

**TRANSPORT
FOR LONDON**

EVERY JOURNEY MATTERS

Travel Demand Management & Festive Travel

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Agenda

- **TfL TDM objectives**
- **Festive Travel**
 - Context
 - Objectives
 - Outputs
 - Outcomes
 - Lessons
- **Emerging TDM Programme**



TDM OBJECTIVES





TfL's Objectives

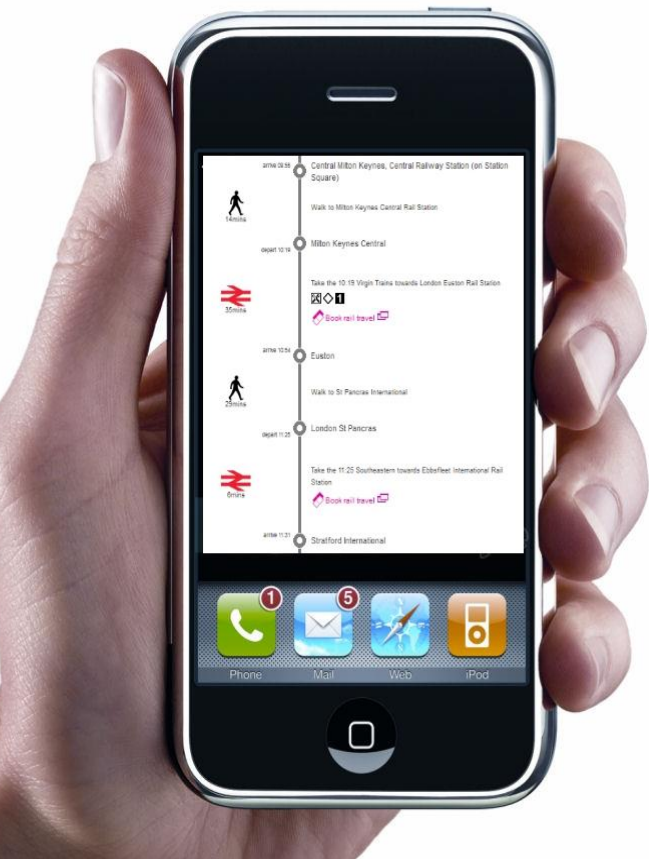
- **Keep London working and growing**
- **Make life in the capital better**



We will

- **Get the most out of existing transport networks**
- **Deliver a capital programme to expand and improve transport opportunities**
- **Put our customers at the heart of everything we do**





TDM supports TfL objectives by

- **Offering customers the ability to make better informed decisions**
- **Enabling and encouraging customers to avoid times and locations where**
 - demand exceeds, or will exceed, transport capacity
 - regular travel will be significantly affected by planned events, maintenance or network changes.

**know your
travel options**





TDM Strategy

- Work collaboratively with other transport operators to positively influence customers' travel experiences in London
- Actively seek to achieve targeted changes in travel behaviour where there is a direct customer and business/operational benefit
- Develop an open relationship with customers by giving them useful information and advice presented consistently
- Develop and enhance the range of information and tools available to our customers
- Offer customers an integrated view of all their travel options
- Utilise the capabilities and knowledge of TfL's teams and those of our delivery partners
- Refine the understanding and application of TDM as part of the operational toolkit for transport in London

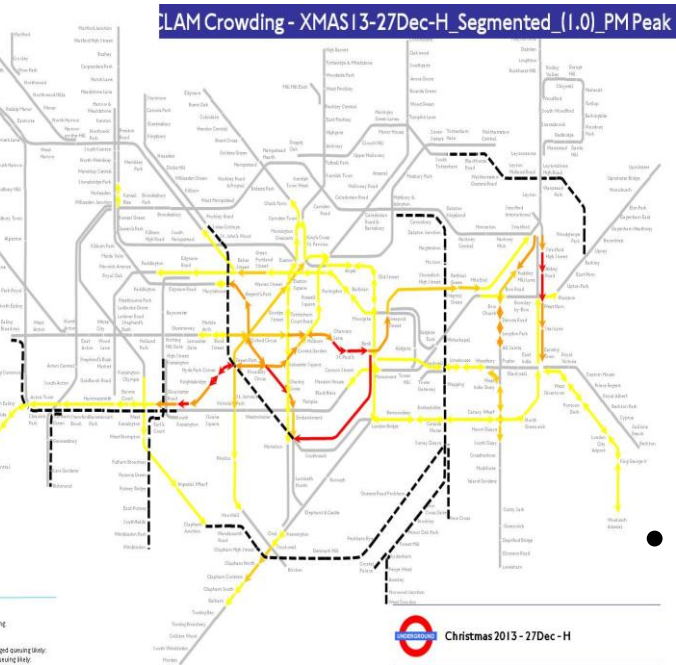


FESTIVE TRAVEL



Context

- **Not one single situation:**
 - TfL planned works
 - Network Rail planned works
 - Major events New Years Eve and New Years Day
 - Localised events, e.g. Football matches
 - Service alterations
- **Active collaboration with Network Rail to de-conflict planned works**
- **Detailed operational planning**



Communications Objectives

- Enable customers to travel
- Give customers a coherent picture
- Support customers with appropriate advice
- Magnify Network Rail information about Gatwick works



No surprises

There will be service changes over the festive season.
Know your travel options. Visit tfl.gov.uk/festive

MAYOR OF LONDON



Enjoy free travel home this New Year's Eve. Sponsored by Diageo
On bus, Tube, tram and DLR services from 23.45–04.30 and London Overground until last train times. Visit tfl.gov.uk

Don't overdo it this festive period #ThinkHowYouDrink





Outputs/Outcomes

- TfL website carried detailed information
- Integrated TfL marketing campaign (see Annex A)
- PA and driver announcements, station posters
- Consistent information and advice with NR and TOCs re Gatwick
- 23 issues were raised at the Customer Contact Centre, a balance of positive and negative



Lessons

- **Value of collaborative approach**
- **Continue to strengthen working processes with NR**



FORTHCOMING TDM ACTIVITY





Everyday Hotspots

- Hotspot information release
- Northern line pilot continuing
- Real-time crowding feasibility study



Don't get caught out.
The cyclists
are coming



Major Events

- **Regulars:** London Marathon, Prudential Ride London, Tour of Britain etc
- **One-offs:** Tour de France 2014, Rugby World Cup 2015, World Athletics Championships 2017



Major Works

- **Thameslink works**
- **West-coast mainline works**
- **New system for TfL/NR collaboration in development**



tfl.gov.uk



ANNEX A MARKETING CAMPAIGN



Advertising

- 1,704 posters across Tube platform/concourse, bus stops, London Overground platform/concourse, Tramlink stops and DLR platform/concourse.
- 2 adverts in the Metro (11 and 17 December).
- 1 full page advert in Time Out (Christmas bumper issue).





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WORLDWIDE BEVERAGE COMPANY

Captain
MORGAN



CRM - email

- Two emails were produced. One targeting road users. The other targeting 'all other transport' users.
- 3,124,978 emails were delivered. 787,345 were opened.
- 45 customers responded to the emails, with only 8 being negative, relating to the inconvenience of the PWC and service changes.





Home	Live travel news	Getting around	Tickets
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Dear Mr Heys,

I am writing to advise you about getting around London during the festive period. Please note, this email is slightly longer than usual as it provides information through to New Year's Day.

Festive services

The main changes to our services are as follows:

Christmas Eve, Tuesday 24 December - A reduced weekday service will operate across the Tube network until 20:00. Last trains will be earlier than usual. Buses will run until just after midnight.



Christmas Day, Wednesday 25 December - There will be no service on the entire network.

Boxing Day, Thursday 26 December - A reduced service will operate on most of the network; there will be no service on London Overground.

New Year's Eve, Tuesday 31 December - Free travel will be provided on most of our services from 23:45 until 04:30. From around 17:00 central London roads will close to prepare for celebrations so buses will gradually be withdrawn.

New Year's Day, Wednesday 1 January - A reduced service will operate on most of the network.

For full details, please click the links above or visit tfl.gov.uk/festive

Gatwick Airport

From Wednesday 25 December to Wednesday 1 January 2014, there will be no Gatwick Express rail service. Other operators will serve Gatwick Airport station but your journey will take longer and you may have to take a replacement bus. To plan your rail journey, please visit nationalrail.co.uk

Public Transport

As this is a quieter time of year on the network, we are taking the opportunity to carry out improvements. These include track replacement and installation of new signalling. Even on Christmas Day, when the entire network is closed, over 1,000 of our team will be working.

Bakerloo line

The opening hours of Marylebone station will be changed temporarily. On Tuesday 24 December it will close at about 22:30 and Thursday 26 December it will close at about 20:30. Last Tube trains serving the station on Wednesday 1 January 2014 will be at about 02:50; the station will then close from 03:00 until 07:00.

Central line

From Friday 27 to Monday 30 December, Chancery Lane station will be closed.

District line

On Thursday 26 December, Cannon Street, Kensington (Olympia) and Upminster Bridge stations will be closed.

Until about 18:30 on Thursday 26 December, there is no service between Earl's Court and Edgware Road/Ealing Broadway/Kensington (Olympia)/Richmond. From

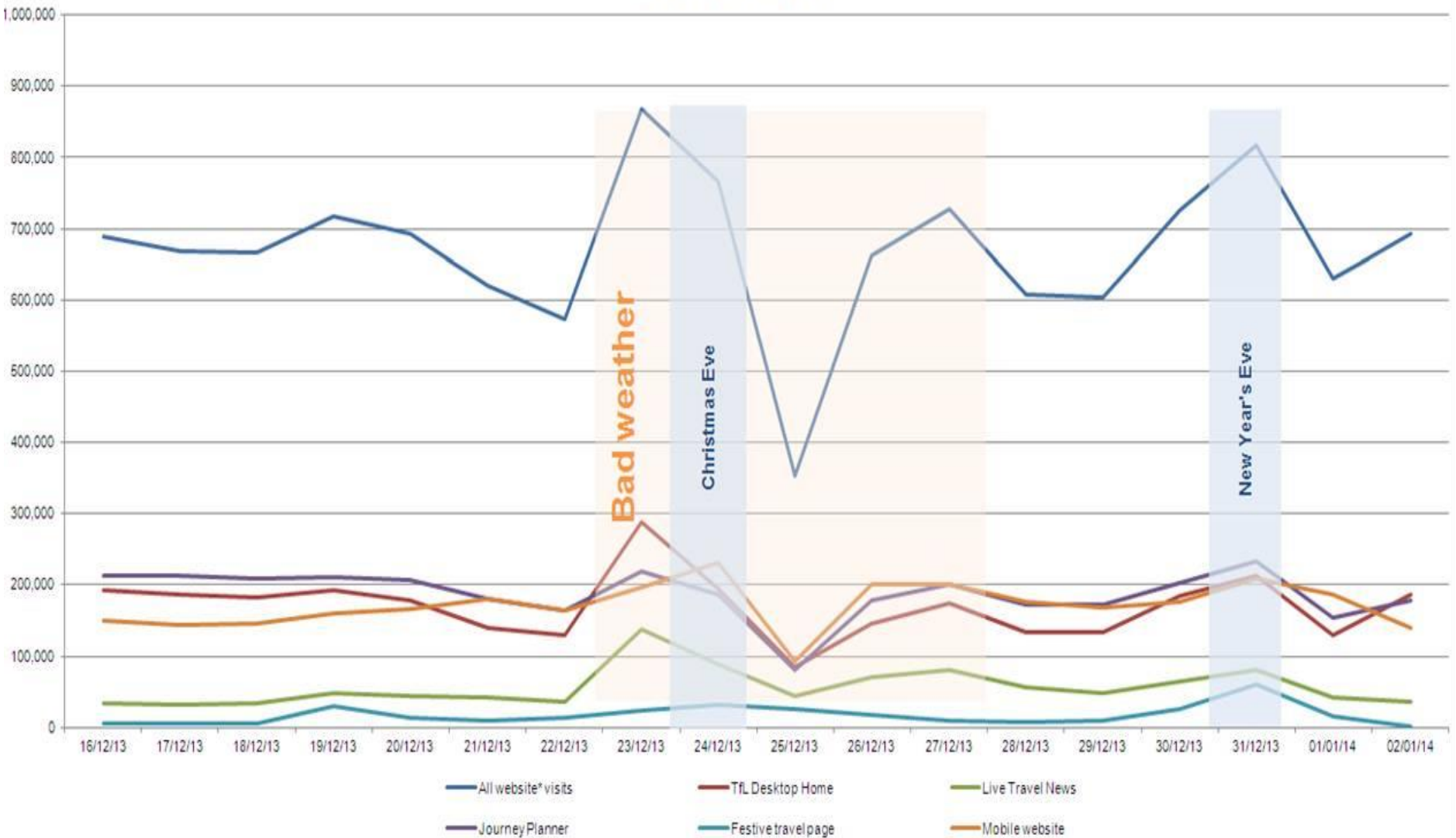


TfL Online

- TfL.gov.uk/festive was the central hub of travel information and advice across all modes.
- Promo banner on homepage
- The desktop website received nearly 9 million visits between 16 Dec and 2 January, compared to just under 8 million over the 2012-13 festive break.



Festive website visits 16 Dec 2013 - 2 Jan 2014



[Home](#)[Live travel news](#)[Getting around](#)[Tickets](#)[Road users](#)[Corporate](#)[Business & partners](#)

No surprises

Travel options this festive season

Contactless payment pilot

Find out how to take part

Barclays Cycle Hire expansion

New docking stations in the south west

Oyster

▶ Top up pay as you go



Congestion charge

▶ Pay Congestion Charge



Emirates Air Line

▶ Ride London's cable car



Barclays Cycle Hire

▶ How it works



Live bus arrivals

Find out when your bus will arrive at your stop



Try our new website

Give us feedback on the changes

Journey Planner

 Leaving Arriving

Today

▼

23

▼

: 45

▼

[More options](#)

Maps

[▶ Tube](#) [▶ Bus](#) [▶ All maps](#)

Service updates

at 23:40

[Piccadilly](#)[Part closure](#)[Deliveries](#)[Good service](#)

[↓ Getting around](#)

- ▶ [Travelling during the festive season - Christmas and New Year 2013/14](#)

Travelling during the festive season - Christmas and New Year 2013/14

If you are travelling between today and Wednesday 1 January 2014, your journey may be affected by service changes. During this time, a variety of essential maintenance works will take place on the TfL and Network Rail networks.

On this page:

- ▶ [General travel advice](#)
- ▶ [Tuesday 31 December - New Year's Eve](#)
- ▶ [Wednesday 1 January - New Year's Day](#)

If you are travelling between today and Wednesday 1 January 2014, your journey may be affected by service changes.

During this time, a variety of essential maintenance works will take place on TfL and the National Rail networks.

The maintenance has been scheduled for this quieter time of year to minimise the impact on customers and is

Journey Planner

 Leaving Arriving

Today

▼

17

:

20

▼

[More options](#)

Maps

[▶ Tube](#) [▶ Bus](#) [▶ All maps](#)

Press Office

- A festive travel press release was issued on 6 December detailing the services that will be available during the Christmas and New Year period, linking to the tfl.gov.uk/festive webpage.
- A reminder release was issued on 27 December, advising customers that New Year's Eve travel would be free and to inform them of the road closures in place for the fireworks and the New Year's Day parade.
- Approximately 30 Tweets via @TfLOfficial (192,223 followers) made between December 6 and January 2.
- A number of festive travel information stories ran across media.



Social Media

- Approximately 135 tweets were posted across TfL modes @TfLBusAlerts, @EmiratesAirLDN, @LDNOverground, @LondonDLR, @TramsLondon, @TfLRiver, @TfLTrafficNews and Tube through individual line feeds with a combined 600,000 followers.
- A balance of positive and negative comments





TfL Northern Line @northernline

24 Dec

There is no @GatwickExpress service 25 Dec – 1 Jan. Please allow an extra 90 mins for your journey ow.ly/rVaEp

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More



TfL Northern Line @northernline

24 Dec

Tomorrow service will be reduced after 20:00 ow.ly/rVuzG

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More



TfL Travel Alerts @TfLTravelAlerts

23 Dec

All services are running as planned apart from @EmiratesAirLDN but please check before you travel and leave plenty of time #UKStorm

🔄 Retweeted by TfL Northern Line

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More



TfL Northern Line @northernline

23 Dec

Take care on the Tube! Last year there were 26 injuries and 1 fatality on the tracks, many due to alcohol

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More



TfL Travel Alerts @TfLTravelAlerts

19 Dec

There'll be service changes over the festive season. Bookmark this link tfl.gov.uk/festive

🔄 Retweeted by TfL Central line

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More

