

Title

The project PTP-Cycle (Personalized Travel Planning for Cycling)

Short description

The project PTP-Cycle (Personalized Travel Planning for Cycling) offers personalized travel planning, by leveraging social marketing methods to promote citizens travel behavior change, taking into account the specific needs and interests of the target audience. PTP-Cycle is a project that takes a holistic approach to delivering PTP by considering its development and application in different settings, namely residential, workplace and university. Whilst recognized in a few countries, PTP is not yet common practice across Europe. PTP-Cycle seeks to demonstrate that PTP activities are transferable and can be adopted by diverse implementation sites and target groups to lead to increased levels of cycling, walking, public transport use and car-sharing. The cities of Antwerp, Burgos, Ljubljana, London and Riga have come together as partners in the project – supported by LEPT, Polis, Traject, UIRS and Sustrans1 – to develop the first pan European PTP delivery program. Individuals identified to have the largest potential for behavior change are contacted in homes, workplaces and universities. They are offered information, advice and motivation tailored to their own needs to help them change their travel behavior. It is this personal approach that makes PTP so popular and successful. The project supports cities in their pursuit of reduced congestion, cleaner air, a healthier population and reduced CO2 levels. The project offers alternative mobility options in the city, which not only contributes to the quality of the cities urbanization and improves the health of the citizens, but also makes the traveling in the city quickly, easily and economically effective.

Topic

Living-green spaces and moving

Characteristics (type, level)

Local/EU level and Public level

Country/Countries of implementation

Latvia, Slovenia, UK, Spain, Belgium

Aims and Objectives

The project PTP-Cycle (Personalized Travel Planning for Cycling) offers personalized travel planning, by leveraging social marketing methods to promote citizens travel behavior change, taking into account the specific needs and interests of the target audience. During the project a direct contact with specially trained personalized planning experts/advisers in combination with information on alternative transport options encourage citizens to choose more environmentally friendly forms of transport. PTP-Cycle is a project using Personalized Travel Planning (PTP) methods to promote a shift from private motor vehicle use towards cycling, walking and public transport

Target Group

City inhabitants, guests. Aprox.60,000

Status

Implemented

Start and Completion dates

PTP-Cycle started in April 2013 till 2016.

Lifestyle and Behavior Change

Effects on:

Health and Wellbeing	The project invites and encourages people to switch over from the motor vehicles to bicycles.
Vulnerable populations	The project offers alternative mobility options in the city, which not only contributes to the quality of the cities urbanization and improves the health of the citizens, but also make the traveling in the city quickly, easily and economically effective
Environment	The project aims to lower the CO2 emissions and to improve the air quality of the city.

Initiated and/or implemented by

The main organizations involved in the city of Riga are the Riga City Council Traffic Department and several NGOs like the Latvian Cycling club and the Cycling information Centre. It comprise 8 partners drawn from mobility experts, city authorities, research agency and leading networking organizations in following cities: Antwerp, Burgos, Ljubljana, London and Riga.

Stakeholders and sectors involved

Several partners from different NGOs were involved in the project, for example in Latvia there were such social partners as the Latvian Cycling club and the Cycling information Centre. Also several public partners participated. It comprises 8 partners drawn from mobility experts, city authorities, research agency and leading networking organizations.

Financial support

The overall budget is 114,700 EUR from which 75% is EU funds from the program “Intelligent Energy Europe”

Evidence-base

Main activities

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- PTP Training Programme for five Implementation cities in the project: Antwerp, Burgos, Ljubljana, London, and Riga.
- Handbooks developed and translated to assist PTP adopting cities.
- Mentoring programmes for 10 cities across Europe.
- Final PTP Training Workshop for 50 PTP adopting cities across Europe.
- Field offices (Local Knowledge Hubs) giving a permanent presence and resource across the residential areas, workplaces and university campuses in the Implementation sites.
- Supporting events and campaigns at numerous sites across Europe.
- Social media-led awareness raising and competitions to engage local actors

Evaluation

Main results

The cities of Antwerp, Burgos, Ljubljana, London and Riga have come together as partners in the project – supported by LEPT, Polis, Traject, UIRS and Sustrans1 – to develop the first pan European PTP delivery programme. Individuals identified to have the largest potential for behaviour change are contacted in homes, workplaces and universities. They are offered information, advice and motivation tailored to their own needs to help them change their travel behaviour. It is this personal approach that makes PTP so popular and successful.

Key success factors and barriers

The main challenge was the human factor, who is based on the behavior change model.

INHERIT Perspective

The main reason for choosing this practice was that approach the project uses and that targets more than one topic, by educating and creating the possibilities for the inhabitants to sue more environmental friendly ways of moving and PTP is about breaking down the subjective barriers to using sustainable transport and providing attractive and reliable information on the alternatives. Therefore, not only contributing to the environmental sustainability, but also improving the health of the inhabitants of the city.

More information

http://ptpcycle-europe.eu/wp-content/uploads/2016/02/PTP-Cycle-Methodology_Feb-2016_EN.pdf

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