Safety, Accessibility and Sustainability Panel

Date: 10 March 2016

Item: Travel Demand Management Programme – helping our customers avoid crowding and congestion

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1 Summary

1.1 The Travel Demand Management Programme seeks to assist customers in avoiding crowding and congestion wherever possible. This paper and associated presentation, attached as Appendix 1, provide an update on the development of the programme since the previous paper to the Panel in October 2015.

2 Recommendation

2.1 **The Panel is asked to note the paper and presentation.**

3 Background

3.1 Since the London 2012 Games, a consistent approach has been developed to informing customers of congestion or changes to their journeys due to major events or engineering works. Customers find this information useful in planning their travel.

3.2 London's population of 8.6 million will reach 10 million by 2030, generating an increase in demand estimated at five million trips per day and placing further pressure on some of TfL's services. In response, alongside planned capacity increases, it will also be necessary to get the most capacity out of existing networks and provide the best possible service to all customers.

3.3 The approach taken with the Travel Demand Management Programme is centred on providing the information, advice and travel tools to help customers make informed decisions about their travel.

3.4 Additional detail on the programme strategy and early programme outputs is included in the presentation attached as Appendix 1 to this paper.

4 Programme strategy

4.1 The programme will deliver on four areas:

(a) **Localised information and advice**

Provide customers with localised and relevant information on how they can avoid the busiest times and places where possible, including the 'peak of the peak' times and describing the options available for quicker and more comfortable journeys.

(b) **Enhanced journey planning tools, products and open data**

Integrate information and data into existing journey planning tools and offer new products to help customers to easily plan journeys avoiding crowding and congestion.

(c) **Partnership working**

Work with businesses and other partners to develop solutions and deliver practical information and advice, relevant to specific audiences. This includes developing new ways of working with other travel information providers to increase speed to market and offer greater diversity in information products at less cost.

(d) **Strategic communications**

Encourage customers to be aware of, and use, the information and tools available to improve their journey experiences.

5 Early programme outcomes

5.1 The programme will be subject to continuous development but has already moved into the first phase of implementation. The following initial outcomes are already being delivered.

5.2 **Localised information and advice**

(a) The initial focus has been on 23 priority locations on the London Underground (LU). Using a range of channels, the 'peak of the peak' times on the network and the options available for quicker and more comfortable journeys are being communicated.

(b) This approach was recently tested at Bethnal Green, Mile End, Highbury and Islington and Balham. Results from this group of stations show that there has been a 3 – 5 per cent reduction in customers travelling in the 'peak of the peak' at those stations. Communications were later released at Baker Street, Waterloo, Kings Cross and Canada Water and a third group of stations will come into the programme from 29 February 2016.

(c) This approach will continue to be extended to more stations and services to ensure the information is always available and is an everyday part of customer service. Congestion data for the whole LU network is being prepared for release as open data and work will take place in partnership with the developer community to stimulate further innovation and production of customer information.

(d) Road users will be provided with information about the busiest times at congested locations on the strategic network, including information about improved journey times for those able to avoid the 'peak of the peak' where possible. Work in partnership with the SatNav industry is also taking place to support better data and road journey planning.

5.3 **Enhanced journey planning tools, products and open data**

Real-time crowding information

(e) The first phase of a project to develop real-time crowding data has now been completed. The proof-of-concept has demonstrated that it is possible to extract actual and predicted crowding data for the Victoria line in real-time. This data includes train loading, platform crowding and predicted journey times taking crowding levels and service status into account.

(f) In addition to ensuring the data and methodology is robust, our plans include testing how to turn the data into customer and frontline staff information, while working in partnership with the developer community.

Walking Tube Map

(g) A 'Walking Tube Map' was released in October 2015 which illustrates the walking times between LU stations in central London. This received a very positive public response and printed versions have been distributed to Visitor Centres, central London hotels and other partners.

(h) Based on customer feedback, a further version is being developed to show walking times to stations that are close to each other, but not on the same Tube line, and highlight those journey times that are quicker to walk. These simple yet effective tools support customers in considering their travel options.

Continue Your Journey leaflets

(i) Enhanced versions of printed 'Continue Your Journey' leaflets will be released in March 2016 including 'peak of the peak' information for priority locations including Mile End, Highbury and Islington, King's Cross, Euston, Camden Town, Oxford Circus and Holborn stations.

Visitor information

(j) Animated 'top tips' for the best experience while travelling around the Capital will be launched for visitors. This has been developed in partnership with the visitor industry and will be released by March 2016.

(k) Also in March 2016, 'top tips' and 'peak of the peak' information will be launched at popular visitor stations including Paddington, Victoria, Liverpool Street, Piccadilly Circus, King's Cross and Euston. Thereafter the information will be extended to reach additional LU stations including London Gatwick and London Heathrow airports.

6 Continuous programme development

6.1 TfL will continue to test, evaluate and develop its approach, guided by what customers say is helpful. The programme aims to deliver the following over the next 12 months:

(a) Further localised information and advice across more locations and services;

(b) Working further with partners to develop new and better information, advice and tools; and

(c) Integration of localised information and advice into journey planning tools and sharing our data to encourage third party usage and innovation.

List of appendices to this report:

Appendix 1 – Presentation providing detail on the programme strategy and early programme outputs.

Contact Officer: Vernon Everitt
Number: 020 3054 7167
Email: vernoneveritt@tfl.gov.uk

Contact Officer: Stuart Reid
Number: 020 3054 0184
Email: stuartreid@tfl.gov.uk

Appendix 1

TRAVEL DEMAND MANAGEMENT PROGRAMME

Helping our customers avoid recurring crowding and congestion

Update March 2016

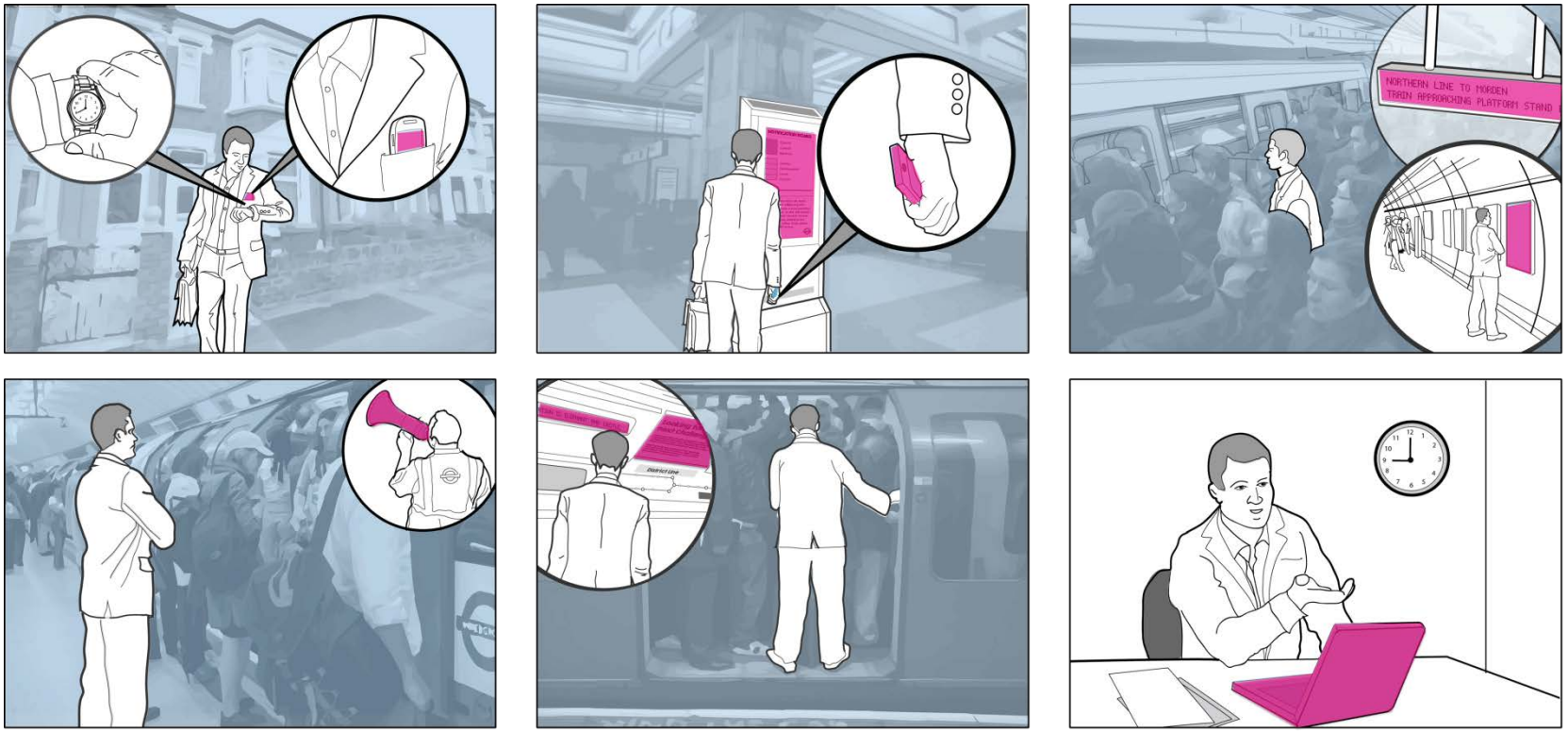
for London

Executive summary

- Rapid population growth puts continual and growing pressure on London's public transport and road networks
- Our capital investment programme is designed to introduce new capacity
- But we also need to help unlock additional capacity from the existing networks
- We are delivering targeted actions to give customers the opportunity to avoid congestion where possible and experience better journeys

What are we trying to achieve

Customers and road users receive timely and relevant information via a range of channels, to help them avoid crowding and congestion wherever possible

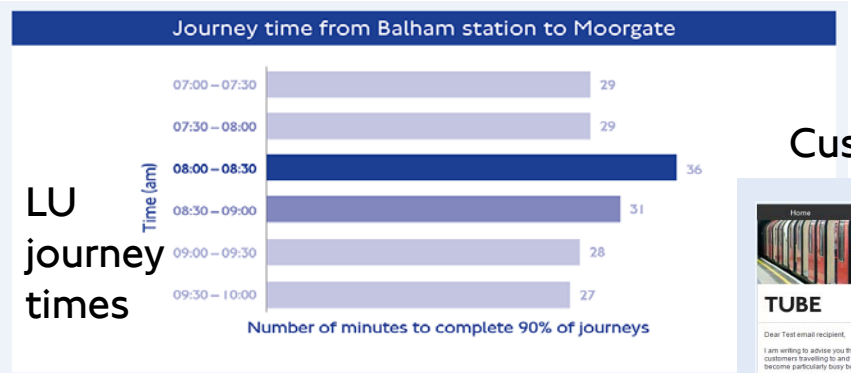


Programme strategy

	Objective	Output
Encourage	Encourage customers to be aware of, and use, the information and tools available to improve their journey experiences	Strategic communications
Engage	Working with businesses and other partners to develop solutions and deliver practical information and advice, relevant to specific audiences	Partnership working, tailored communications, information and toolkits
Enable	Integrate information and data into existing journey planning tools and offer new products to help customers to easily plan journeys avoiding crowding and congestion	Enhanced journey planning tools, products and open data
Inform	Provide customers with localised and relevant information on how they can avoid the busiest times and places where possible for quicker and more comfortable journeys	Localised information and advice made available as part of everyday customer service

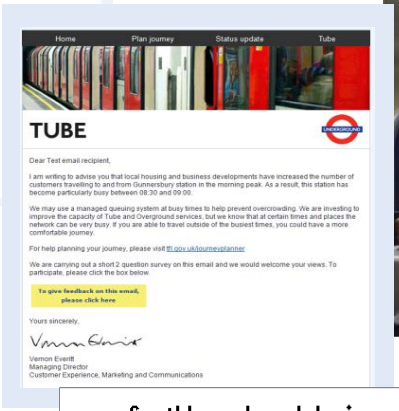
Localised information and advice

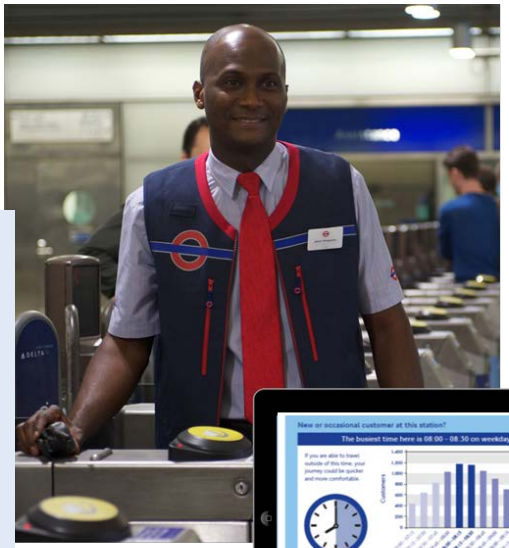
- Provide customers with localised and relevant information on how they can avoid the busiest times and places.
- Includes ‘peak of the peak’ times and describing the options for a quicker and more comfortable journey.



LU journey times

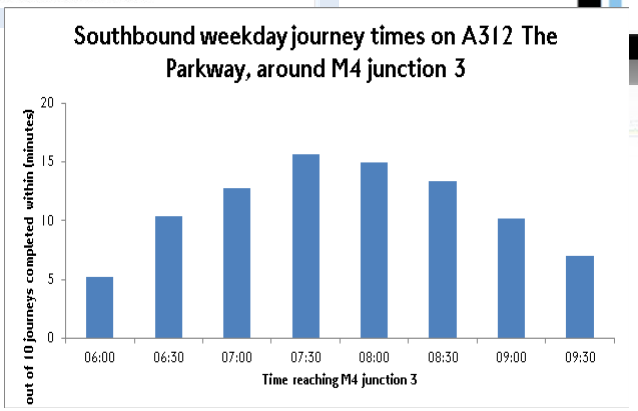
Customer emails





Our people equipped with iPads

TfL website and open data



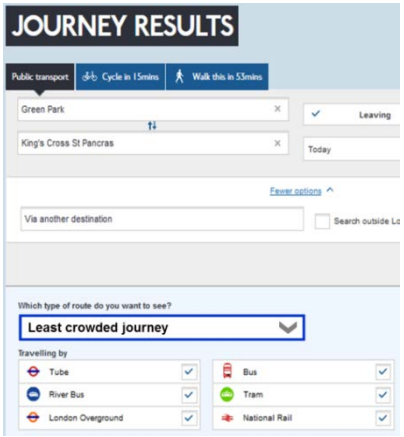
Roads journey times

Social media

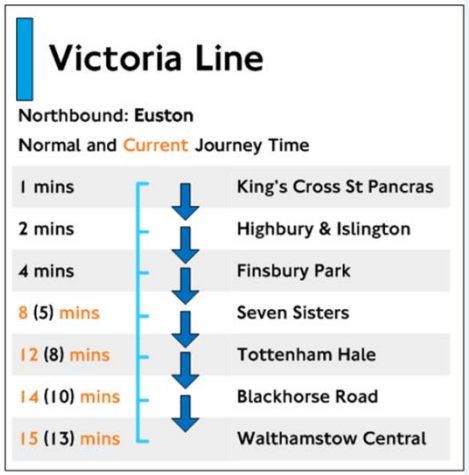
Enhanced journey planning tools, products and open data

- Integrate information and data into journey planning tools and new products to help customers to easily plan journeys and avoid crowding and congestion wherever possible.
- For example:

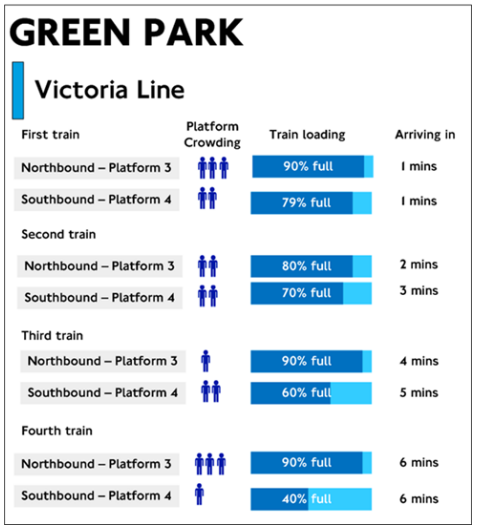
Delivered in October 2015 - Walking Tube Map to provide information on walking times between stations



In development - option in Journey Planner to allow customers to plan a less crowded route, for a quicker and more comfortable journey



In development - Predicted journey times taking crowding and network status into account



In development - Real-time crowding information

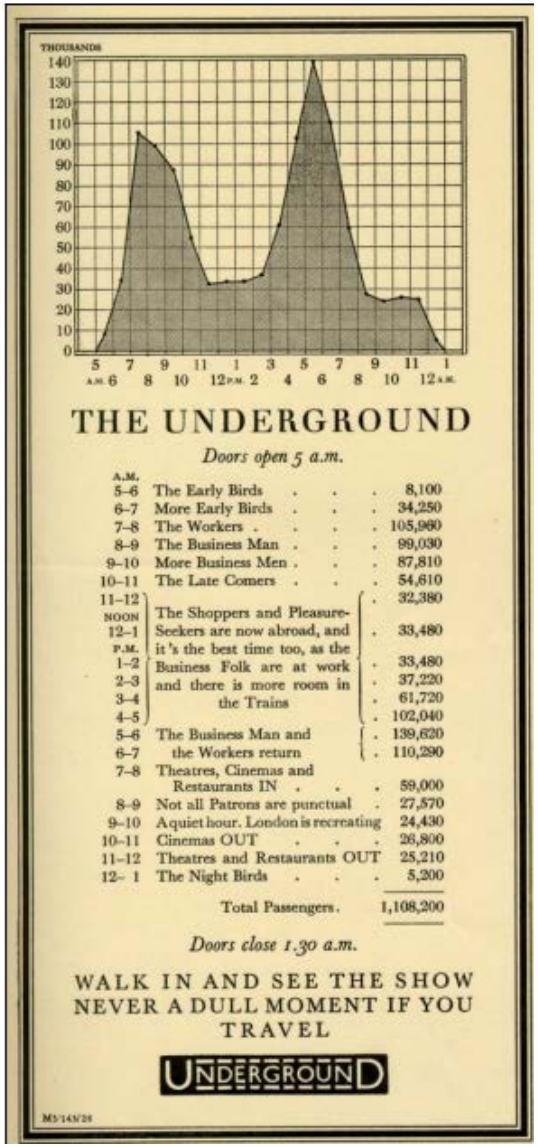
Partnership working

Partner	Output
Visitor industry	Visitor information, advice and tools to maintain visitor experience in London by avoiding crowding and congestion wherever possible.
Businesses	Encourage and support businesses to consider how transport demand could impact their employees, suppliers and consumers. Work in partnership to develop strategies and solutions including communications, information and toolkits.
Freight	Identify new sectors and opportunities for alternative travel options and delivery arrangements. Work in partnership with Freight partners to develop communications, information and tools.
Education	Work in partnership to develop information, advice and tools to encourage students, staff and parents to consider their travel options to improve their journey experience and further enable sustainable travel among young people.
Local community	Localised information and advice to encourage local groups to consider their travel options and further develop initiatives and ideas to sustain transport in local communities as the population grows.
Accessibility groups	Work in partnership to identify the most useful information and advice to assist customers requiring accessible journeys to further avoid crowding and congestion for an easier journey.
Employees and internal communications	Information and advice to encourage employees to consider their travel options, make a pledge to change their travel behaviour where possible and share knowledge for improving journey experiences

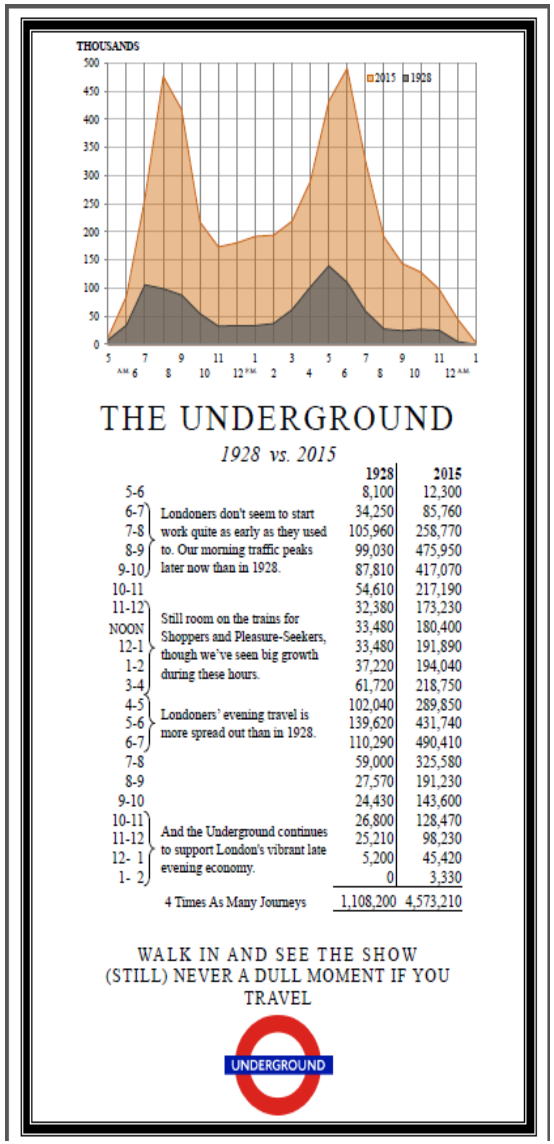
Strategic communications

- Encourage customers to be aware of, and use, the information and tools available to improve their journey experiences

- We recently updated an historic piece of artwork to highlight the habitual pattern of travel on the London Underground and identify how travelling outside the ‘peak of the peak’ can improve journey experiences



Original artwork 1928



Updated artwork 2015

High level delivery plan

15/16	16/17	17/18	17/18+
Stage 1	Stage 2	Stage 3	Stage 4

We are here

- Develop and deliver localised information and advice at priority locations

- Expand information and advice to cover more services and locations
- Further develop partnership working

- Strategic communications to encourage customers to use our information and advice
- Continuous expansion of information and advice and partnership working

Information and advice always available

- Integrate information and advice into business-as-usual operations and journey planning tools
- Develop new journey planning tools
- Visualise alternative options via maps and infographics
- Deliver congestion open data and develop and deliver real-time crowding information