



European Experience of Travel Plans: An Expert Perspective

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Introduction



- Travel Plans:
“a package of measures tailored to meet the needs of individual sites and aimed at promoting greener, cleaner travel choices and reducing reliance on the car.”
- Aim: To assess the current situation and future direction of travel plans

Method: Expert Interviews



- Part of the State of the Art Review for TRAVEL PLAN PLUS, 30-month project funded by Intelligent Energy Europe
- Semi-structured interviews with 20 interviewees selected for subject knowledge
- Responses analysed thematically and supported by (translated) quotes

Method: Identified themes



	Themes
Current Situation	Recognition Regulation Negotiation Resources Communication
Future direction	Monitoring and Evaluation Business Case Local Travel Plan Networks

Current situation: Recognition



- Recognising a problem and recognising travel plans as a solution
- Achieved by central government
- Regional variations in application:
"In areas where congestion has less impact it can be difficult to get political buy-in and to persuade employers to voluntarily consider travel plans"
- Not generally achieved by organisations:
"The companies do not see themselves as having a role regarding travelling behaviour among their employees."
- Unless there is a problem

Current situation: Regulation



- Engages people in discussion about transport:
"Problems are too big for local authorities to tackle on their own, travel plans engage with people so we get better solutions to these problems"
- Produces written plan rather than implemented measures
- Can be expensive to support and monitor

Current situation: Negotiation



- Negotiation is key in all travel plans but, in the Netherlands:

“Every region has a covenant negotiated between business groups and the local government, designed to reduce car traffic by 5% during peak hours. Ideally these covenants provide a win-win situation for all parties”

- Covenants are legal agreements outlining investment from government and organisations

Current situation: Communication



- Terminology and reasoning:

“If I was the person having to go out and sell travel plans I don’t feel confident with the terminology, as I don’t think it is the language that fits business”

- Travel plans in practice:

“To me a travel plan works well where a defined group of people communicate and interact well together ”

Current situation: Resources



“Transport is central to everything we do, but no one wants to pay for it.”

- Resources to support travel planning
 - Financial – incentives and costs
 - Human resources, e.g. champions
 - Service provision – depends on geography
- Resource continuity important

Future Direction: Monitoring and Evaluation



- Needed to justify future investment
- Call for consistency

“Hopefully, you would get a more consistent approach across organisations; otherwise it becomes more difficult to compare things across different sites.”

- But different views on what to measure and how

Future Direction: Business Case



- Business case for government and organisations:

“The government is coming from the angle of climate change and CO₂ reduction; ... that’s not where businesses are coming from, they are about money, as are travel plans... it’s all about business efficiency”

Future Direction: LTPNs



- Local Travel Plan Networks (LTPNs):

“a group [or network] of organisations that have come together to share resources and ideas for developing and implementing a travel plan in their local area.”

- Companies large or small?

Conclusion



- Current Situation:
 - Needs organisational recognition
 - Regulation alone = paper rather than action
 - Adaptation necessary to justify resources
- Future direction
 - Monitoring & evaluation to show business case
 - Make organisations recognise travel planning
 - Having a greater effect through LTPNs

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For further details on TRAVEL PLAN PLUS see: www.travelplanplus.eu

If you have any questions please email:
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