



Smarter travel

5-6 February 2015

2015

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Awards showcase smarter thinking

Nearly 90 entries have been received for the inaugural Smarter Travel Awards. The Judging Panel now faces the difficult task of compiling a short list

The Smarter Travel Awards has attracted nearly 90 entries from a broad range of leading practitioners in the field of sustainable transport. These submissions will now be carefully considered by the Judging Panel, which has the unenviable job of creating a short list, to be published on 9 January. The winners will be announced at an Awards Ceremony at the ICC, Birmingham, on 5 February 2015.

All those that make the short list will feature in a special video to be screened at the Awards Ceremony. A video package about each finalist will be created by Justin Andrew, Landor LINK's e-commerce and marketing manager, with assistance from the Judging Panel.

Richard Armitage, chair of the Judging Panel, says: "The whole idea of the awards is to draw attention to sustainable travel, shared mobility and the important role of transport in the shared economy. This video will form an important part of the post-ceremony promotional package we will be putting out."

Smarter Travel Awards 2015 The Judging Panel

Chair: Richard Armitage, sustainable transport practitioner specialising in workplace travel plans, often in the NHS, and residential travel plans

Elizabeth Barner, CTC staff member, on secondment to Leicester City Council, specialising in projects that reach people who are not cycling, offering options for travel and fostering changes in physical activity and health

Kiron Chatterjee, Associate Professor in Travel Behaviour at the Centre for Transport & Society at the University of the West of England

Nicola Kane, Transport Strategy Manager at Transport for Greater Manchester

Iain Macbeth, Behaviour Change Programme Manager at Transport for London's Roads Modernisation Plan

Amanda Pearce, Director of Diva Creative, the Sheffield based award-winning marketing agency

Jonathan Raper, Chief Executive of TransportAPI, Britain's leading provider of open public transport data

Martin Tugwell, Head of Business Development at the Transport Systems Catapult, the UK's centre for innovation, technology and applied Research and Development in Intelligent Mobility

Best Shared Mobility Service Provider

Citybike – Liverpool's bike hire scheme, Liverpool City Council
Cycle Hire Slough, Berkshire
Nextbike – Cycle Hire Scheme in Bath, Bath & NE Somerset Council
Nottingham's Citycard, Nottingham City Council
Retailing Shared Transport in new Local Marketplaces, DHC Loop Connections, City of Edinburgh

Best Smarter Travel Marketing Campaign

Active Sustainable Travel And Road Safety – A*STARS, Walsall Council
Beach Bus, Two National Parks LSTF, New Forest National Park
Beat the Street Thurrock, Thurrock Council
The Big Bike Revival – CTC: The National Cycling Charity, Diva Creative, South Yorkshire
Bike Belles – York's new cycling community for women, City of York Council
Bus Drivers have feelings too, Diva Creative, South Yorkshire
Bus Promotion in the Royal Borough of Windsor & Maidenhead, Royal Borough of Windsor & Maidenhead
Commuter Challenge 2014, Derby City Council
Connected Commuter Count 2014, Derby City Council
Connecting Wiltshire web platform, Wiltshire Council
Cycle Hire spring summer 2014, Transport for London
Discover more of the South Downs for less, South Downs National Park Authority

Go Smarter – Go the Extra Mile, Go Smarter – Tyne & Wear LSTF Heathrow Commuter – Delivering Savings to Airport Workers, Heathrow Airport
Ideas in Motion, Southend-on-Sea Borough Council
My Journey Spring Cycling Campaign, Southampton City Council
Nottingham Community Smarter Travel Hubs, Nottingham City Council

Personalised Travel Planning in Peterborough, Sustrans
Solent Transport – Try something new, try a bus, Hampshire County Council – Solent Transport
South Lakes Workplace Cycle Challenge, Cleary Stevens Consulting, Cumbria
The Pledge Campaign, Solent Transport
Travel Dorset – Check before you travel, Dorset County Council
Travel Luton – Joining up your journey, Luton Borough Council
Travel SMART Campaign, Surrey County Council, Kingston upon Thames
What's Your Number? Bus Promotion in the West of England, West of England LSTF Programme
WorkWise, Centro, West Midlands

Best Smarter Travel App

itravelSMART App, Cheshire West and Chester Council
SeftonTravel Mobile Journey Planning App, Sefton Council
The SATURN HGV Router, University of Leicester
TravelWest Bus Checker, West of England LSTF Programme Team

Most Improved Journey to Work

Accessing Employment at Barnwood Business Park, Gloucestershire County Council
Kellogg's Sustainable Transport Project, Kellogg's Manchester Plant
LSTF Kickstart services (X1 / X2 / X3), North Somerset Council
Npower and the Smart Network, Smarter Choices team, Centro, West Midlands
NVIDIA undertaking Sustrans' Big Commuting Challenge, Sustrans
Sustainable Transport Plan 2014 – 2019, Heathrow Airport
The Eclipse Bus Rapid Transit, First Hampshire, Dorset and Berkshire
The Kings Ferry North Bristol Commuter Coach, North Somerset Council
Travel SMART Challenge, Surrey County Council, Kingston upon Thames

Most Accessible Smarter Travel Journey

Access All Areas DVD project, Centro, West Midlands
Travel Torbay Regeneration Project (integrated ferry & bus service), Torbay Council, Devon

Best LSTF Project Team

Access to Education, Sustrans
Access LNE, Lincolnshire County Council
Access to Stations, Sustrans
Better Connected South Hampshire LSTF Project, Solent Transport
BigHertsBigIdeas, Hertfordshire County Council
Breaking the link between economic growth, carbon & congestion, Devon County Council
Go Smarter to Work, Go Smarter c/o Regional Transport Team, Tyne & Wear
GoLakes Travel, Cumbria Tourism
iTravel York (LSTF programme), City of York Council
Leicester – Fit for Business, Leicester City Council
Leicestershire Choose How You Move – Personal Travel Planning, Leicestershire County Council

LSTF Delivery of £30 million combined authority bid, West of England LSTF Programme, Bristol
Nottingham Urban Area LSTF Partnership Team, Nottingham City Council
Re-invigorating bus services in Darlington, Darlington Borough Council
Schools Go Smarter, Go Smarter c/o Regional Transport Team, Tyne & Wear
Smart Network, Smarter Choices – Cycling Engagement Project, Centro, West Midlands
Smart Network, Smarter Choices Education, Centro, West Midlands
Smart Network, Smarter Choices Team, Centro, West Midlands
Sustainable Transport Solutions, the Two National Parks LSTF programme, Hampshire County Council
Travel Choices and Active Travel, Transport for Greater Manchester
Walk to School Outreach Project, Living Streets, London
Warrington Sustainable Travel Triangle, Warrington Borough Council

Smarter Travel Professional of the Year

Sponsored by ATKINS
Patrick Lingwood, Senior Walking and Cycling Officer, Bedford Borough Council
Lucy Low, Smarter Travel Officer, itravelSMART, Cheshire West and Chester Council
Amy Martin, Access to Stations Swindon, Sustrans Ltd, Bristol
Jon Parker, Integrated Transport Planning Ltd, Bucks
Helen Ramsden, Head of Travel Choices and Active Travel, Transport for Greater Manchester
Claire Taylor, Newcastle City Council, Tyne & Wear

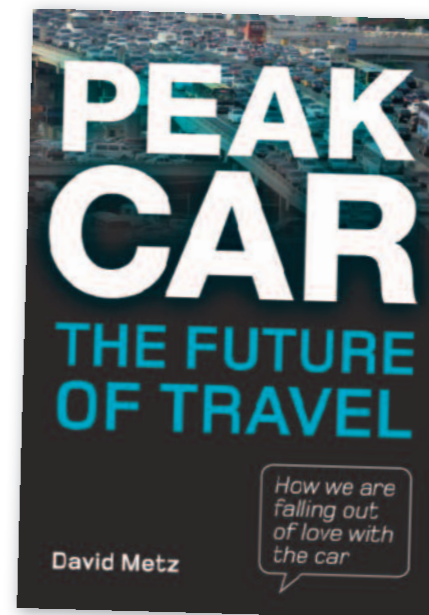
Innovation Award

Sponsored by Transport Systems Catapult
Beat the Street, Intelligent Health, Berkshire
Bus passenger counting and occupancy, Transport for London
Cubic and TfL bring contactless to London, Cubic Transportation Systems
Intalink multi-operator m-ticketing solution, Corethree
LSTF Solar Programme, Centro, West Midlands
MyJourney Portsmouth, Steer Davies Gleave
RTPI For All, IBI Group, Cheshire
RTPI For All, IBI Group, West Midlands
The Local Motion Individualised Travel Marketing iPad App, Darlington Borough Council
The Star, First Hampshire, Dorset and Berkshire
Velo-Safe bicycle locker, Cycle-Works
Visography TRACC, Basemap Ltd, Surrey

Details correct at time of going to press

Drawing up a new road map

With the share of journeys by car falling in big cities, will the LSTF's legacy see the same happen in smaller urban centres, wonders **David Metz**



In his book, David Metz states that the 'Peak Car' phenomenon is not confined to London

Business people, professionals, white collar workers can all be enticed out of their cars for work journeys because rail travel is faster and more reliable than the car on congested roads. For instance, 100,000 well-paid people are employed at Canary Wharf, the new financial centre in London's former Docklands, where there are only 3,000 parking places. There is little car traffic since most people get there by rail. In contrast, cities that rely on buses for public transport tend to have congested roads since the crowded bus is no faster than the comfortable car.

Car use, as a share of all journeys, peaked in London around 1990. Evidently, declining car use is

not incompatible with a city that is thriving economically, culturally and socially. Indeed, pushing back the car may well have contributed to the interactions between people that are important for success – the agglomeration benefits recognised by economists. The 'Peak Car' phenomenon is not confined to London. There is evidence of a similar peaking in other cities, including Manchester and Birmingham.

By contrast, the choices for smaller cities or larger towns tend to be limited. Public transport will generally not be brilliant, on account of the economics of buses at typical population densities and the cost of investing in rail. There will be a high level of car dependence, which generates an imperative to accommodate the car – if not, there is a risk that car users will take their trade elsewhere. Yet people want to live in places with character, in healthy and pleasant surroundings, with good public facilities to hand. Urban planning, in which better transport is important but not the sole objective, can help achieve these objectives.

Regrettably, there are few convincing exemplars of successful smaller cities and larger towns that are achieving a declining share of trips by car while meeting the needs of a growing population for jobs and homes. Partly this is the lack of statistics, but it is partly also due to uncertainty about the scope for reducing car use in these circumstances. Evaluation of the outcome of the LSTF projects is awaited with great interest.



David Metz is visiting professor at the Centre for Transport Studies, University College London, and author of 'Peak Car: the Future of Travel', published by Landor Links, 2014. He will be speaking at Smarter Travel

Tech firms re-invent bus travel for staff

Businesses in Silicon Valley are offering their workers high tech, high-end, dedicated bus services, writes **Kenneth Lin**

Silicon Valley, the peninsula area south of San Francisco, is famous for being home to high tech and social media giants such as Google, Apple, Yahoo, Facebook, Cisco Systems and Genentech.

These firms are known for being at the cutting edge, so it should come as no surprise that they are re-inventing the commuter journey by turning the traditional bus into a highly desirable mode of transport.

Businesses in Silicon Valley tender contracts with private bus companies to run networks of scheduled services to and from their suburban campus offices along set routes. Some of these routes can be fairly long, such as from San Francisco to Mountain View, which is a distance of 40 miles. To make a similar journey by scheduled public transport could require using multiple bus and rail services.

Firms can tailor bus routes and services to best match where their employees live. For example, Genentech sponsors a fleet of 34 "gRide" buses to bring employees from 56 Bay Area communities directly to its South San Francisco campus where 8,500 employees work. Meanwhile, Google sponsors an even larger fleet of 105 coaches and shuttlebuses to help bring staff from seven Bay Area counties to its Mountain View headquarters, which employs 17,500 workers.

Certain bus routes enable staff to board from local city bus stops while other stops serve those who choose to park & ride. Some park & riders may live much further away, and use the employee bus to reduce the driving leg of their long commute.



Genentech sponsors a fleet of buses to bring employees from Bay Area communities to its South San Francisco campus

There have been cases of employee buses competing for kerb space with other bus services at the same city bus stops. San Francisco is seeking to resolve such conflicts by introducing bus stops exclusively for employee bus use. If successful, additional stops may be implemented.

The buses themselves are normally fitted with reclining leather seats, good temperature control, GPS, on-board Wi-Fi, and electrical power outlets for charging laptops and tablets. Some buses are fitted with tables to allow work or conversations. Yahoo's buses have bike racks, offering staff the option of cycling the 'last mile' to the nearest bus stop.

For employers, providing these buses makes good business sense for several reasons. It is a way of attracting people who might otherwise decide

against working for that company due to a long commute. These employers are using luxury buses as an employee benefit and marketing tool, akin to how some of these firms offer free food in on-site staff restaurants and fitness centres along with generous holiday deals.

As more travel by bus, firms can reduce parking capacity at their offices, allowing savings on property taxes, maintenance and management of the sites. And supporting bus travel is a good way for a firm to illustrate its environmental credentials.

At the same time, the bus services offer employees a low cost or a free method of getting to work. For those that prefer to live in dense urban areas, it makes travelling to the suburbs a viable option. And this is also true for those that live out in the countryside, as they can take the park & ride option.

Certain employers consider an employee has 'arrived' at work once they board the bus. Travelling by bus means staff can convert unproductive travel time into work time, saving them up to an hour. This is an excellent example of enlightened human resources policies achieving greater productivity while encouraging public transport use.

Who would have thought that the bus could be such an effective recruiting and retention tool in California, famed for freeways and an car-centric lifestyle?



Kenneth Lin is a senior planning manager with Parsons Brinckerhoff based in New York City