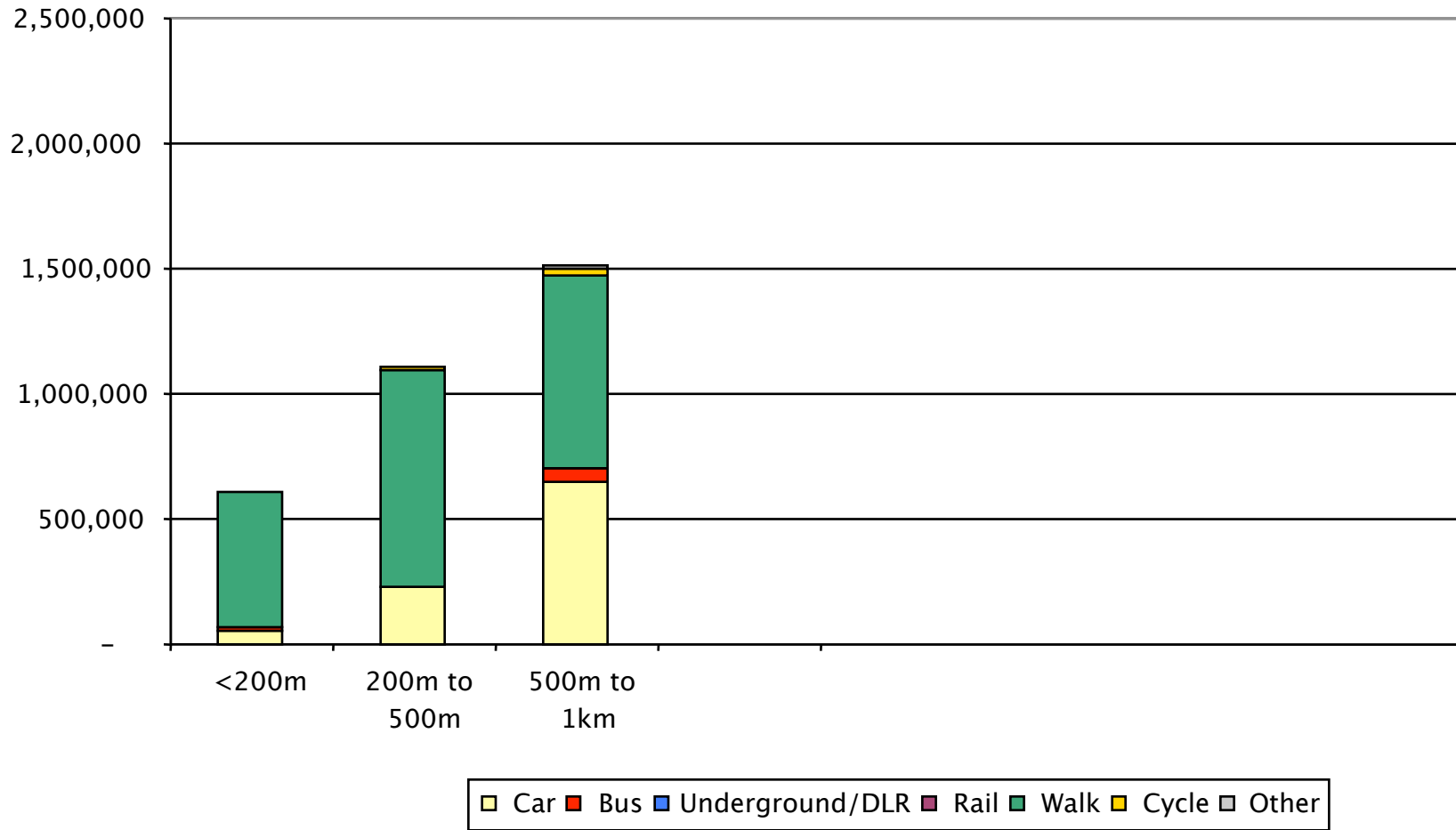
# Half of all car trips in suburban London are under 2 km

## Total journeys within Outer London by mode and distance



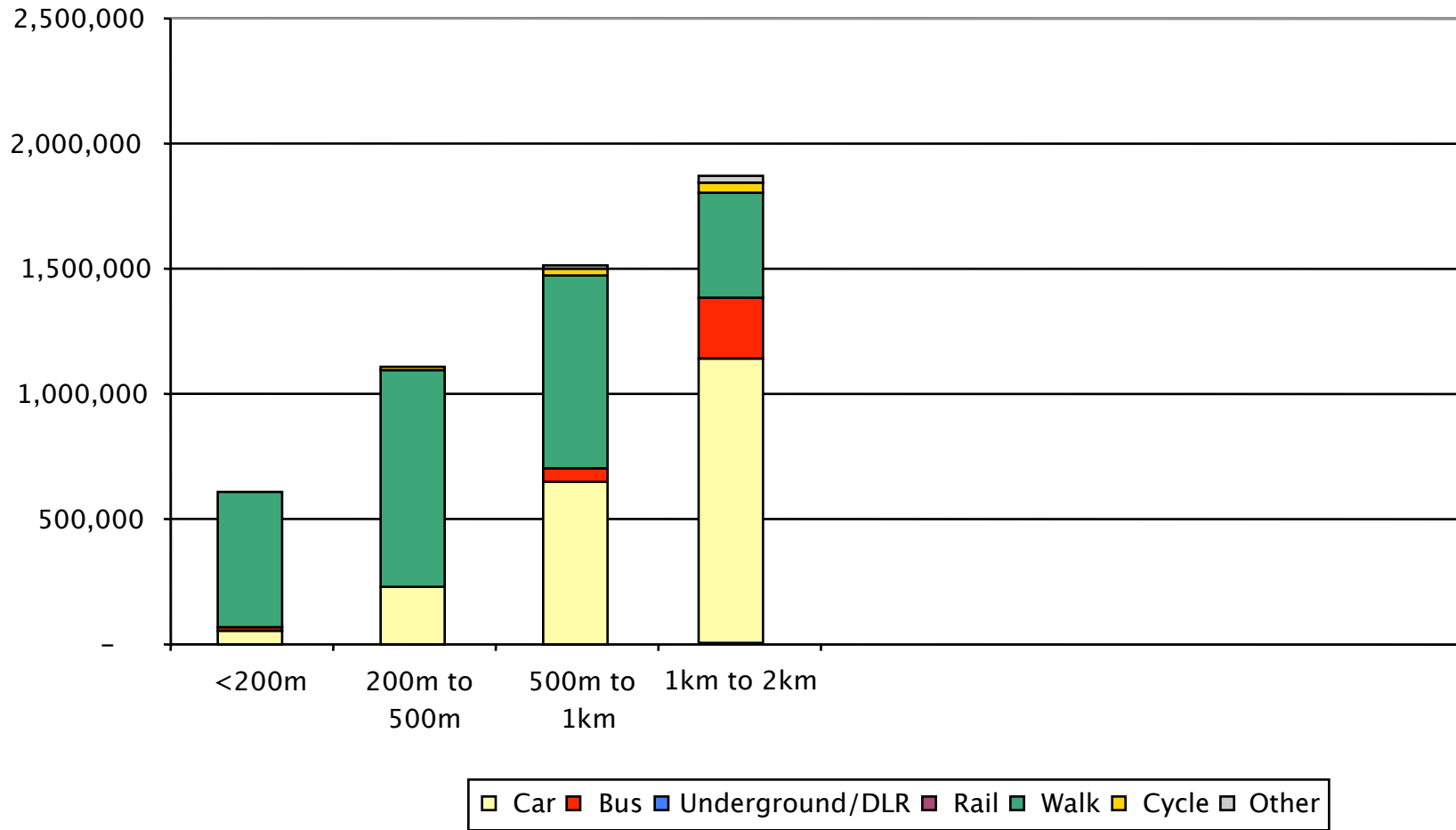
# Half of all car trips in suburban London are under 2 km

## Total journeys within Outer London by mode and distance



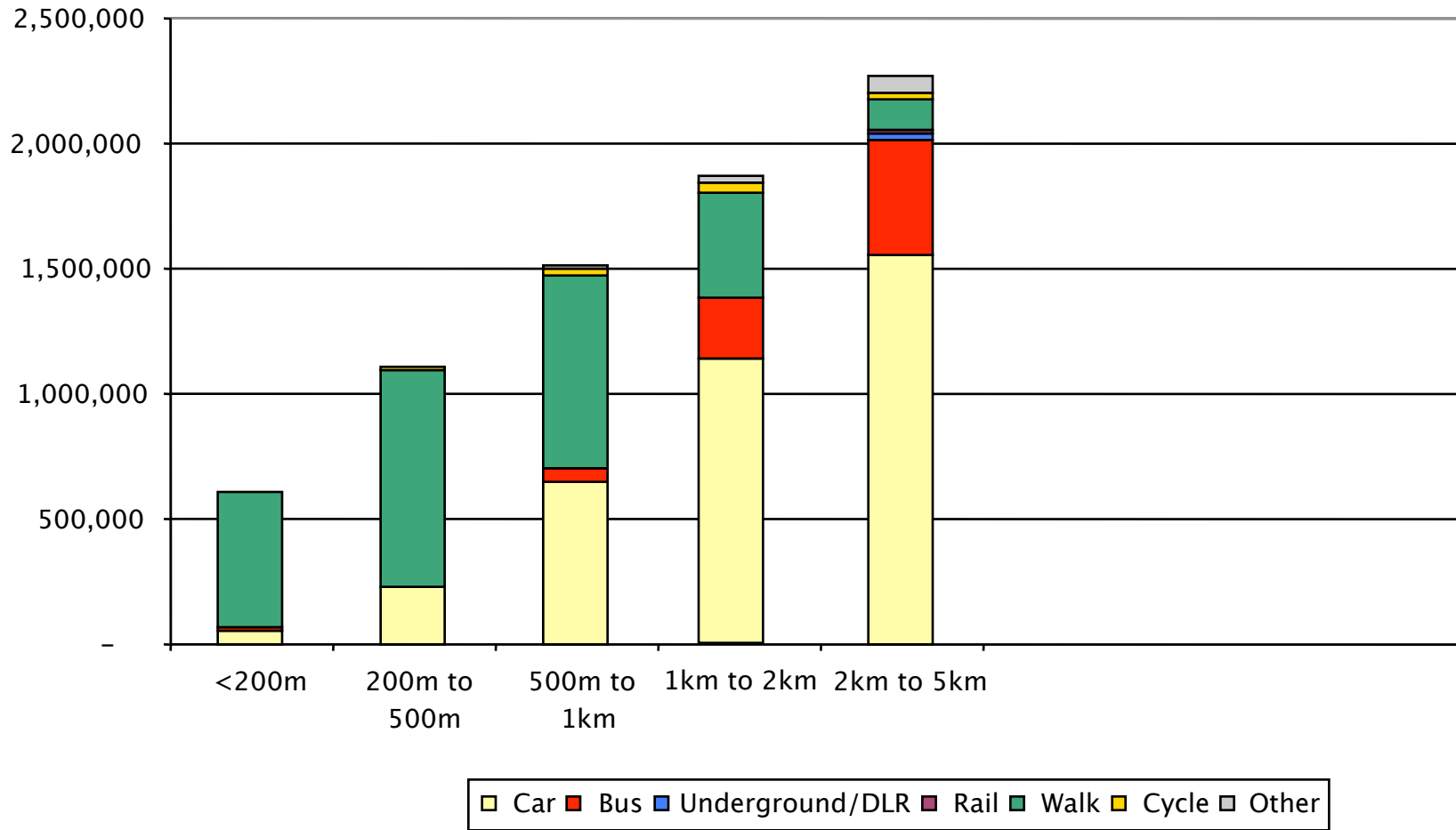
# Half of all car trips in suburban London are under 2 km

## Total journeys within Outer London by mode and distance



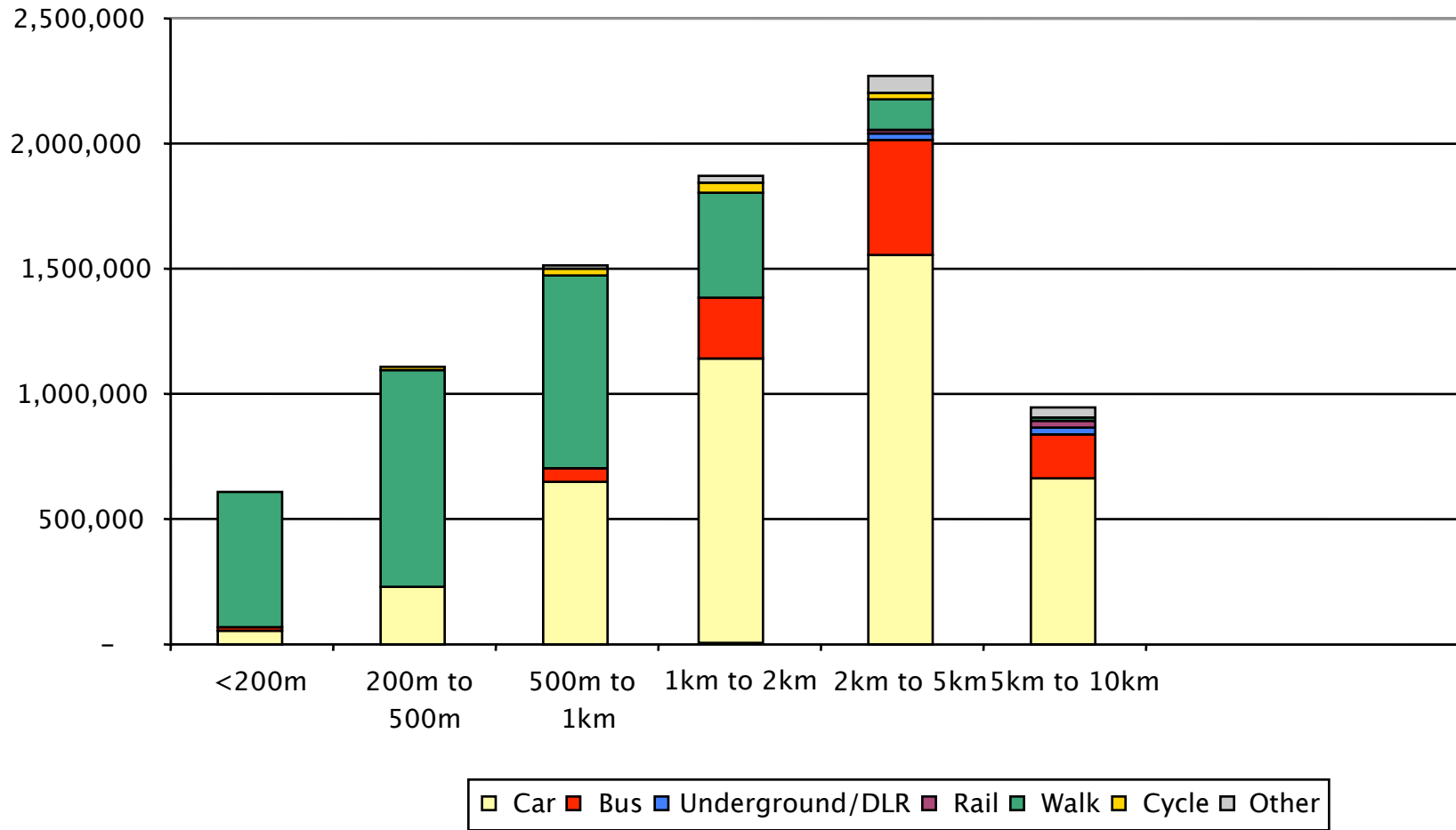
# Half of all car trips in suburban London are under 2 km

## Total journeys within Outer London by mode and distance



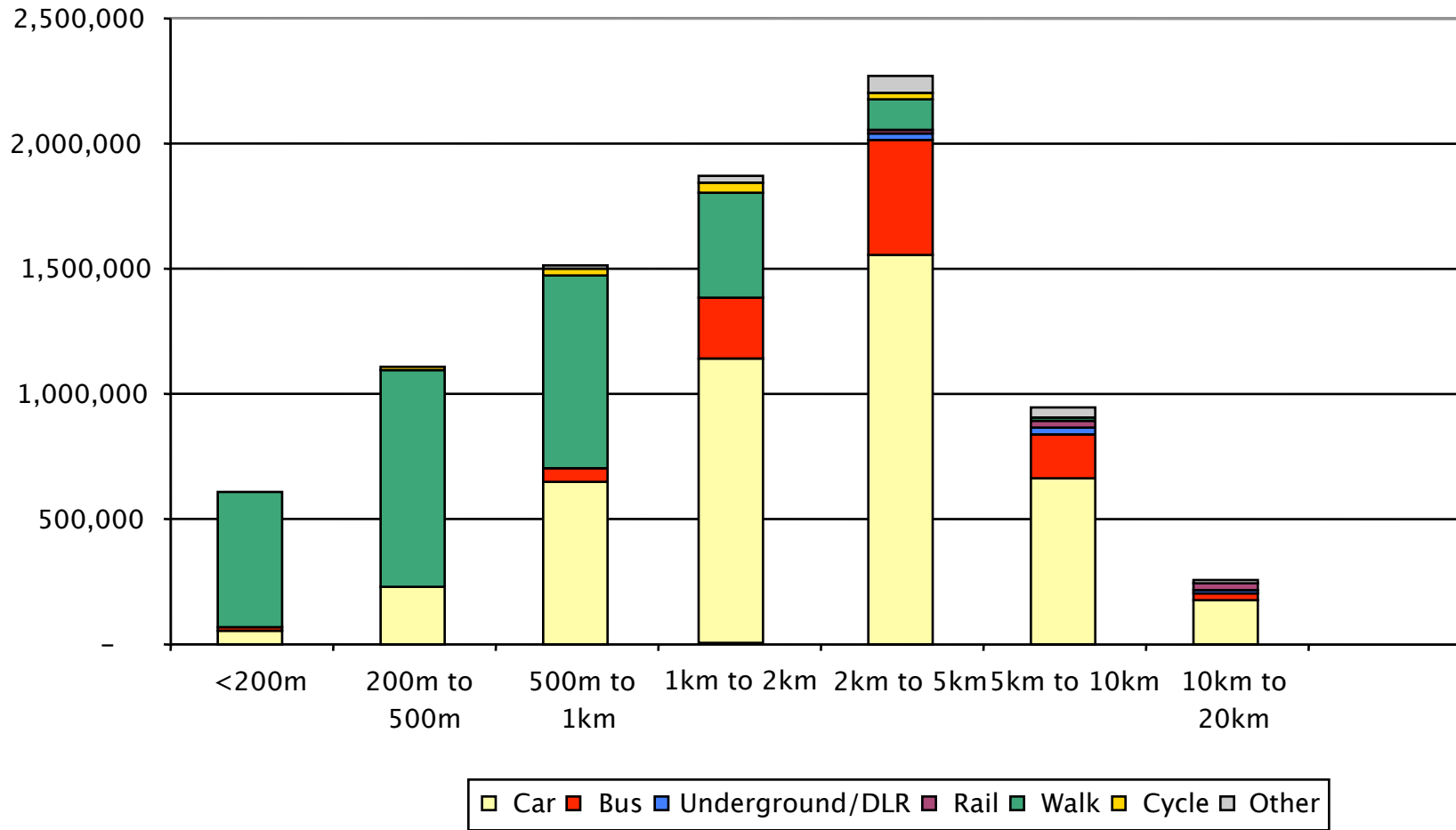
# Half of all car trips in suburban London are under 2 km

## Total journeys within Outer London by mode and distance



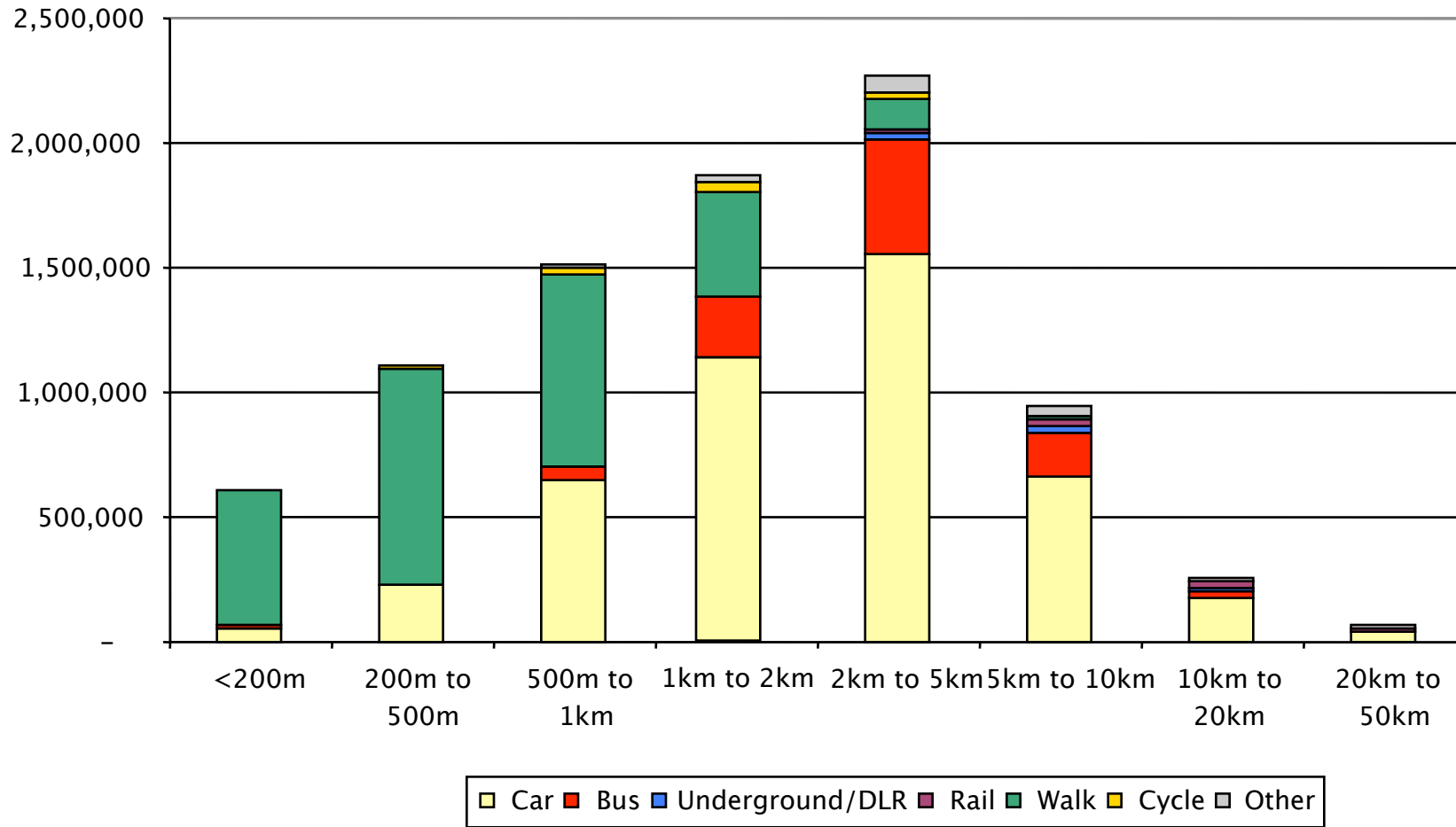
# Half of all car trips in suburban London are under 2 km

## Total journeys within Outer London by mode and distance



# Half of all car trips in suburban London are under 2 km

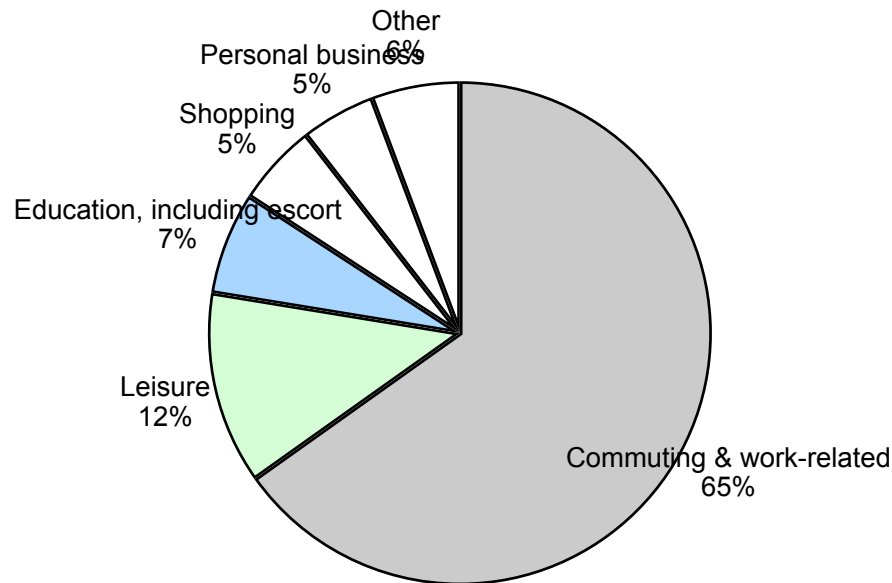
## Total journeys within Outer London by mode and distance



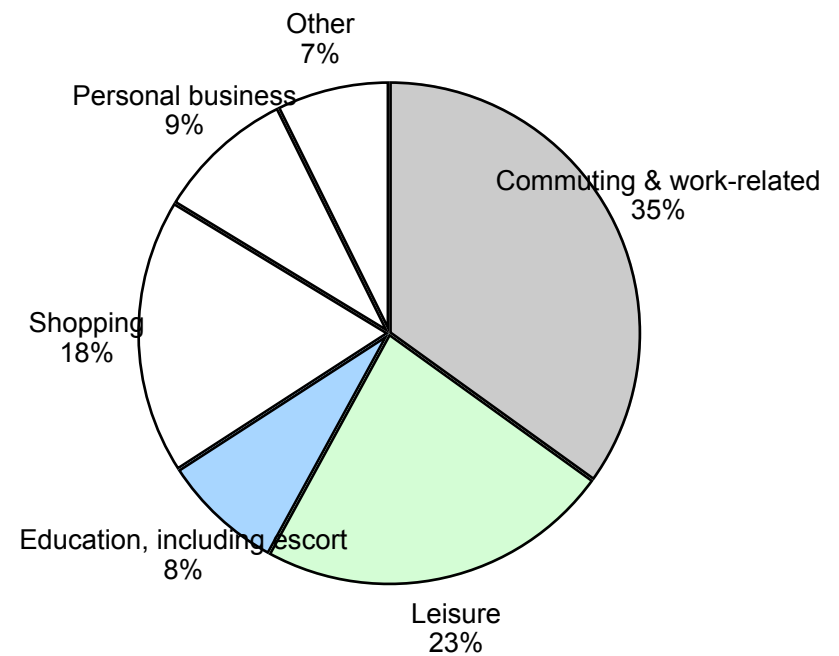
# Our work has focussed primarily on 2 main trip types – the commute and the school run

Vehicle km's travelled for each type of trip

## AM + PM peaks – Work trips dominate



## Inter-peak – Wide spread between types of trips



# When prompted most drivers would consider driving less– but are not sufficiently informed or incentivised to change behaviour

Drivers attitudes to car use: TfL (2006) & Scottish Exec (2005)

• **Car-less crusaders** –  
“I don’t use the car, and neither should you”

• Support use of alternative modes (e.g. cycling)

4,00

• **Die hard drivers** –  
“I like to drive, and it’s my right to drive”

19,00

• **Malcontent motorists** –  
“I’d like to use the car less, but don’t know how else to get around”

• Provide information like the Journey Planner, cycle maps and bus routes

30,00

• **Aspiring environmentalists** –  
“I enjoy driving, but know it pollutes, so should drive less”

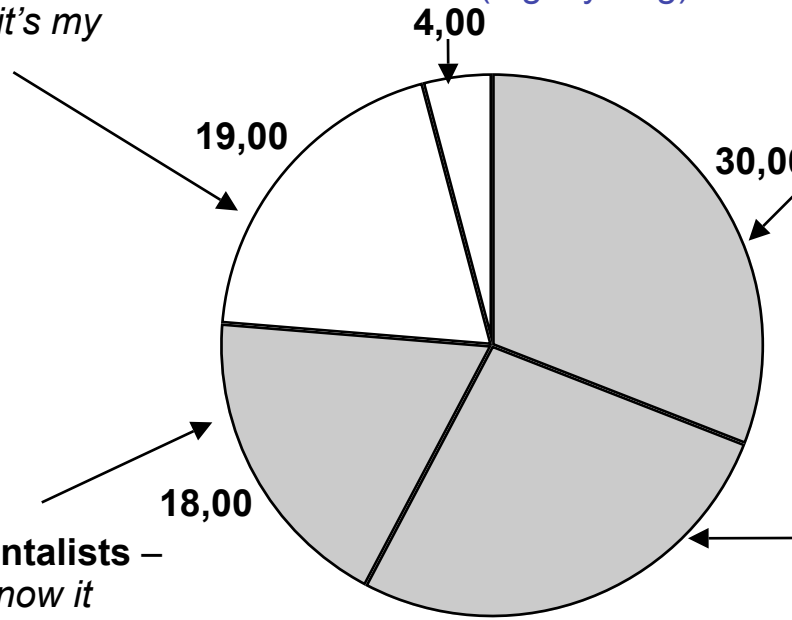
• Offer free trials or discounts for public transport or car club vehicles

18,00

• **Complacent car users** –  
“I like driving, but wouldn’t mind taking the tube”

• Focus marketing on the benefits of alternatives to the car (e.g. it’s cheaper, less polluting, quicker)

26,00



# TDM optimising use of the transport system and delivering the wider agenda

