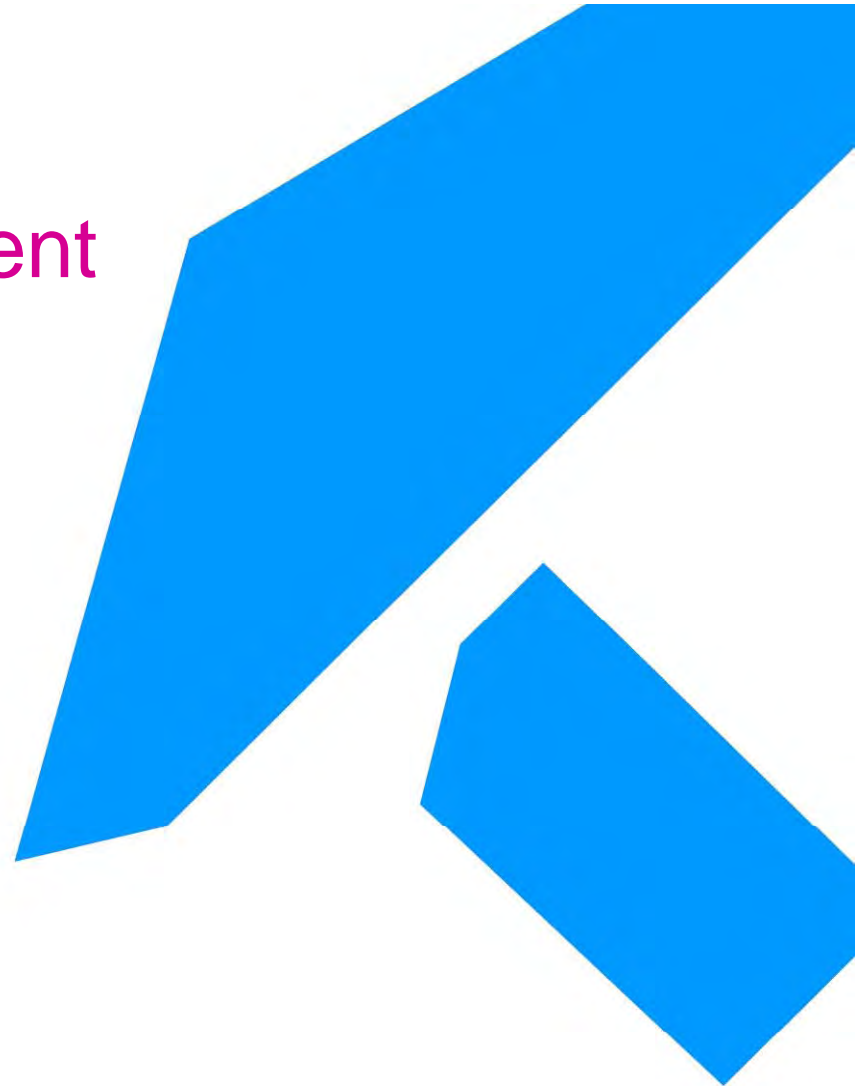


LTW
Travel Demand Management

12th July 2011
Clare Springett
Head of TDM



Despite £6.5bn of transport upgrades, transport will be a challenge during the Games

Unprecedented demand:

20 million additional trips will be made during the Games

3 million additional trips will be made on the busiest day of the Games

3.5 million trips currently made on London Underground

At certain times, at certain locations on the transport network, demand is expected to exceed capacity, creating demand hotspots







TDM approach

Objective

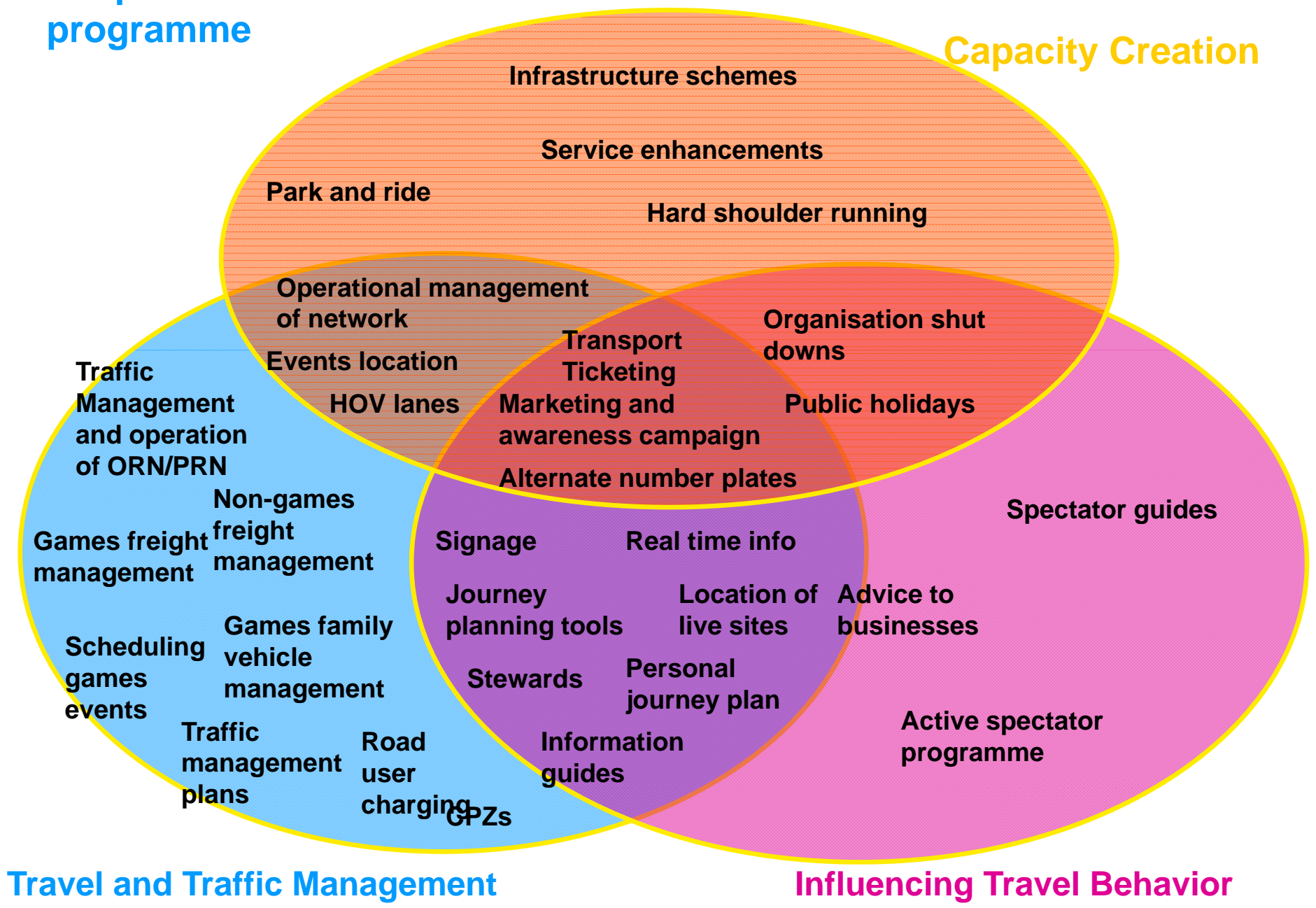
“to influence enough people, enough ...”

in order to free up capacity on the transport system to accommodate the increased demand generated by the Games.

Background demand will be influenced to reduce their overall need to travel, re-time, re-route or revise their mode of travel



Scope of the TDM programme



Scope of the TDM programme

Step 1: Discard the unfeasible

Capacity Creation

Infrastructure schemes

Service enhancements

Park and ride

Hard shoulder running ~~X~~

Operational management of network

Organisation shut downs ~~X~~

Events location ~~X~~

Transport Ticketing ~~X~~

HOV lanes ~~X~~

Marketing and awareness campaign

Public holidays ~~X~~

Alternate number plates ~~X~~

Traffic Management and operation of ORN/PRN

Games freight management
Non-games freight management

Signage

Real time info

Spectator guides

Journey planning tools

Location of live sites

Advice to businesses

Games family vehicle management

Stewards

Personal journey plan

Active spectator programme

Scheduling games events ~~X~~

Traffic management plans

Road use charging ~~X~~

Information guides

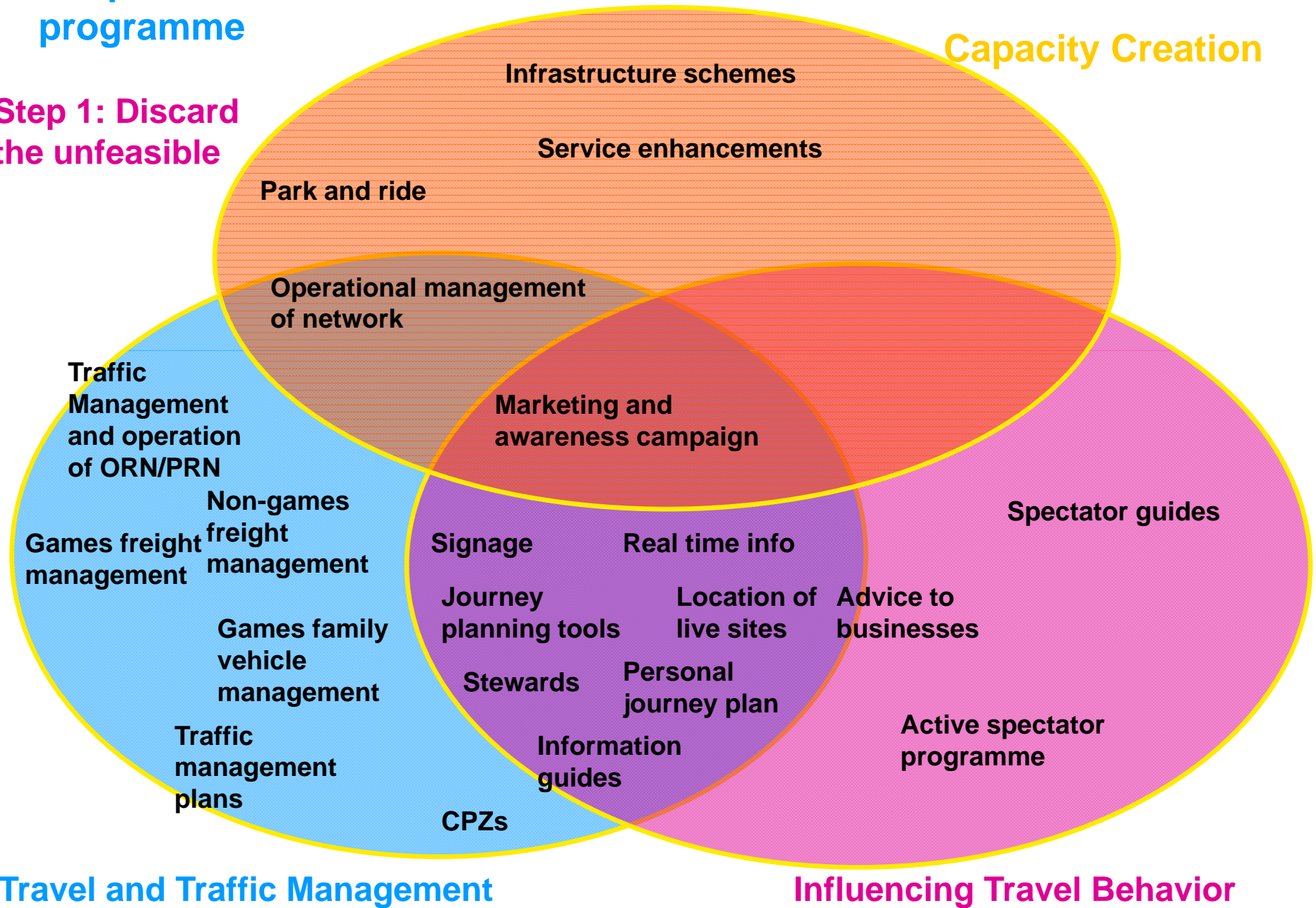
CPZs

Travel and Traffic Management

Influencing Travel Behavior

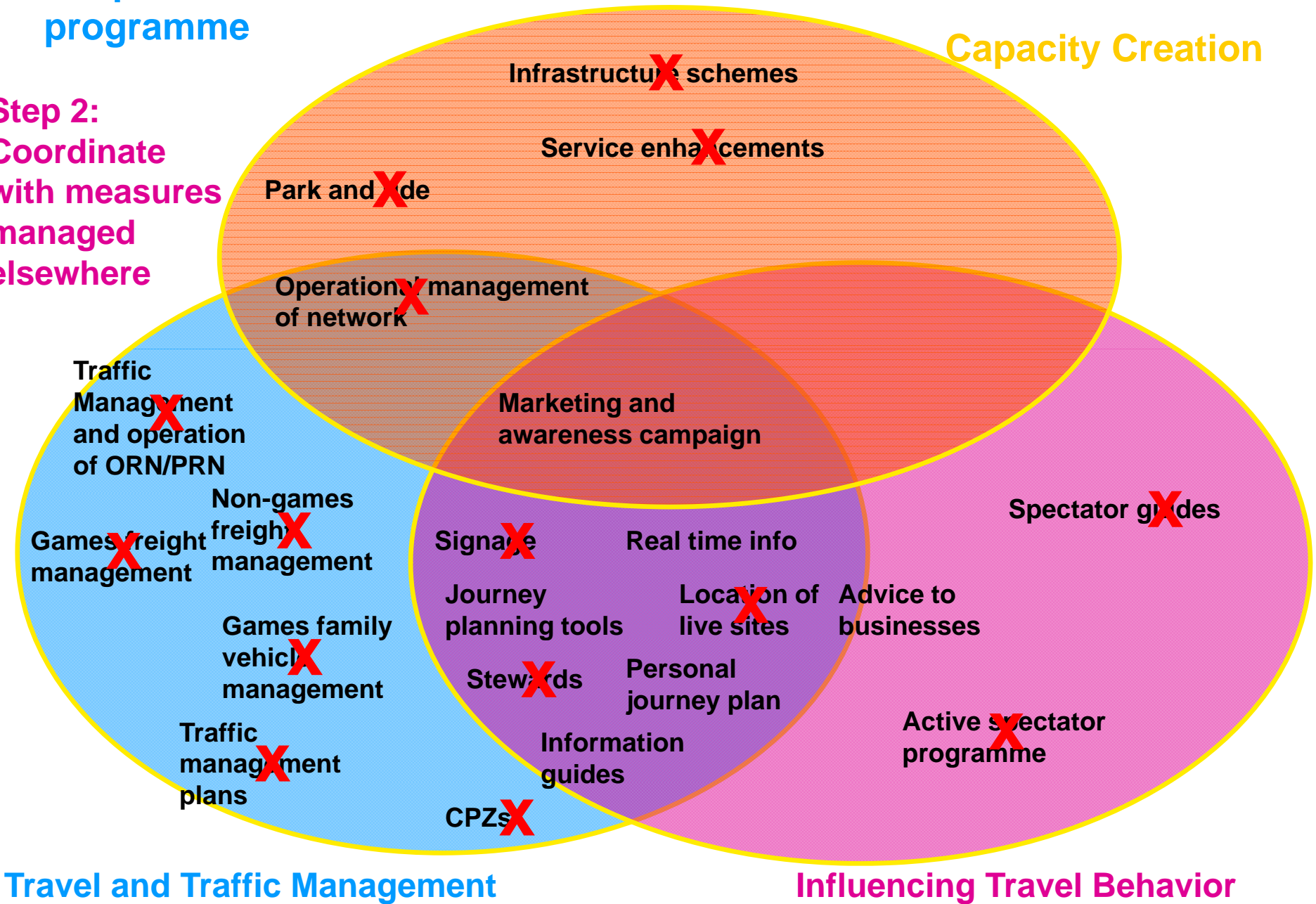
Scope of the TDM programme

Step 1: Discard the unfeasible



Scope of the TDM programme

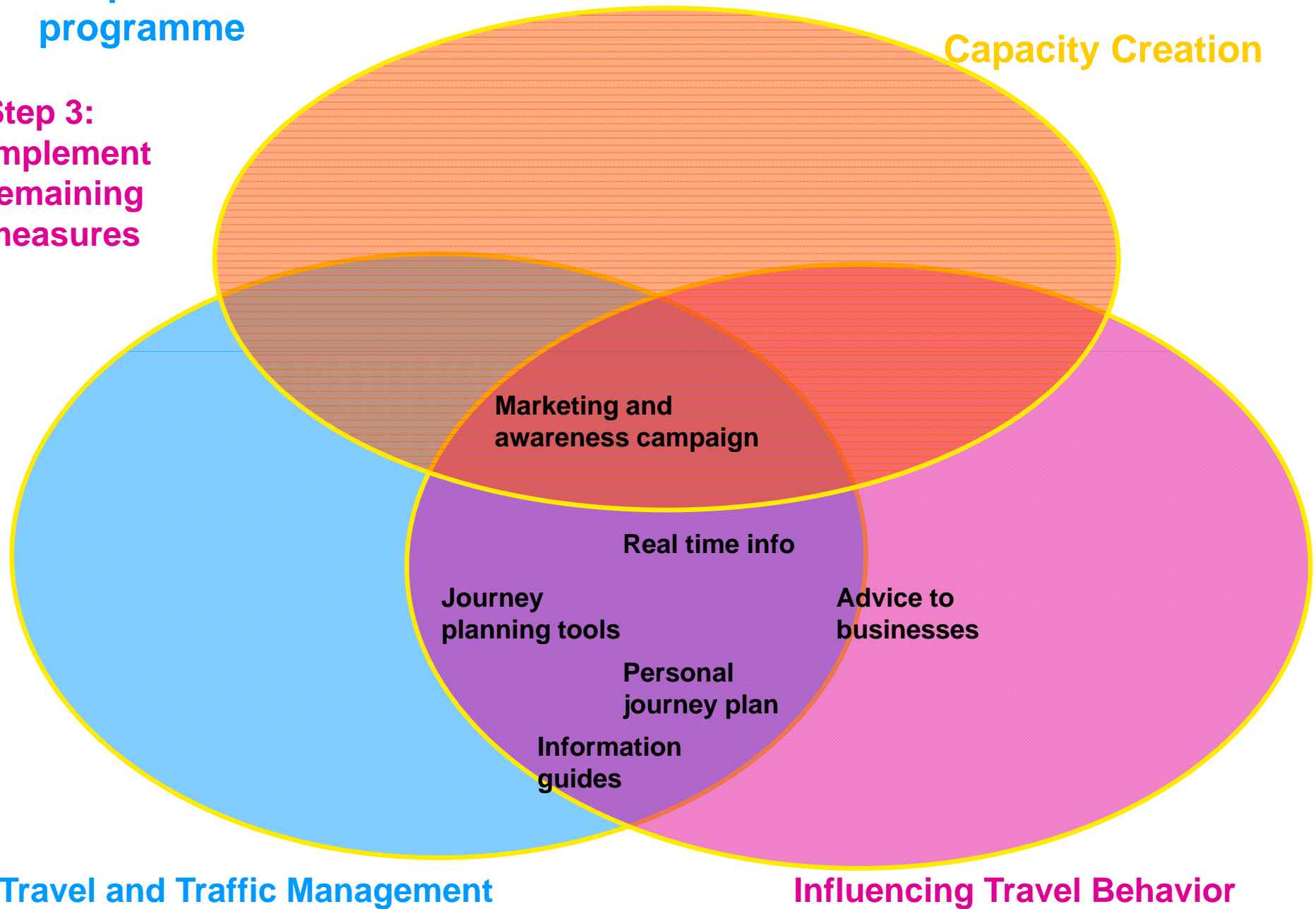
Step 2:
Coordinate
with measures
managed
elsewhere



Scope of the TDM programme

Capacity Creation

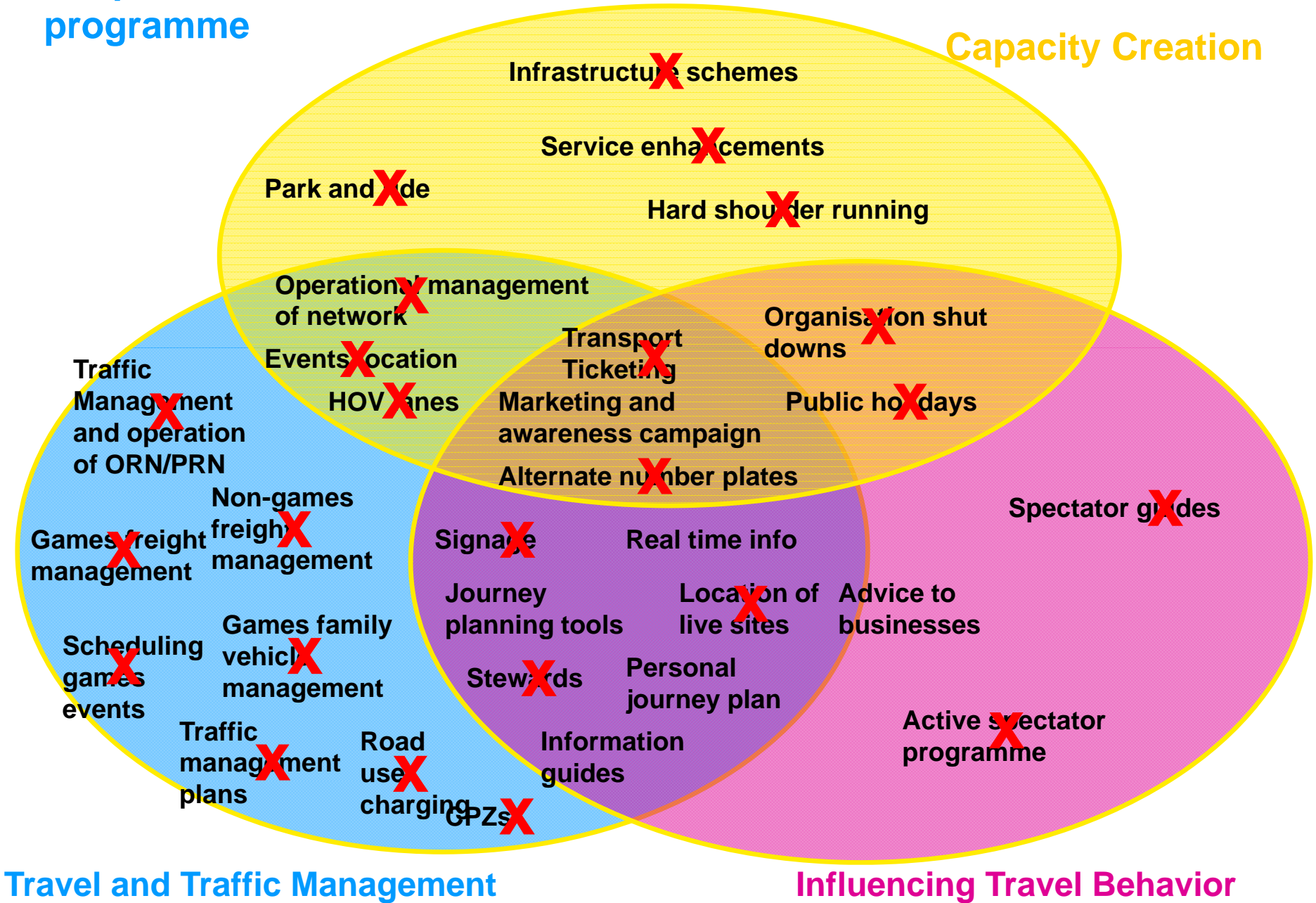
**Step 3:
Implement
remaining
measures**



Travel and Traffic Management

Influencing Travel Behavior

Scope of the TDM programme



TDM approach

The programme:

- Is designed to achieve a temporary behavioural change

- Is targeted geographically

- Focuses on spectators and background demand

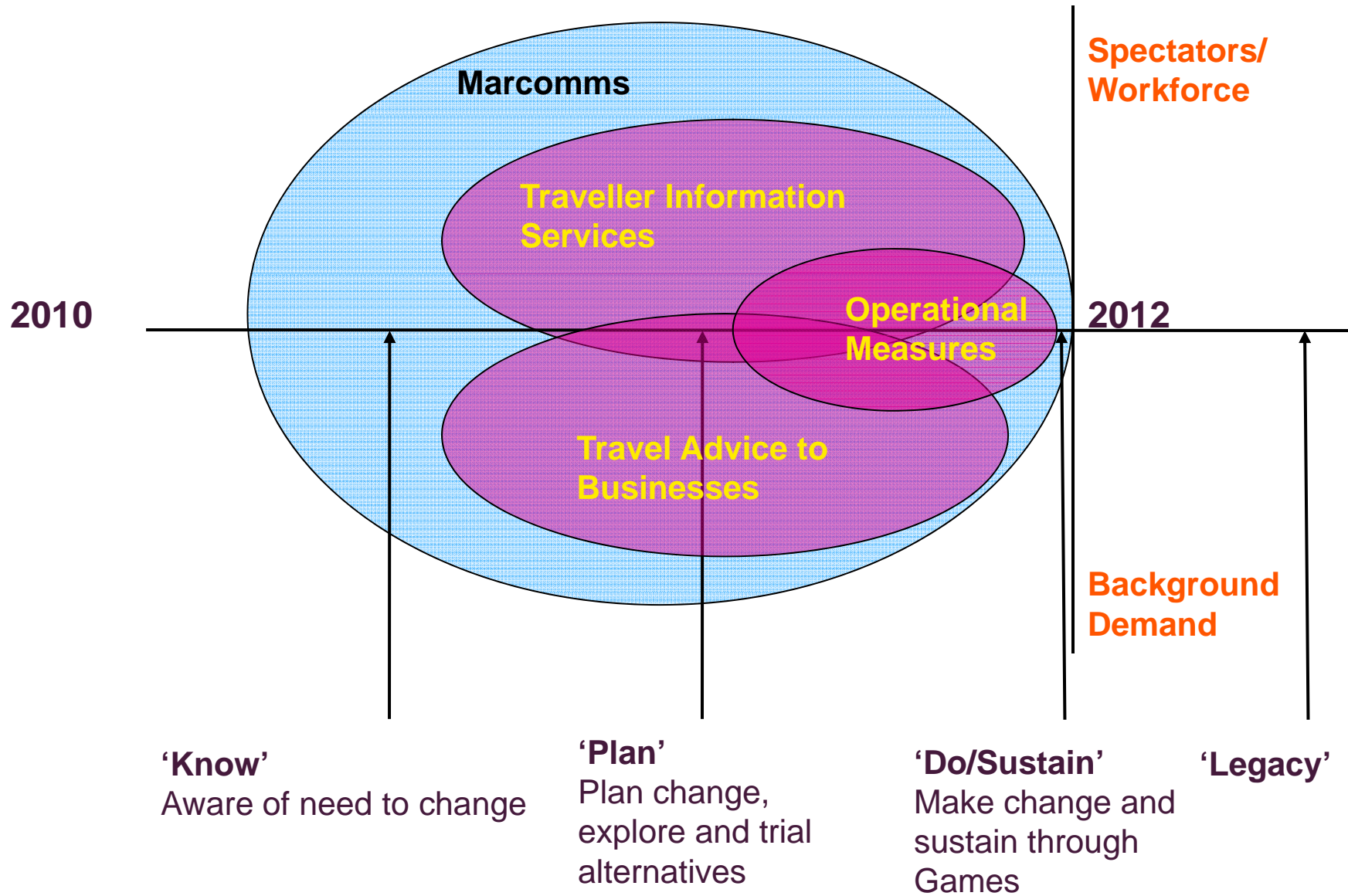
National programme-London and Regional Venues

Public transport and Highways

Works alongside operational measures e.g MMA, ORN and the last mile



An integrated Travel Demand Management programme



Games time TDM

-we know it can work

Been a part of every games since Atlanta

Up to 40% reductions achieved in Sydney, Salt Lake and Vancouver

All hosts have similar TDM programmes-

- TDM messaging
- Business campaigns
- Journey planning tools

In depth ODA research in Vancouver



TDM Interventions

TDM Programme

Travel Advice for Businesses

- Working with business organisations
- Site Specific Advice
- Self help material
- Travel advice web pages

TDM Communication

- National & London Awareness Campaign
- Business Focus Campaign
- London Hotspots Campaign
- ORN, Venues & Hotspots Campaign

Travel Information Services

- Games Travel Web pages
- Spectator Journey Planner
- Real Time Information
- Mapping

Travel Advice for Business

Travel Advice for Business launched on 24th November 2010

Self help toolkit distributed and available on line

Site Specific Advice commenced immediately following the launch

73 businesses signed up to site specific advice, employing over 200,000 people. Target is 500 businesses

Over 40 intermediary organisations representing 204,000 businesses in London have agreed to channel advice and information their members on the Games time transport challenge



Business Influencer Campaign

Encourages businesses to visit London2012 website and start to plan for the impact of the Games

Following the Travel Advice to Business launch:

- Adverts appeared in the Evening Standard
- Digital adverts on business websites
- Email and Direct mail went out to 54,000 businesses

The next wave is currently being rolled out in London with press adverts, digital adverts and direct mail

The world might stop for the Games
Your business shouldn't

For six weeks in the summer of 2012, the Olympic and Paralympic Games will have a massive impact on London's transport network, which will in turn affect businesses, staff, customers and suppliers across the capital.

To help your business run as smoothly as possible during this time, we've put together a free online business handbook full of helpful information and ideas.

Search 'Keep on running' to get your handbook.

Keep on running

8 7 6 5 4 3

Prepare your business for severely affected travel and land here rather than here

London 2012 is getting closer, and the Games are going to have a significant impact on London's transport network, affecting businesses across the capital.

To help you keep on running smoothly, a free business toolkit has been developed. It's full of helpful advice on things like scheduling deliveries, flexible working hours and alternative travel options. Just visit us online to start planning, and make sure you're in shape for 2012.

To start planning now, search online for 'travel advice for business'

From Wembley to West Ham

Prepare for travel throughout London to be severely affected

London 2012 is getting closer, and the Games are going to have a significant impact on London's transport network, affecting businesses in more areas than you might think.

To help you get ready, a free business toolkit full of helpful advice has been developed. So visit us online to see if you're in an affected area, and keep on running in 2012.

To find out if your business will be affected, search online for 'travel advice for business'

Games Travel Pages

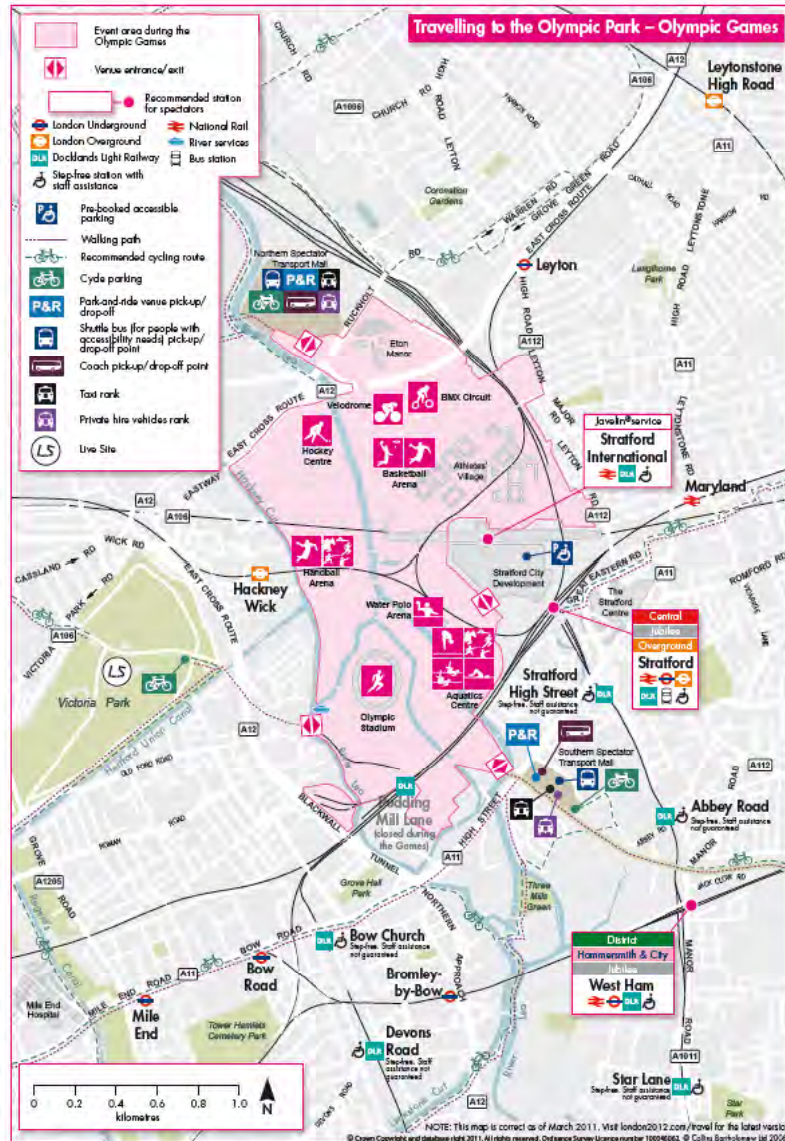
Launched on 15 March alongside with ticket sales

Enables people to think about their travel arrangements when buying tickets

The screenshot displays the 'Location of venues' page on the London 2012 Games website. The page is structured with a top navigation bar, a search bar, and a sidebar. The main content area is divided into several sections:

- Location of venues:** A text block explaining that most venues are in London, but others are spread across Great Britain. Below this is an aerial photograph of the Olympic venues in London.
- Tickets:** A prominent 'Tickets Apply now' button with a 'Top tips' section below it, advising users to allow extra travel time.
- Journey time finder:** A tool for estimating travel times between venues, with a 'Check Time' button.
- Map of venues across the UK:** A map showing the locations of venues across the United Kingdom, including Hampden Park, St James' Park, Old Trafford, City of Coventry Stadium, Lee Valley White Water Centre, Millennium Stadium, Eton Dorney, Hadleigh Farm, and Weymouth and Portland.
- Sidebar:** Contains a 'Getting to the Games' section with links for 'Plan your travel', 'Transport options', and 'Keeping updated'. It also features a 'Location of venues' section with a list of venue names and a 'Map of venues across the UK' link.

Games Travel Pages – Mapping



Priorities for 2011/2012

Launch of Spectator Journey Planner and upload of games-time travel information into existing journey planners eg TfL, NRES, AA Journey Planner

Continued roll-out of Marcomms campaigns nationally

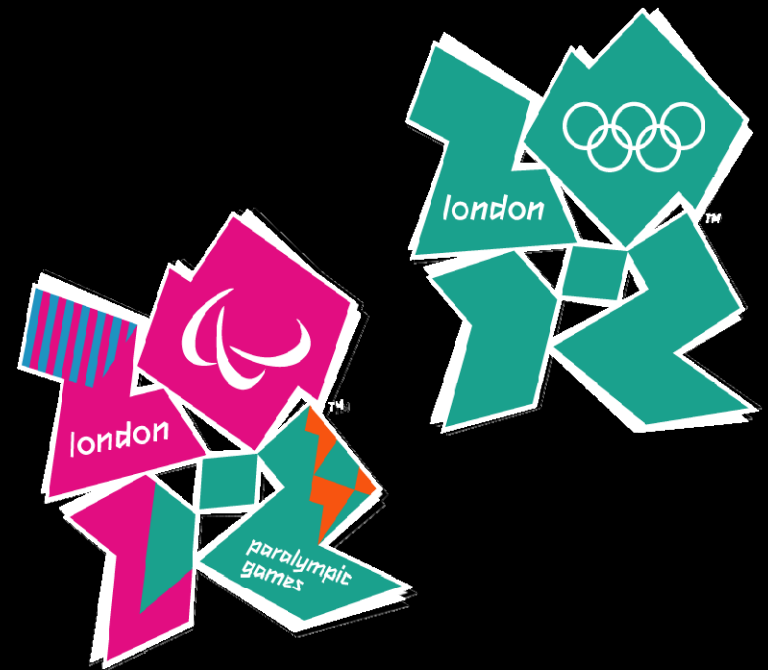
Keep up momentum on business engagement

Scoping out role of TDM's Games-time role, including real time information

Tracking awareness and intention to change travel behaviour during the Games

TDM input into London 2012 maps, guides, social media and website content continues

Thank you



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