

TDM Programme Update

Transport Scrutiny Sub Committee

8th September 2022

Overview

- Background
 - Congestion Management Plan
 - Perry Barr Mitigation Package
- Way forward
 - Personas and User Segmentation
 - Proactive Strategies
 - Future TDM Strategies
 - Ongoing projects

Background

Congestion Management Plan

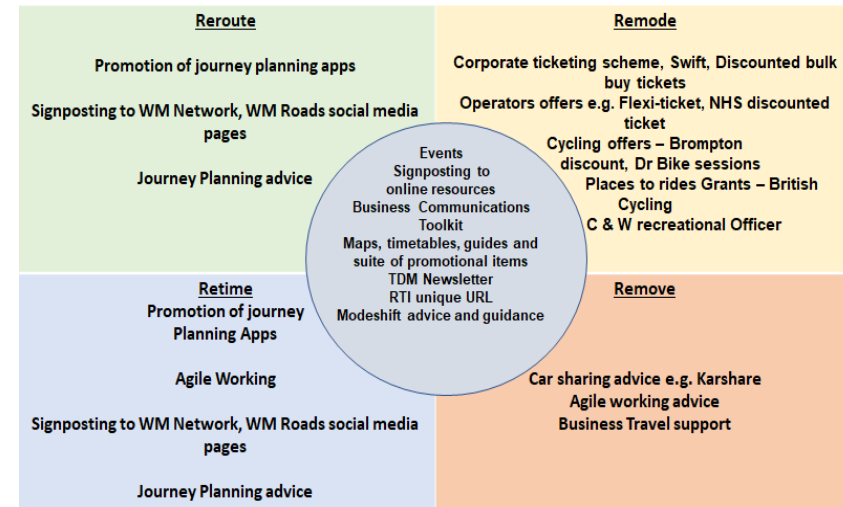
Managing congestion is built upon three core areas, one of which is Demand management

The CMP Stated: *“the TfWM demand management approach will recognise that customers can make intelligent decisions given the right information.”*

A key focus of the approach is targeting business sites around prime areas of disruption, providing advice and support to enable them to mitigate impacts of congestion and disruption.

It introduced the 4R’s

- **Reroute** • **Retime**
- **Remode** • **Remove**



Perry Barr Mitigation Package

TfWM worked together with BCC to deliver a coordinated TDM approach across Perry Barr regeneration programme;

The objectives of this were to:

- keep people informed about what is happening in the area
- make them aware of the various travel options available
- support people to make changes to how they travel where they can
- minimise the impact of any disruption to residents and businesses

The TDM communications campaign implemented focused on the four methods of the congestion management plan:

- **Re-routing** - getting people to use alternative routes
- **Re-timing** - spreading peak journeys
- **Re-moding** - getting people to use alternative modes of transport
- **Removing/reducing** - asking people to consider working from home

Perry Barr Mitigation Package

What we did:

Joint webinars were delivered to businesses and education sites advising them of the upcoming disruption and support on offer.

Undertook inception meetings with key businesses throughout key stages of works.

Undertook a business webinar outlining the works and the travel support available, which was attended by several key businesses in the Perry Barr area.

A business toolkit was provided that included travel support and communication materials along with a recording of the webinar (for those unable to attend) and was distributed to over 80 businesses.

Perry Barr Business and General Travel surveys were carried out – which received several business responses and 261 general responses.

Analysis of the business survey results highlighted that the support from TfWM had been useful and welcomed.

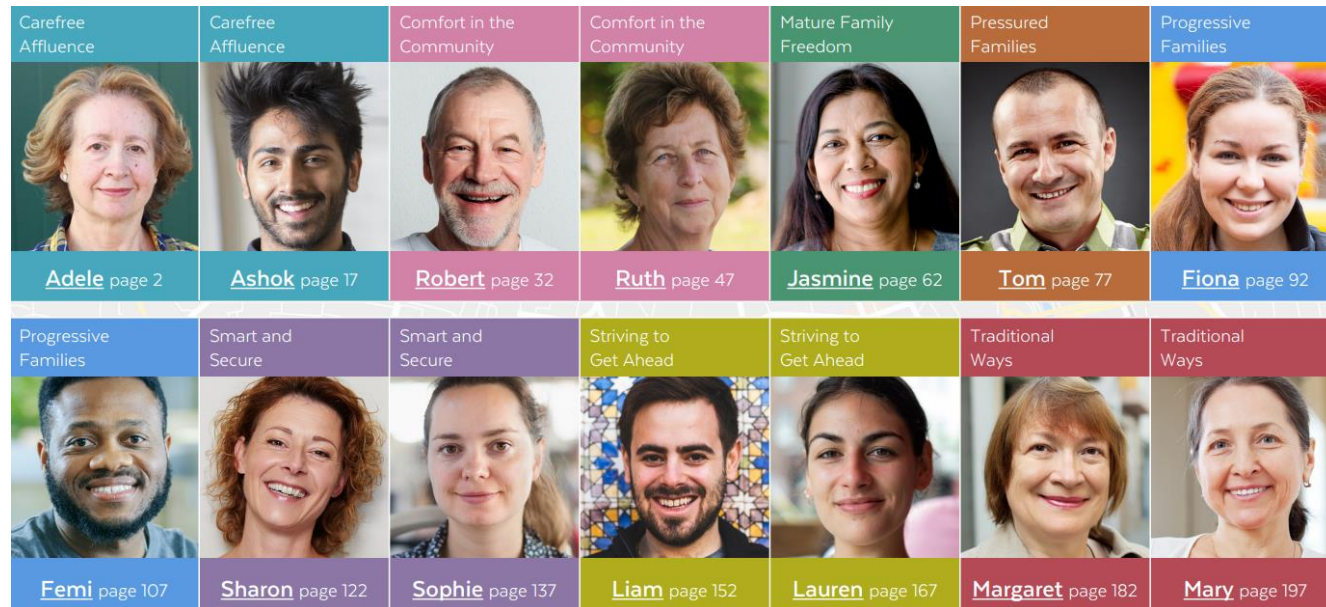


Way Forward

Personas

The Live Lab pilot aimed to gain long-term benefits around better car journeys, improved health and personalised travel planning through learned patterns of travel behaviour.

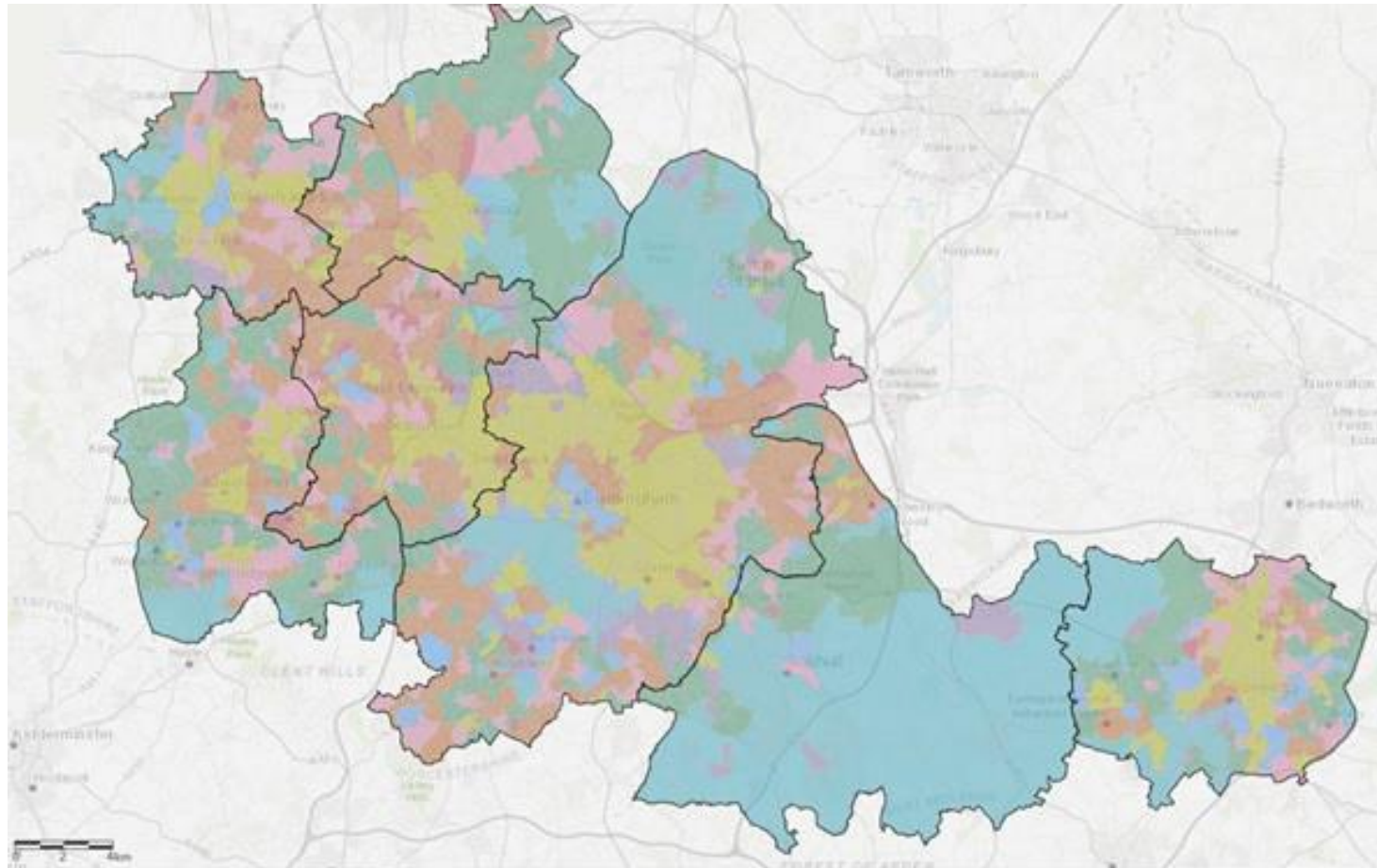
Development of Personas and User Segmentation was one aspect of the pilot



Applying these personas to how we formulate our TDM strategies; Along with how to actively engage with local stakeholders.

Is now key to our success – as it helps determine what we recommend dependant on the persona(s) impacted upon.

User Segmentation

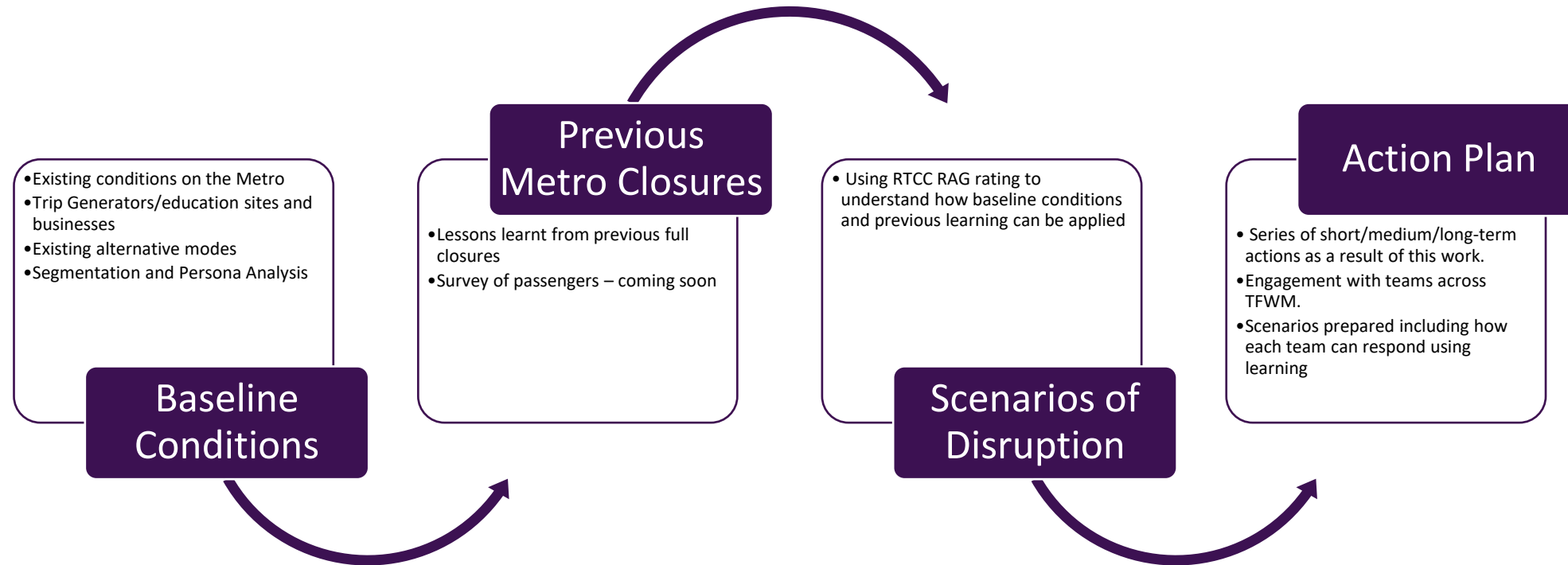


Travel Segmentation LSOA

-  Pressured families
-  Mature family freedom
-  Striving to get ahead
-  Comfort in my community
-  Carefree affluence
-  Progressive families
-  Smart and secure
-  Traditional ways

Proactive Strategies

- Midland Metro Line 1



Future TDM Strategies

- Know
 - Understand the scale of the challenge
 - Build our knowledge of where the demand and challenges will be on the transport network
 - Core TDM Narrative
- Plan
 - Develop the plan – get the right message, to the right people, in the right way at the right time to influence enough people to change how they travel.



Ongoing Projects

- Eastside Midland Metro Extension
- HS2 Birmingham Interchange
- HS2 East Birmingham
- Dudley Regeneration area
- M6 J10
- Wolverhampton Interchange
- A46 Binley
- M5 Jct 2



Transport for
West Midlands