

Framework Travel Plan Schedule - Modal Split Target methodology (Appendix B - page 1 of 3) AM Arrival Trips

			Measure 1 TP Coordinator & Representatives	Measure 2 Travel Information Packs	Measure 3 Notice boards	Measure 4 Cycle parking	Measure 5 Site Travel Plan website including Car Share Scheme	Measure 6 Public Transport incentives	Measure 7 Marketing & Events	Measure 8 Travel Plan Forum			
			1	2	3	4	5	6	7	8			
Mode which measure encourages			multiple modes	multiple modes	multiple modes	Cycle	multiple modes	Bus	multiple modes	multiple modes			
Baseline modal split.		AM Arrival Person trips	Modal shift								Revised person trips	Revised modal split	Target modal split range ***
Car Single Occ	71.3%	57					1				50	62.5%	61.5% - 63.5%
Car share	10.0%	8						1			9	11.3%	10.3% - 12.3%
Bus	3.8%	3						1			4	5.0% **	4.0% - 6.0%
Walk	15.0%	12	1	1					1		15	18.8%	17.8% - 19.8%
Cycle	0.0%	0			1	1					2	2.5%	1.5% - 3.5%
TOTAL	100%	80	1	1	1	1	1	1	1		80	100.00%	

Step 1 - Identify measures for the site likely to result in a modal shift to more sustainable modes

Step 2 - Indicate which mode the measure encourages (pull down menus)

Step 3 - Obtain baseline modal split and input in column B

Step 4 - Adjust car % from Car Driver & Car passenger, to Car single occupancy and car share (assume each 'car passenger' has a corresponding driver)

Step 5 - Insert actual person trips for the site into cell C15

Step 6 - Make assumptions on how many people OVER THE BASELINE would change mode due to the measure

Step 7 - Complete columns E - I on Table 2