



# VIVALDI and TravelSmart: changing travel behaviour in Bristol





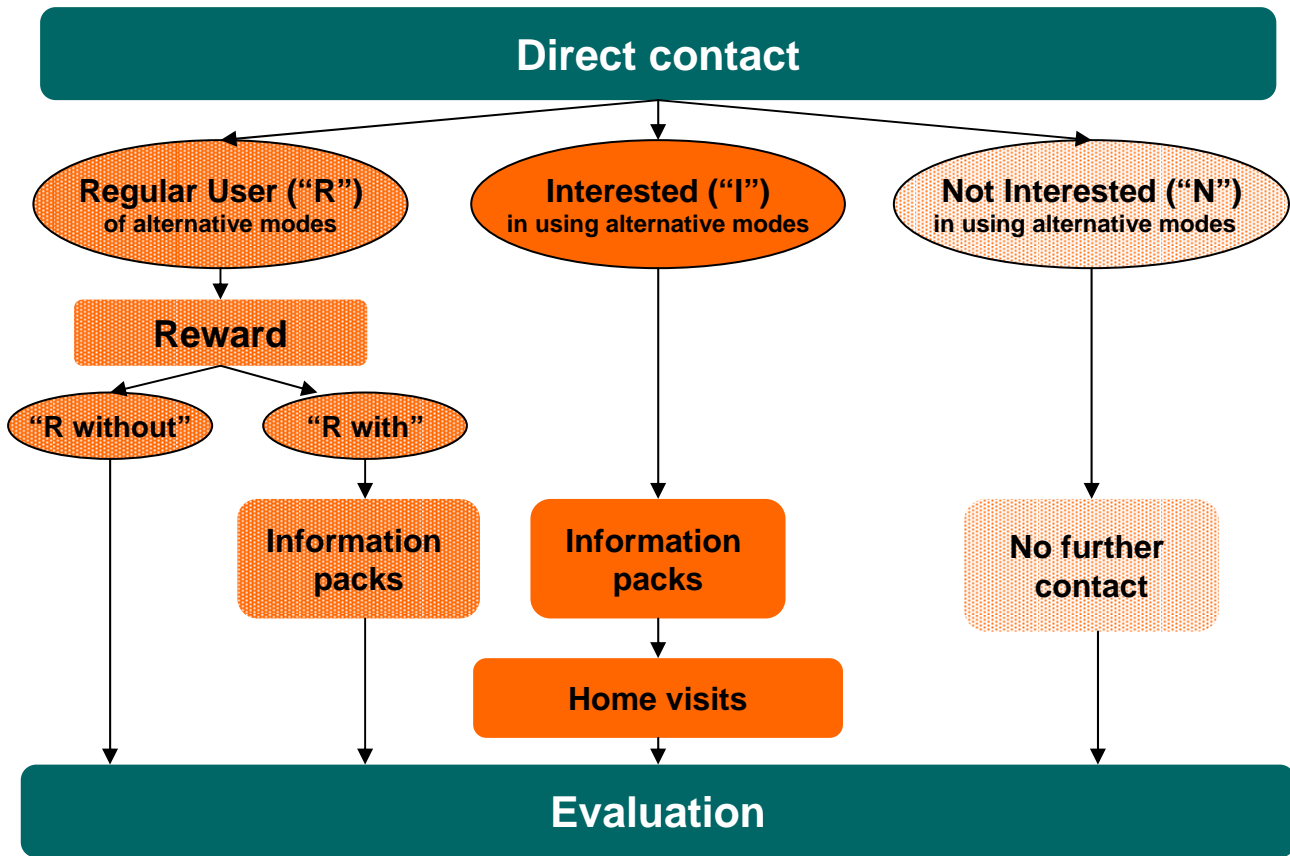
# What is the aim of TravelSmart?

- ◆ Increasing travel choice
- ◆ Promoting active/sustainable travel
- ◆ Helping to tackle congestion
- ◆ Making better use of infrastructure
- ◆ Through individualised marketing





# Individualised Marketing: a simple process focusing on households





# Offering a personal choice of information and advice



## travelsmart bristol

Would you like to use environmentally friendly travel options more often?  Yes  No

How can we help you? Please tick the boxes below to order your personal travel information pack

**new local travel map**  **Bishopsworth, Hartcliffe and Witleywood on Foot, by Bike and by Bus: A new TravelSmart map for your local area showing walking and cycling routes, and information on local bus services**

public transport	cycling	walking	other information
<ul style="list-style-type: none"> <li>• <b>Greater Bristol Travel Map:</b> Your comprehensive guide to local bus and rail services throughout the greater Bristol area <input type="checkbox"/></li> <li>• <b>Bus Stop Timetables:</b> A special timetable showing the times and destination of all services using the bus stop(s) nearest to your home <input type="checkbox"/></li> <li>• <b>Pocket Bus Timetables:</b> Handy and easy-to-use, these new leaflets give times and route information for the bus service(s) of your choice:               <ul style="list-style-type: none"> <li>• 36 Witleywood to the Centre via Knowle and Brislington <input type="checkbox"/></li> <li>• 52 Hengrove to Inns Court via the Centre <input type="checkbox"/></li> <li>• 75/75A Hartcliffe to Cribbs Causeway via the Centre <input type="checkbox"/></li> <li>• 76/77 Hartcliffe to Southmead / Henbury via the Centre <input type="checkbox"/></li> <li>• 636 Hartcliffe to Kaynesham via Whitchurch <input type="checkbox"/></li> </ul> </li> <li>• <b>Night Bus Service:</b> Your guide to services to and from the Centre on Friday and Saturday nights <input type="checkbox"/></li> <li>• <b>Bus Fares and Ticket Guide:</b> A leaflet on fares and the different types of tickets available on First buses in Bristol <input type="checkbox"/></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Inner Bristol Cycle Map:</b> A cycle map showing designated routes in the city centre, around the Harbourside and links to Temple Meads and Bechminster <input type="checkbox"/></li> <li>• <b>The Malago Greenway:</b> A local guide to advisory cycle links between the city centre and Dundy Slopes via Witleywood <input type="checkbox"/></li> <li>• <b>Cycling Information Leaflets:</b> A series of 9 leaflets covering different aspects of cycling:               <ul style="list-style-type: none"> <li>• Cycling: the right bike for you <input type="checkbox"/></li> <li>• Cycling: basic bike maintenance <input type="checkbox"/></li> <li>• Cycling: in different conditions <input type="checkbox"/></li> <li>• Cycling: security matters <input type="checkbox"/></li> <li>• Cycling: sharing your route <input type="checkbox"/></li> <li>• Cycling: with children <input type="checkbox"/></li> <li>• Cycling: finding your way <input type="checkbox"/></li> <li>• Cycling: clothes and accessories <input type="checkbox"/></li> <li>• Cycling in Bristol: a guide to local cycling resources and support <input type="checkbox"/></li> </ul> </li> <li>• <b>Walk in to Work Out:</b> A special leaflet on walking (and cycling) to work - how to get started and reap the benefits to your health, and wealth! <input type="checkbox"/></li> <li>• <b>Mini-Flick Bell:</b> A popular bike accessory - let people know you're there with this small but effective bell <input type="checkbox"/></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Welcome to Bristol:</b> A new 'Legible City' map to help you find your destination and explore the city centre <input type="checkbox"/></li> <li>• <b>Walk More - Feel the Difference:</b> A colour leaflet packed with useful tips on walking - the easy way to get around and improve your health <input type="checkbox"/></li> <li>• <b>Walk in to Work Out:</b> A special leaflet on walking (and cycling) to work - how to get started and reap the benefits to your health, and wealth! <input type="checkbox"/></li> <li>• <b>Exploring the Countryside Without a Car:</b> A pack of specially designed outdoor maps with route guides and information on 30 country walks around Bristol <input type="checkbox"/></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Drive Down Pollution:</b> Tips for drivers on how to save money and cut pollution <input type="checkbox"/></li> <li>• <b>Safe Routes to Schools:</b> Help for parents wanting to provide their children with a safe and healthy journey to school <input type="checkbox"/></li> <li>• <b>Dial-a-Ride:</b> Door-to-door services for people who can't use public transport <input type="checkbox"/></li> <li>• <b>Sharing a Car with Neighbours and Friends:</b> Advice on cutting your car costs <input type="checkbox"/></li> </ul>
<p><b>further services</b></p> <ul style="list-style-type: none"> <li>• <b>Personal Journey Plan:</b> A personal itinerary showing how to make a journey of your choice in the South West by public transport. (Please fill out the back of this form) <input type="checkbox"/></li> <li>• <b>TravelSmart Public Transport Programme:</b> An opportunity to try out public transport in your area <input type="checkbox"/></li> </ul>	<p><b>further services</b></p> <ul style="list-style-type: none"> <li>• <b>Get Ready for the Road:</b> A discount card for local cycle shops offering big savings on servicing, accessories and new bikes <input type="checkbox"/></li> <li>• <b>TravelSmart Cycling Programme:</b> Personal advice and support to help you get started with cycling <input type="checkbox"/></li> </ul>	<p><b>further services</b></p> <ul style="list-style-type: none"> <li>• <b>Step Out in Style:</b> A discount card for local outdoor leisure shops offering big savings on footwear and rainwear <input type="checkbox"/></li> <li>• <b>TravelSmart Walking Programme:</b> Personal advice and support to help you get the most out of walking, including a step-o-meter (limited numbers available) to measure your progress <input type="checkbox"/></li> </ul>	<p><b>free gift</b></p> <p>Tick the box below to receive a <b>FREE</b> copy of Bristol Backs: Discovering Bristol on Foot, a beautifully illustrated book with route maps and information on 27 fascinating walks around Bristol. (This offer is available only to the first 250 respondents)</p> <div style="text-align: right;"> <input type="checkbox"/> </div>





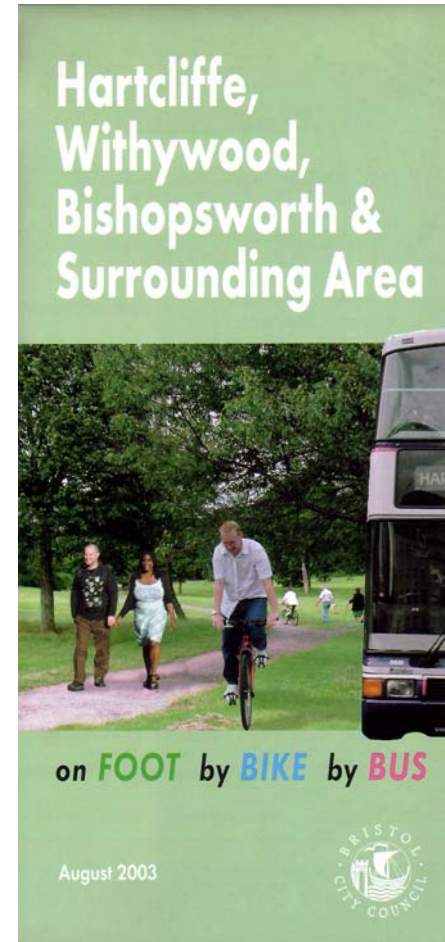


# A range of high-quality local travel information materials and incentives





# New neighbourhood travel maps with information on all sustainable modes







# Home delivery of information packs





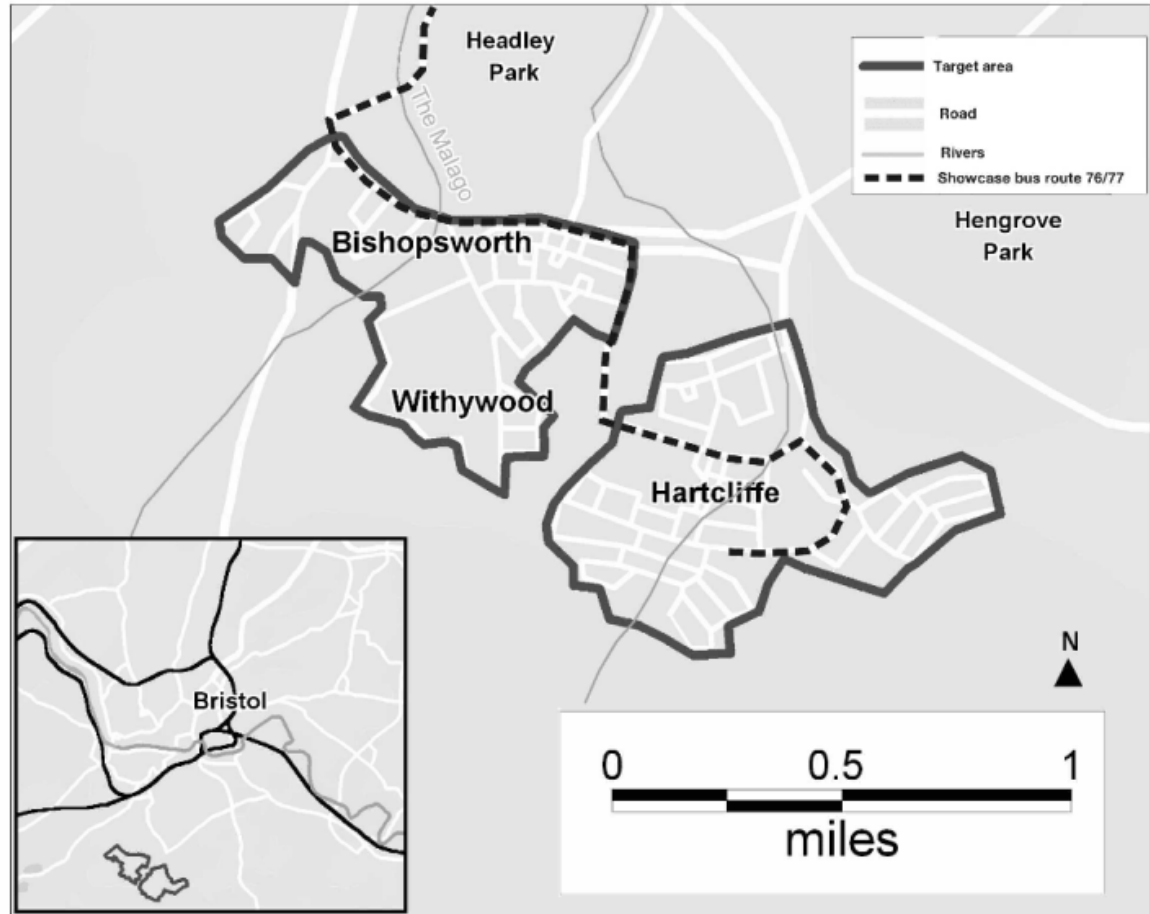
# Home visits providing further support







# TravelSmart 1: integration with VIVALDI Showcase bus improvements

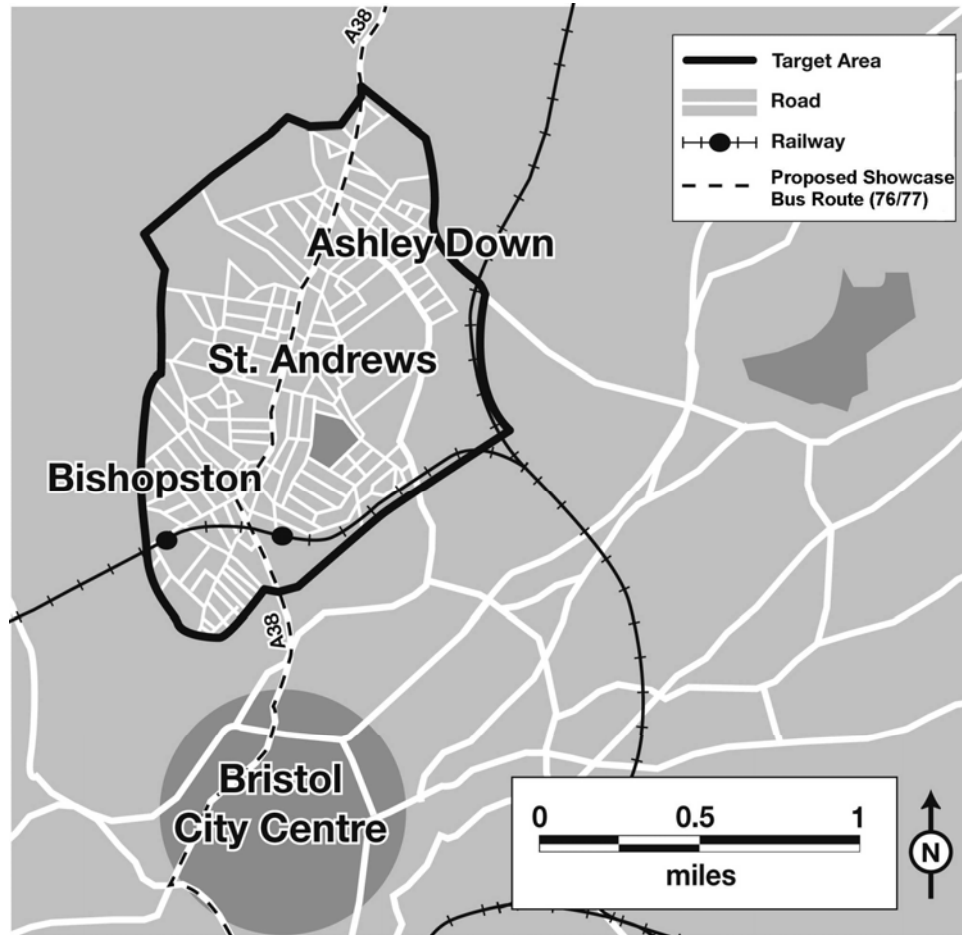


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# TravelSmart 2: targeting area closer to city centre with high levels of car use



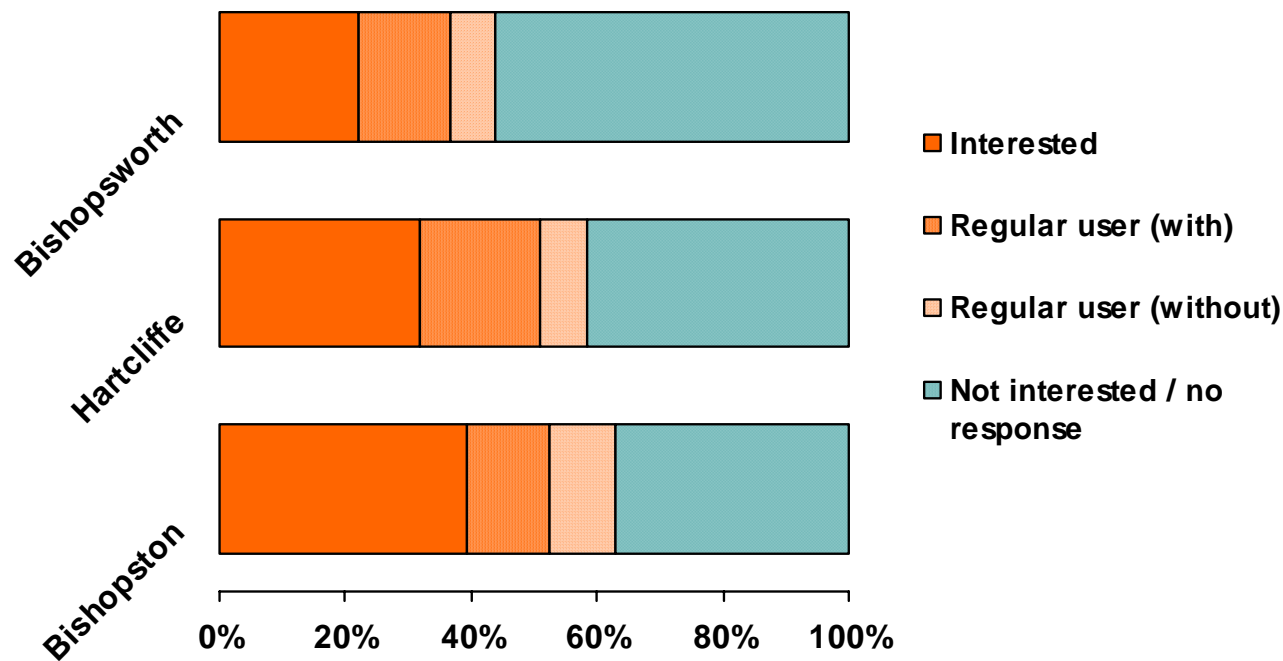
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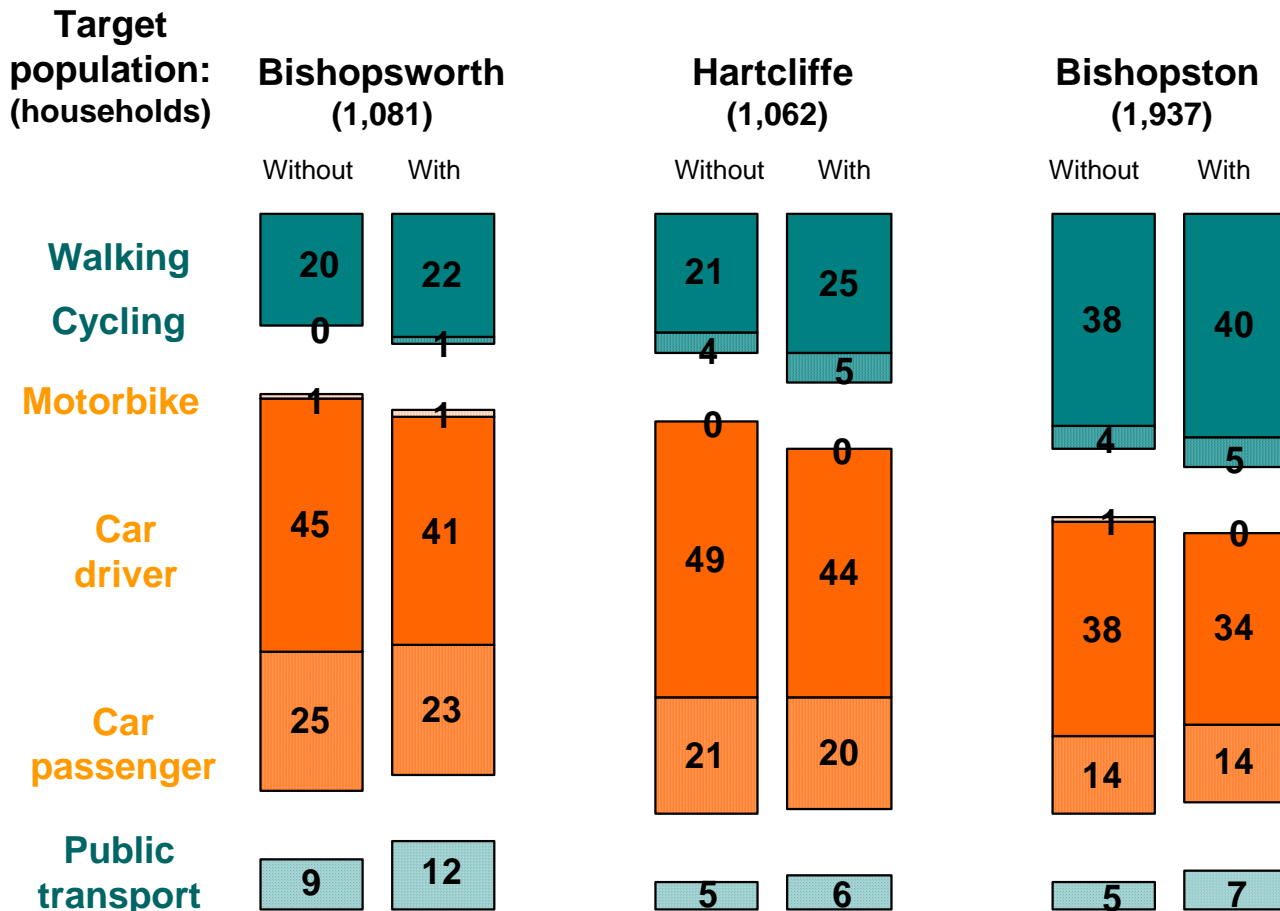


# High levels of positive response to TravelSmart in Bristol (over 43%)





# Effect of TravelSmart on mode choice (% of trips)

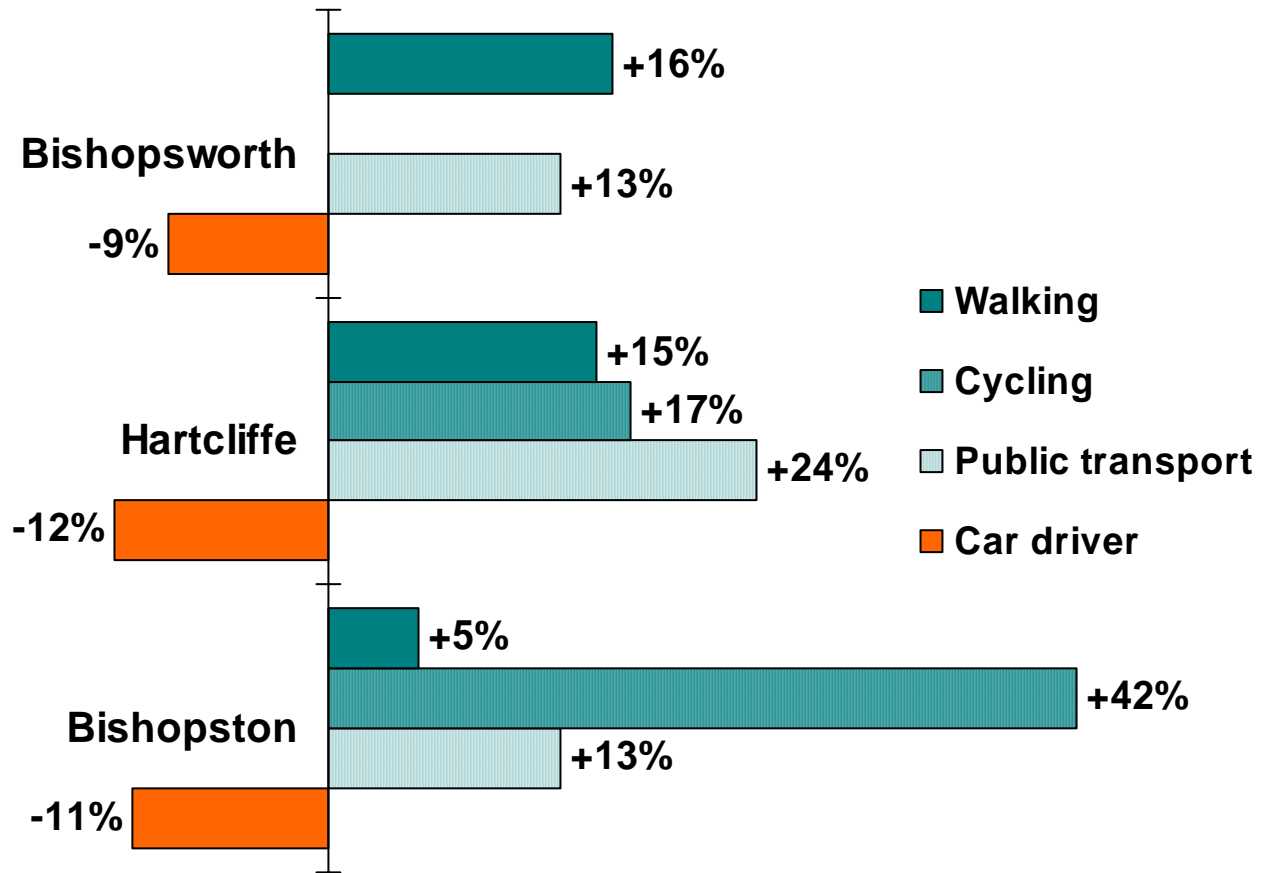


All data relate to % of trips by main mode across whole target population





# Relative changes in trips by main mode as a result of TravelSmart



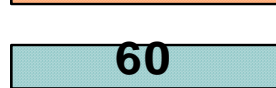
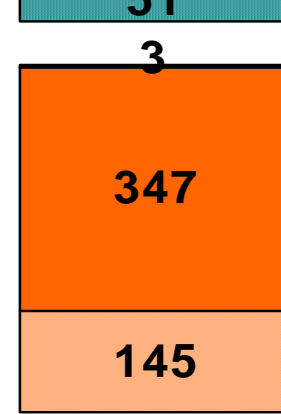
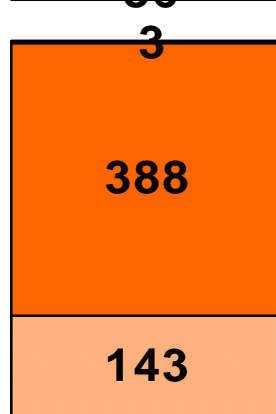
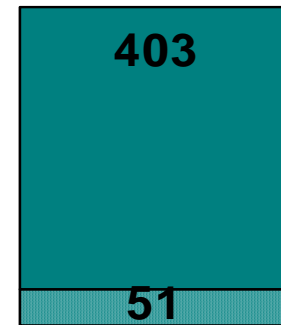
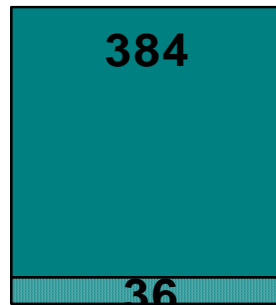


# Small changes make a big difference (Bishopston results)



Without  
TravelSmart

With  
TravelSmart



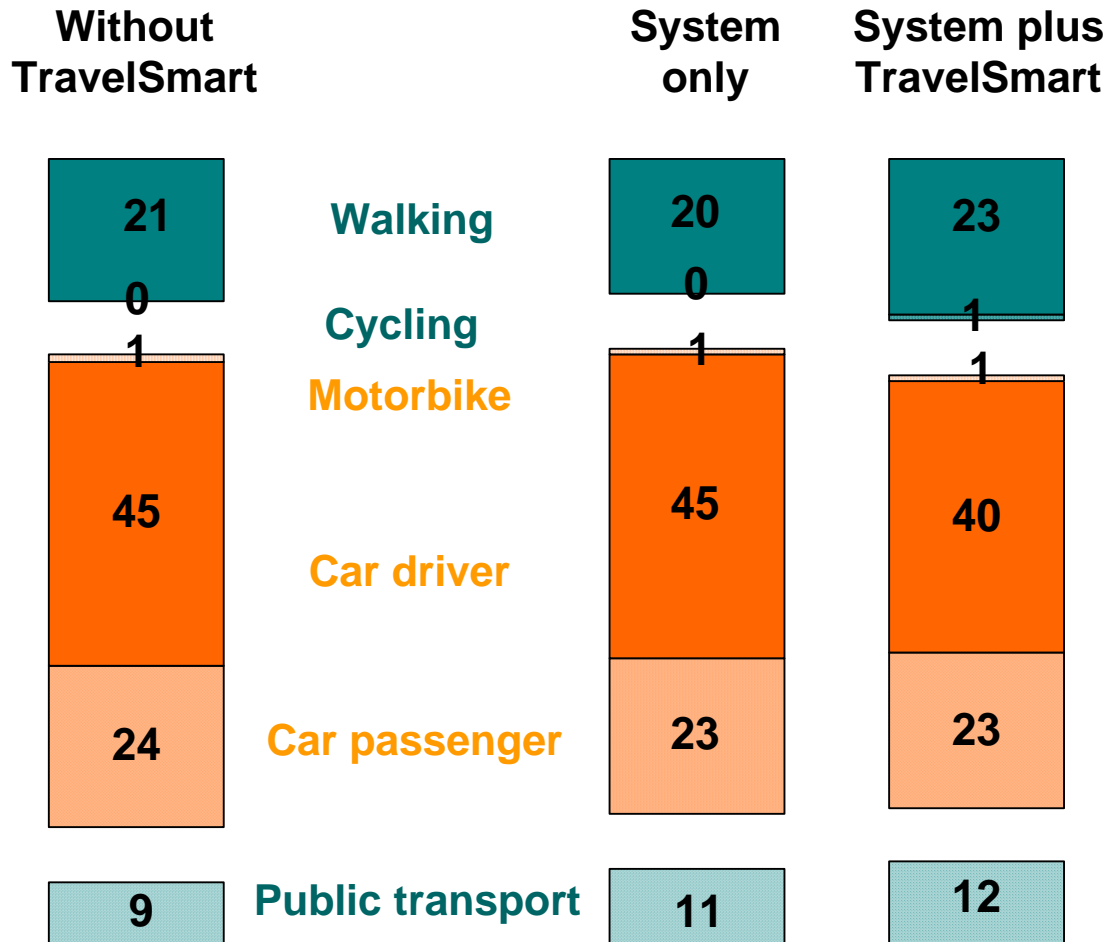
Data relate to trips per person per year by main mode







# Enhancing the effect of bus improvements (Bishopsworth)





# Long-term effects of TravelSmart: relative changes in Bishopston

Sep-Nov 2003

Feb-April 2004

Walking

+6%

+5%

Cycling

+51%

+42%

Car driver

-10%

-11%

Car passenger

-7%

+1%

Public transport

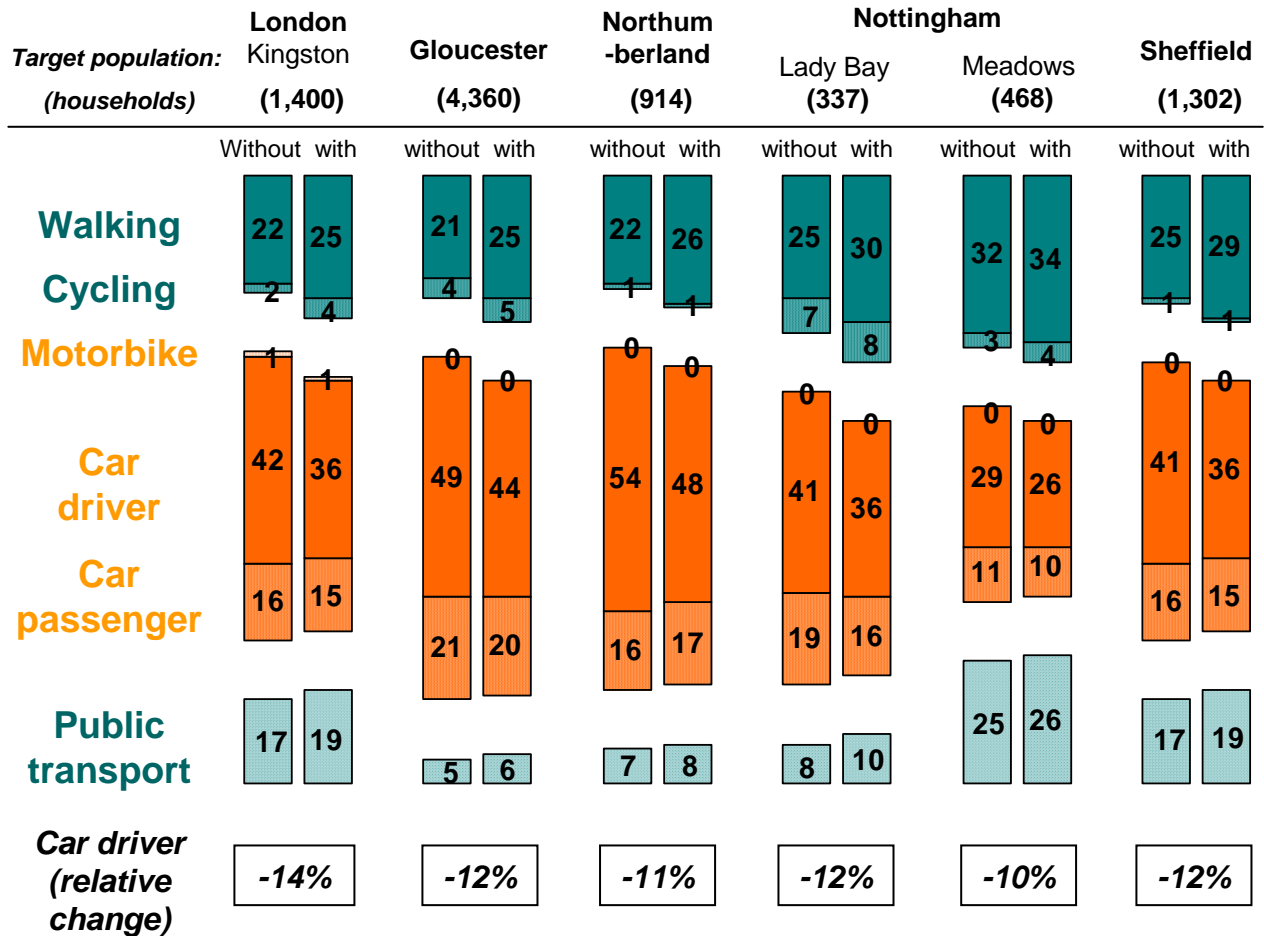
+18%

+13%





# Achieving consistently high levels of behaviour change



Main data relate to % of trips by main mode across whole target population

