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 2013 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 1036 unique staff responses and 442 unique student responses were received this equates to a 28.2% and 2.9% response rate respectively.

The 2013 mode share amongst respondents to the staff and student questionnaire is shown in the Table below, along with a comparison with 2010 – 2012 data.
<table>
<thead>
<tr>
<th>Main Mode of Travel to Work</th>
<th>Staff Results</th>
<th>Student Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk</td>
<td>17.3%</td>
<td>15.1%</td>
</tr>
<tr>
<td>Cycle</td>
<td>28.0%</td>
<td>27.2%</td>
</tr>
<tr>
<td>Bus</td>
<td>6.7%</td>
<td>7.9%</td>
</tr>
<tr>
<td>Train</td>
<td>1.7%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>1.1%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Car Driver Alone</td>
<td>35.7%</td>
<td>39.2%</td>
</tr>
<tr>
<td>Car Driver with Passenger</td>
<td>5.7%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Car Passenger</td>
<td>3.6%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Taxi</td>
<td>0.2%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

In addition to changes in mode share, the following summarises the key findings from the 2013 staff and student questionnaires respectively.

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

- Of all trips by respondents, 47.0% are by car alone, this in an increase of 11.3% 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;
- Almost a third of staff arrive to Campus by active modes;
- 72.5% of respondents work 5 days per week, with 59.4% arriving in the AM peak hour (0800-0900) and 46.2% departing in the PM peak hour (1600-1700);
- 62.0% of respondents live within a 30 minute journey time of the University;
- Postcode analysis indicates that 32 respondents who currently drive to the University live within 2km, a further 89 within 5km and 35 with 400m of a bus route that travels to the University, based upon current staff numbers this equates to a potential catchment of 114 staff who could walk, 316 staff who could cycle and 124 staff who could catch a bus;
- Regardless of which mode respondents travelled by, they all perceived it to be the most convenient, cheapest and often quickest mode of travel;
- 25.4% 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 day and cycle during lighter and warmer months;
- Of those that travel by car, 96.7% park in University car parks, with the remainder parking on-street, either on or off Campus;
- In terms of bus travel, the 44 (Uni Bus) and number 4 are the most frequently used service amongst respondents with daily tickets being the most commonly purchased tickets.
- With respect to existing Travel Plan measures, 22.1% of respondents were aware of at least one measures, but awareness varied, uptake was lower;
- The most popular communication channel with regards to existing measures is posters and emails;
- 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: ‘drying facilities for wet clothes’, ‘up to 40% savings on the cost of a bike / products’, ‘better security at cycle parking locations’ and ‘more cycle parking’;
- The most popular public transport incentives were ‘Electronic timetable displays inside buildings’, ‘a free ticket to try out the bus’ and ‘better facilities at stops on Campus’, this is already available to staff and the University will continue to publicise this initiative; and
- 30.1% of 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’, these offers are already available to staff and will continue to be promoted.
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 over two thirds using these modes. This is a slight fall from three quarters in 2010;
- A third of students travel to Campus five days a week, with the highest concentration of lectures starting on Mondays at 0900;
- Of all trips by respondents, 13.1% are by car alone, this reflects a 7.3% increase compared to the 2010 baseline mode share of 5.8%, albeit the actual number of respondents identifying themselves as lone car drivers is actually lower;
- 34.0% of respondents indicated that they own a car, whilst a further 5.3% have access to a vehicle, with 87.3% of those parking at the University and only 3.8% parking on street;
- 70.3% of respondents live within 2 miles of Campus, correspondingly 78.9% of respondents indicating that their commute takes less than 30 minutes; and
- The University actively markets Travel Plan initiatives to both staff and students through a variety of media, this has proved successful, with 87.7% 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 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 2013 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.

Whilst there have been concessions in achieving mode split targets, it is considered that this may be as a consequence of the lower than usual response rate to the questionnaires. The University remains committed to the Travel Plan and is active throughout the year engaging with staff and students. There are two years until the end of the first Travel Plan period, with scope to achieve the ultimate mode share targets, in order to achieve this, work will have to be undertaken to encourage staff and students to take the next step from being aware of the Travel Plan and its initiatives to making a change in the way they travel.

Interim mode share targets have set for 2014 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.