Executive Summary

The University of York Travel Plan was first implemented in October 2000. It comprised of a package of measures aimed at reducing reliance on the private car and, where possible, reducing the need to travel. Since then the Travel Plan has been monitored and updated to ensure that it reflects the current pressures on demand for movement, particularly as the University expands, such that the package of measures in place are those that are most likely to achieve the overall aims and objectives.

This report sets out the key findings from the 2012 University of York staff and student travel questionnaire, undertaken to understand the current travel patterns of University staff and students and ways in which they could be encouraged to travel more sustainably; this is the primary mechanism for monitoring the impact of the University's Travel Plan.

The objectives of the Travel Plan can be summarised as:

- To review the current car parking strategy (including structure of permit system) to allow for greater flexibility and to give priority to those without the opportunity to use more sustainable alternatives;
- To encourage and facilitate real choice in travel modes to the University, by implementing suitable infrastructure, services and ‘soft’ measures supported by appropriate marketing and promotion;
- To maintain the current downward trend in peak hour car trips and the corresponding increase in trips by sustainable modes;
- To facilitate intra-campus movements by a range of sustainable modes, thus minimising the requirement to travel by car;
- To promote the use of official car parks for all those with business at the University to minimise the impact on local on-street parking, in conjunction with the phased implementation of the peripheral parking strategy (whilst this cannot be guaranteed, the University’s programme of on-street parking surveys will help to identify problems that arise and the University will continue to work with CYC to address these);
- To ensure communication of the Travel Plan measures and the benefits of sustainable travel, generally, by a range of media to improve awareness of facilities / services to assist travel by sustainable modes; and
- To provide accessibility to all University facilities for those that have motive disabilities.

A total of 1126 unique staff responses and 1224 unique student responses were received this equates to a 32.2% and 7.8% response rate respectively.

The 2012 mode share amongst respondents to the staff and student questionnaire is shown in the Table below, along with a comparison with 2010 and 2011.
In addition to changes in mode share, the following summarises the key findings from the 2012 staff and student questionnaires respectively.

The key results of the staff questionnaire can be summarised as follows:

- Of all trips by respondents, 38.0% are by car alone, this in an increase of 2.3% as compared to the 2010 baseline mode share of 35.7, but does still show a decrease as compared to 2006 when 50.4% of trips to the University were made by drivers alone;
- Walking and cycling trips have decreased by 3.6% and 1.5% respectively as compared to 2010 levels, whilst there has been a corresponding 3.5% increase in the proportion of bus trips to Campus;
- 24.5% of respondents have altered their mode of travel to work in the past 12 months, primarily as a consequence of a change in residential location, altering working hours or days, or the requirement to care for children or relatives or changes in public transport services;
- During the period of 2011-2012 the number of staff who work 5 days per week has remained relatively consistent to 2010 and 2011 figures;
- A significant proportion of staff arrive and depart the University during the peak hours of 08:00-09:00 and 17:00-18:00 with 59.6% of staff arriving in the AM peak and 47.8% departing in the PM peak;
- Of the staff that travel by car, 92.6% park in University car parks, with the remainder parking on-street, either on or off Campus;
- With respect to existing Travel Plan measures, 74.6% of respondents were aware of at least one measure, but awareness varied, uptake was significantly lower. The results show that York Extra was the most common communication channel amongst staff;
- 25.1% of staff respondents indicated that they would consider car sharing, incentives most likely to encourage them were ‘help finding someone to share with’ and ‘discounted parking for sharers’. The University already has a private group on the
Carshareyork.com database as well as offering staff discounted parking. These are actively marketed to staff, this marketing should be maintained to continue to raise awareness amongst staff;

- The most commonly cited initiatives to encourage walking were: ‘Improvements to walking routes’, ‘a locker to store clothes / equipment’ and ‘a personal alarm to carry whilst I walk to / from work’;
- The most commonly cited cycling incentives were: ‘up to 40% savings on the cost of a bike / products’ and ‘drying facilities for wet clothes’, ‘more cycle parking’ and ‘better security at cycle parking locations’, the University already offer discounted cycle accessories for sale to staff and students and cycle parking across the Campus;
- The most popular public transport incentives were better facilities at stops on Campus’ and ‘a free ticket to try out the bus’;
- Postcode analysis indicates that 47 respondents who currently drive to the University live within 2km, a further 121 within 5km and 40 with 400m of a bus route that travels to the University, based upon current staff numbers this equates to a potential catchment of 145 staff who could walk, 374 staff who could cycle and 126 staff who could catch a bus.

The student survey is only representative of a small proportion of students therefore the following key results of the student questionnaire is only an indication:

- Walking and cycling remains popular with respondents with 74% of students using this mode of travel, which is consistent with 2010 results, with 2012 levels at 50.3% and 23.7% respectively (as compared to 51.3% and 23.8% in 2010);
- There has been a significant increase in the proportion of respondents arriving by public transport, specifically by bus, with 17.4% of trips made to Campus undertaken by bus. This reflects an increase of 2.6% increase on 2010 levels and a 6.1% increase on 2011 levels;
- Of all trips by respondents, only 5.2% are by car alone, this reflects a 0.6% decrease as compared to the 2010 baseline mode share of 5.8, but shows and increase against progress made in 2011 where just 4.0% of trips to the University were made by drivers alone;
- 19.6% of respondents indicated that they own a car, whilst a further 7.0% have access to a vehicle;
- 78.7% of respondents live within 2 miles of Campus, with 86.0% of respondents indicating that their commute takes less than 30 minutes;
- The proportion of students arriving and departing the Campus during the AM and PM peak hours and wider peak periods has decreased in the AM and remained similar in the PM as compared to 2010 levels; and
- The University actively markets Travel Plan initiatives to both staff and students through a variety of media, this has proved successful, with 81.3% of respondents are aware of at least one travel plan measure. The results show students are increasingly becoming aware of Travel Plan initiatives via the internet, reflecting the successful use the University website and student and student union twitter feeds.

The objectives set out within the Travel Plan were reviewed after the 2010 travel surveys and considered to remain appropriate to guide the Travel Plan forward. Considered in the context of the 2012 travel survey results progress towards achieving the objectives remains on track with some improvements from 2011, albeit there is still work to be undertaken in order to achieve the targets for 2015.

The mode share targets (for 2012 and 2015) were also reviewed, as a consequence of the significant achievements made to date the mode share targets were particularly stretching. Progress towards the staff mode share targets has been mixed, with bus and train trips ahead of target whilst there has been an increase in mode share of car trips of 1.9%. Progress towards student mode share targets has been more successful, with car trips falling below the 2010 levels.

The interim mode share targets have set for 2013 whilst the ultimate targets for 2015 remain the same as the University strives to further reduce car trips to the Campus and increase trips by active modes and public transport.