

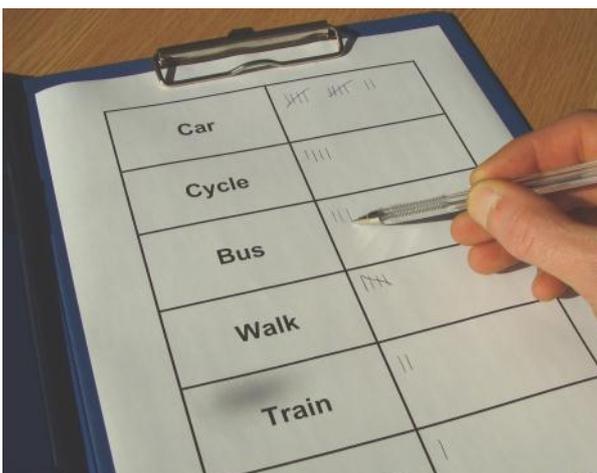


# How do we monitor the success of our Travel Plan?

Monitoring your Travel Plan is an essential part of the whole process. Monitoring means regularly checking your progress towards your targets with activities such as staff travel surveys or vehicle counts. It enables you to see whether or not your Travel Plan initiatives are having the desired effect on people’s travel behaviour.

Only when you have reviewed the progress of the Travel Plan can you start to plan your next actions. The results of surveys can be used to see what areas are working well and what initiatives need more time spent on them.

Being able to demonstrate success will help maintain momentum and support for the Travel Plan and allow you to best focus your resources into specific measures that need a bigger push.



Car	
Cycle	
Bus	
Walk	
Train	

## Who should be responsible for monitoring?

Monitoring is generally the responsibility of your Travel Plan Coordinator, although you may wish to appoint an external party to undertake traffic counts, surveys or questionnaires on your behalf.

For Travel Plans that accompany planning applications, the responsibility for monitoring lies with the developer or occupier. It’s their responsibility to provide Derby City Council with the monitoring results, including a written report at each of the agreed monitoring dates.

## Establish your baseline figures early on in Travel Plan development.....

In order to monitor a Travel Plan’s success, it’s important to get your baseline modal figures before the plan is put together. A staff travel survey is the ideal way to get the baseline figures for how your staff currently get to work, so future success can be compared with these results. Baseline travel numbers are also essential for setting Travel Plan targets.





## How do we identify our Travel Plan objectives and targets?

Your Travel Plan should be monitored against the objectives and targets that you set yourself in your Travel Plan document. It is essential that the measures and initiatives that you decide to put in place are relevant to your objectives. Here are some facts about objectives and targets:

### Objectives

Objectives reflect what you want to achieve from your Travel Plan. They are the overarching aims of your plan and will guide the form and content of the Travel Plan, including the targets that you set yourself.

Objectives should align to site specific issues such as car parking, whilst also supporting an organisation's wider corporate objectives.

Typical objectives for a voluntary Travel Plan relate to reducing carbon emissions, reducing congestion and improving staff health and wellbeing through encouraging active travel such as walking and cycling.

### Targets

Targets should be related to the objectives. If an objective is to reduce localised congestion, then a target may be to reduce the number of staff car commuters by a certain percentage.

Targets should reflect the measures being introduced. If your Travel Plan is investing in cycle facilities then a target could be to increase cycling by a given percentage.

All targets should be 'SMART', which means that they are Specific, Measurable, Achievable, Relevant and Time-bound.

Each target should be ambitious yet realistic and targets are generally percentage changes in the use of each transport mode.

## What tools can we use to monitor the progress of our Travel Plan?

There are several different methods of gathering the data that you will need to monitor your travel plan:

- Travel questionnaires aimed at staff or customers. An example survey is located in Appendix 3.
- On site vehicle counts.
- Business travel audits that look at mileage claims, requests for public transport tickets, cycle mileage claims and distances travelled.
- Accessibility assessment – how accessible is your site for all different modes of transport?

**EVERYONE TO COMPLETE:**

**About your travel:**

Do you nearly always travel to work using the same mode of transport?

Yes  No

How do you currently get to work? Please tick the modes of transport that you use to come to work in the column show how often you use each mode.

	Everyday	More than once a week	About once per week	Five times per month
Bus				
Car				
Car Share				
Cycle				
Motorcycle				
Park and Ride				
Taxi				
Train				
Walk				
Combination (e.g. train and cycle)				

How far do you live from your normal place of work?

Less than 1 mile

Between 1 and 2 miles

Between 2 and 5 miles

Between 5 and 10 miles

Between 10 and 25 miles

More than 25 miles



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## Monitoring reports.....

For Travel Plans that form part of planning applications, the Council will place a requirement for the organisation to submit monitoring reports at certain predetermined intervals. If your Travel Plan is voluntary, providing the Council with regular monitoring reports will help us to see how your plan is progressing and if you need and help or support. As a minimum your monitoring report should contain:

- Details of progress made since the submission of the previous annual report and any other changes which have occurred over the year which are significant to the Plan.
- An assessment of travel survey results and any other monitoring such as vehicle counts.
- An assessment of whether targets have been met or are on track to be met.
- Any revisions to be made to the Travel Plan.
- Whether or not remedial measures are to be implemented at this stage.
- Actions for the forthcoming year which should be set out in a Travel Plan Action Plan.

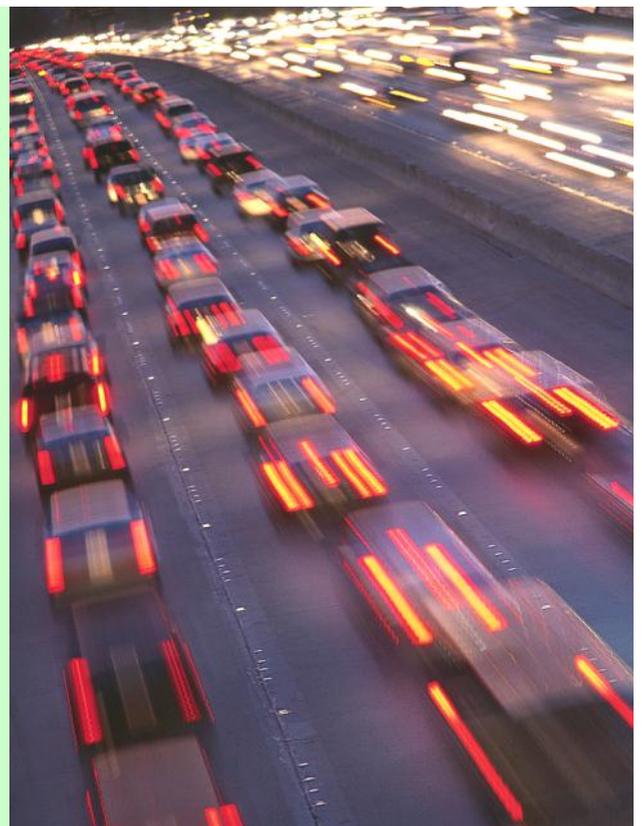
## What can we do if our Travel Plan is not achieving its objectives and targets?

It is important to establish a remedial strategy within your Travel Plan document so that all interested parties are clear what you will do if your targets are not achieved, or if it looks unlikely that they will be achieved.

By including a remedial strategy into your Travel Plan, it also helps to demonstrate your commitment to achieving your targets.

The remedial strategy should include specific ideas for actions, access controls or the addition of extra measures. The aim of any remedial strategy should be to ensure that the organisation can work to meet the objectives of their Travel Plan.

In the event that the Travel Plan is failing to meet the agreed targets, the remedial strategy should be put into practice in order to help get the Travel Plan 'back on track' as soon as possible.





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## How often do I need to carry out monitoring?

Following the start of your Travel Plan, monitoring needs to take place at regular, agreed intervals. It is advised that monitoring is carried out annually for the first few years so you can see if the Travel Plan measures are working. Usually the best way to monitor progress is by carrying out annual 'snapshot' surveys, with full travel questionnaires carried out every 2 to 3 years.

For Travel Plans which accompany planning applications, the frequency of monitoring is usually agreed in your signed off Travel Plan. The Council will generally stipulate full annual monitoring for the first 3 years, with subsequent monitoring carried out every 2-3 years dependant on your progress.

Monitoring should be carried out at the same time each year. We recommend that surveys are carried out during the spring and autumn, and that school holiday periods are avoided.

It's a good idea to keep the format of questionnaires and surveys similar year on year in order to ensure that the results are comparable to your previous findings.



## Key points for successful Travel Plan monitoring.....

- Your baseline travel figures need to be established very early on so that there is something to benchmark your progress against.
- Travel Plan monitoring needs to take place at regular, agreed intervals.
- Monitoring enables you to test whether your Travel Plan initiatives have been a success or whether you need to consider amending them.
- Monitoring allows you to review your progress towards your targets and objectives.
- Regular monitoring is a requirement for Travel Plans secured through the planning process and the frequency of reports needs to be agreed with the Council.
- Travel Plan objectives and targets should form the basis of your monitoring strategy as it is these that you are monitoring your progress against.
- Different types of monitoring tools can be used to collect the travel data required.
- In the event that the Travel Plan is failing to meet the agreed targets, there needs to be a remedial strategy to help get the Travel Plan 'back on track'.