

Travel Encinitas

A personalized approach to community-based TDM on San Diego's North Coast

Personalized travel planning (PTP) is a commonly employed form of community-based social marketing in the United Kingdom. This approach involves door-to-door outreach using Motivational Interviewing techniques to understand a participant's current travel experience and any barriers or frustrations they encounter with their current mode or alternatives. Building on our successful implementation of over 40 PTP projects collectively engaging with over half a million households in the UK, Steer Davies Gleave, in partnership with the San Diego Association of Governments, implemented a pilot project, Travel Encinitas, in the US context in March 2014.

Approach

With the goal of helping residents discover more convenient and attractive ways of travelling, suited to their own priorities, interests and needs, the Travel Encinitas team undertook door-to-door visits to households in a defined target area and asked about their current travel habits, providing custom advice to those who were interested. Following a

conversation with a Travel Advisor, resources relevant to the identified travel needs were mailed out to participants. Resources included local bike maps and a walk-bike factsheet, pedometers, bus and train schedules, free transit day passes, and information on ridesharing. An event at the local Farmers' Market was held on the final day of the door knocking where community partners and staff provided information to at least 77 attendees and an on-site mechanic provided free bicycle tune-ups for over 30 bicycles.

Engagement outcomes

In total, 372 households were visited over a three day period. Among the total households visited,

almost two thirds of the residents were spoken with, which is in line with our experience in the UK. Of these, about half of residents spoken to participated in the PTP program, meaning they engaged in a conversation with the Travel Advisor about their travel options and were given tailored resources relevant to their situation.

The number of participating households is also in line with our UK experience, where between 30-40% of residents participate. This figure is much higher than most Individualized Marketing (IM) projects in the US, where only about 5 to 10% of households participate.

Table 1: Engagement outcomes

Outcome	Number of households	% of total households contacted
Total targeted households	430	113%
Sample loss (vacant or inaccessible)	58	13%
Total households visited	372	100%
Contacted households	243	65%
Participants	114	31%
Non-participants	129	35%
No contact after 3 attempts	129	35%

Impacts

Five weeks after the doorstep visit, a follow-up telephone survey was conducted with participating households who had agreed to be re-contacted. 39 households (34% of participants) were successfully re-contacted and asked about the impact of the PTP visit on their travel choices.

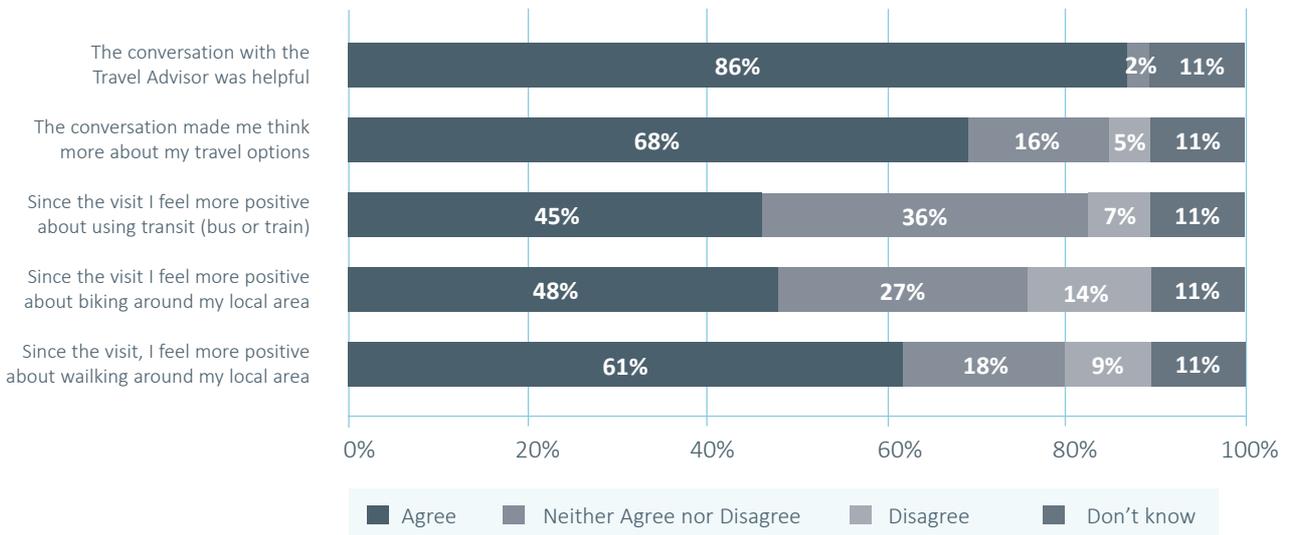
Of those:

- 12% had made changes in their travel behavior since the intervention;
- 30% intend to make a change in the future; and
- Over 40% of participants identified the Motivational Interviewing conversation as the reason for their change.

Perception of PTP

As shown in Figure 1, when asked whether they thought the conversation with the Travel Advisor was helpful, 86% of participants agreed (none disagreed). Two out of three participants agreed that it had made them think more about their travel options whilst 61% agreed that they now felt more positive about walking around their local area.

Figure 1: Perception of PTP



86% of participants agreed that the conversation with the Travel Advisor was helpful

Evidence of behavior change

Weekly mode share

Residents were asked how many trips per week they made on average using different modes; this information was collected during the PTP conversation and then again during the follow-up to establish a before/after comparison. For trips conducted once a week or more, the following changes in weekly mode share were determined:

- A 10 percentage point reduction in lone car driver mode share;
- A 5 percentage point increase in bike mode share; and
- A 6 percentage point increase in walking mode share.

Mode Use Frequency

In addition to overall change in mode share, there were also changes in how often participants use each mode following the PTP visit. Notable changes include:

- A 21 percentage point decrease in the proportion of participants driving alone 7 days per week;
- A 21 percentage point increase in the proportion of participants walking 7 days per week;
- A 17 percentage point increase in the proportion of participants cycling 3 or more days per week; and
- A 12 percentage point increase in the proportion of participants using a carpool 5 or more days per week.

Changes in Mode Use

Trip data shows that amongst the 39 participants who took part in both the PTP visit and the follow-up survey, 20 (51%) reduced their weekly car trips, 13 (33%) increased their weekly use of sustainable modes and 4 (10%) did both.

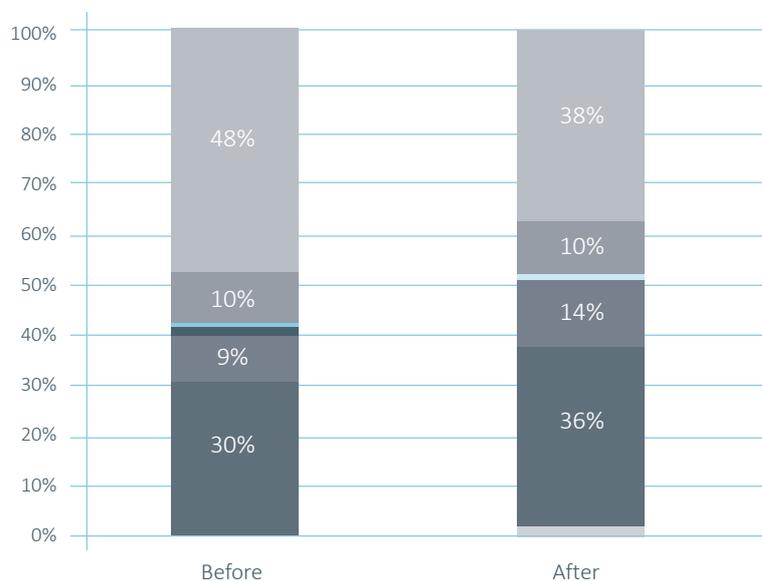
Amongst those who only decreased their car use, the most commonly received incentive was the Transit Day Pass, which was also the most popular resource overall (38% of participating households received at least one Transit Day Pass).

Amongst those who only increased their use of sustainable modes, the most commonly received information was the Farmers' Market event leaflet closely followed by the bicycle map and guide.

Amongst those who both decreased their car use and increased their sustainable mode use, the most commonly received information was the Farmers' Market event leaflet.

Research carried out by the Department for Transport in the United Kingdom has reported that this type of project is a demonstrated approach that can reduce trips in cars by 11%, and can reduce the mileage travelled by car by 12%¹. The same study showed that walking is the most preferable alternative among those that use their car less, and that these shifts can also lead to more people shopping and using recreation facilities in their community.

Figure 2: Weekly mode share



¹ Department for Transport, Making PTP Work

Customer Feedback

“A one stop shop, we didn’t have to go to a bunch of places to get the information. Very convenient!”

“The bike map is great- I’m doing a lot more biking now that I have the map.”

“I am trying to restrict my personal car use, waiting a day or so to have several reasons to go out... I walk for pleasure and sometimes walk to the library instead of driving, depending on the number of books!”

“It was a great reminder that we should all do our part. I thoroughly enjoyed seeing the information and effort being made to further this cause!”



“It was perfect timing – we had just moved to the area and the Travel Advisor helped us figure out all the different options instead of just jumping in the car.”

Travel Encinitas postcards and leaflets

Dear resident...
Do you know your travel options?
Travel Encinitas

Walking and Biking
Why not try walking to your local shop and see how long it takes you? It's a great way to get some exercise and see the area. You can also use the map to find the best routes. [Click here for more information.](#)

Public transit alternatives
If you're not driving, you can use public transit. The San Diego Trolley is a great option. [Click here for more information.](#)

BikeShare Encinitas
BikeShare Encinitas is a great way to get around town. You can rent a bike for a few dollars. [Click here for more information.](#)

Bike Cycles
Bike Cycles is a great way to get around town. You can rent a bike for a few dollars. [Click here for more information.](#)

Smartphone Apps & useful websites
These days, it's easy to plan your trip on the go. Try these apps and websites to plan walking routes, use Transit or Bike. All apps listed here are free (at time of print).

Smartphone apps
Waze
This app is for finding a better walking route. It's a great way to get some exercise and see the area. [Click here for more information.](#)

Websites
San Diego Trolley
The San Diego Trolley is a great way to get around town. You can rent a bike for a few dollars. [Click here for more information.](#)

Useful apps
Transit
This app is for finding a better walking route. It's a great way to get some exercise and see the area. [Click here for more information.](#)

Do you know your travel options?