



2 Presentation Outline

- Programme purpose and scope
- Progress to Date
- Future Priorities



3 Programme Purpose and Status

- The TDM programme exists to reduce disruption and congestion on roads and public transport that results from major incidents, events and works and from demand exceeding capacity at certain times and places.
- Customers have told us they want more information and advice to help avoid congestion and disruption. When they have the flexibility 51 per cent of London Underground customers would consider changing their journey to avoid crowds and 65 percent of visitors would consider changing their journey if they knew it would be crowded.
- In 16/17 we supported more than 50 events and works, some of the major ones are summarised on slide 7. We support the multi-agency TDM Board to promote industry collaboration in mitigating disruption for customers.



Two of the major challenges we face in achieving these goals:

Congestion

Disruption

What we do

Recurring Congestion:

Programme of initiatives and projects

e.g localised crowding information across modes, innovative partnerships

Events and Engineering projects:

Programme that delivers improved customer information

e. g.co-ordinated customer travel advice on closures (Thames Tideway, Thameslink, Camden Points)

Capability development:

improved customer understanding, approach, tools and products

e.g. Real Time information, live crowding information, Resilience



Example TDM Campaigns & Behaviour Changes

- A406 Neasden improvement works - 14 per cent of frequent drivers influenced to travel outside the busiest times, leading to a three per cent reduction in total traffic flows and saving over 50,000 hours of road users' time.
- Tower Bridge Closure – demand successfully rerouted across several crossings. Those receiving targeted SMS were 6 percentage points more likely to retime their journeys to avoid the worst congestion in the AM peak
- Crowding Communications on Rail & Underground – research reports that 18% recall having seen TDM communications, while 61% of those who saw the campaign made a change to their journey as a result. 6% of customers moved out of the peak of the peak at targeted locations
- Camden Points Northern line works – the number of passengers interchanging at Camden Town was sufficiently lower than modelling predicted . Enabled works to take place without unplanned disruption of the Northern line service .
- Walking Tube Map - research reports a quarter of Londoners are aware of and over a third of those say they have been encouraged to walk more as a result of using it.



6 TDM strategy in action

Customer feedback - *"I knew this morning to leave 20 mins earlier and so had a stress free journey. Thanks for the information!"*

TdF: *"...the closure of roads and diversion of traffic and provision of alternative arrangements of travellers was done well and cheerfully."* – *London Evening Standard editorial, Tuesday 8 July*

Thameslink London Bridge: *Demand at impacted London Overground stations down by between 10% and 20% during peak - communications achieved targeted behaviour change*

LU Pilots -a shift in demand from the busiest period of 5-6% at Bethnal Green and Highbury & Islington

Tour de France: Traffic flows down by up to 17 per cent on normal traffic

Prudential Ride London - *TfL is doing a good job of minimising disruption by helping with planning and communicating alternatives – increase from 45% in July 13 to 53% in August 14*



TDM Programme Strategic Outputs 2016/17

Major Planned Works and Events



April	May	June	July	August	September	October	November	December	January	February	March
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Recurring Congestion



Planned Works & Events 5 year forecast

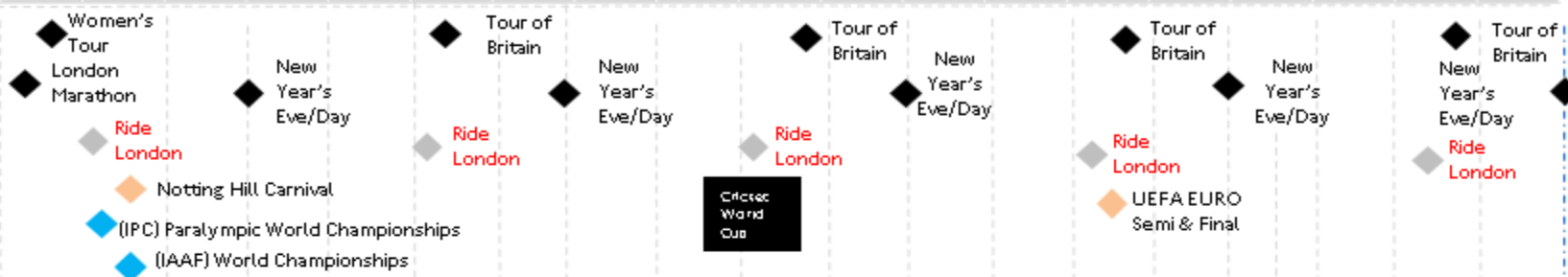
Category A
Category B

TfL Restricted
All dates are subject to change

- North
- East
- South
- West
- Central
- Pan London

2017				2018				2019				2020				2021			
Jan-Mar	Apr-Jun	Jul-Sept	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sept	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sept	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sept	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sept	Oct-Dec

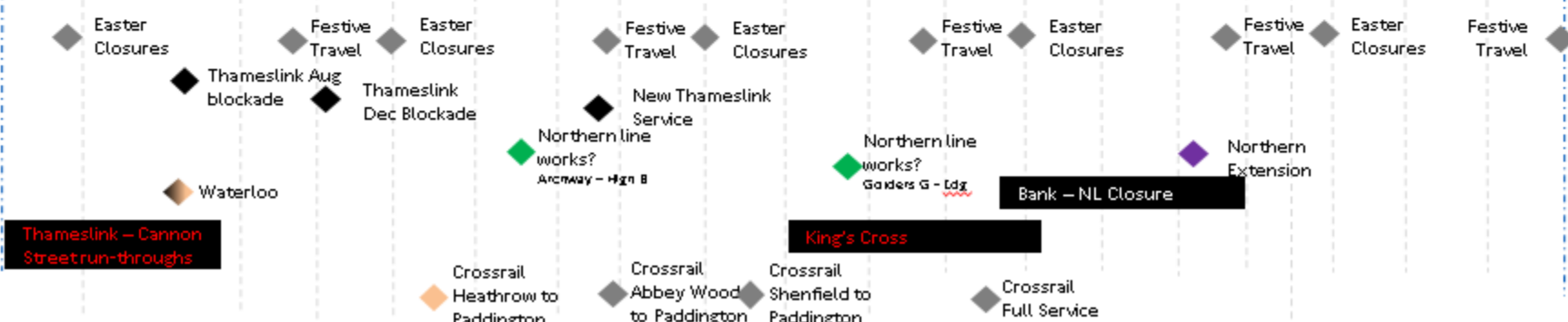
Events



Surface



Rail & LU





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