

Travel Demand Management

Working in partnership to sustain mode shift

Context

Atkins is serious about sustainable travel. Over the last decade, we have significantly increased our Travel Demand Management (TDM) team, recruiting both experienced transport planners and travel behavioural change experts and new graduates to make us a leading player in this technical discipline.

We understand behaviour change, the motivations behind it, ways to achieve it and methods to sustain it.

We specialise in developing lasting partnerships with clients to ensure we deliver the best solutions. Our core service offerings are shown in Figure 1.

Strategic advice

Atkins has been supporting a number of local authorities through their framework agreements on programming and costing LSTF and cycling-related delivery programmes.

We have also carried out a number of walk and cycle friendly feasibility evaluations, along with evaluating specific schemes such as cycle hub feasibility and smart bus apps.

Are you struggling to map out your delivery programme for next year?

Do you know what role technology might play in shaping sustainable transport delivery in the future?

Are you keen to explore new public and private sector funding opportunities?

Please speak to one of the team to discuss how we can help.

Implementation and engagement support

We have a number of experienced project managers and support teams that deliver effective workplace, community and schools behaviour change programmes. We also manage private and public events, working with local providers and charities. Where appropriate, we will also work with third party specialist suppliers, small and medium-sized enterprises.

Our specialist wayfinding, public transport, cycling and walking teams can support the implementation of mode-specific based projects.

We have also worked in partnership with Job Centre Plus to provide tailored journey planning advice and skills development to job seekers.

Would you like to find out more about our successful engagement techniques and reaching different audiences?

Talk to our team to learn from our experiences to date.

Monitoring & Evaluation

We work with local authorities to design projects that can be evaluated effectively but without too much burden on local authority staff. The key is ensuring that projects and programmes show tangible benefits that can evidence mode shift and open up future funding opportunities.

We have recently used scheme evaluation data to prioritise spending in 2015/16 LSTF projects.

Innovation

At Atkins, we continually challenge the way projects are delivered and if more effective solutions can be deployed. We are making best use of technology in working with local authorities and have recently set up an Intelligent Mobility team to look at the role of shaping the future travel and journey planning market.

Please ask one of the team for our supplementary statement on technology and journey planning.

For more information on the full range of travel demand management capabilities at Atkins please contact Rachel or Chris using the following details.

Figure 1 Core Atkins TDM Services

Advisory	Implementation	Monitoring	Innovation
<ul style="list-style-type: none">• Achieving behaviour change• Establishing modal shift• Programme, project and cost management• Strategy• Feasibility• Local planning guidance• Funding bids• Businesscases	<ul style="list-style-type: none">• On-site delivery• Business & schools engagement• Residential campaigns• Events & incentives• Public transport• Walking and cycling• Wayfinding• Event travel management	<ul style="list-style-type: none">• Surveys• Scheme evaluation• Brand awareness• Cost benefit analysis• Use of mobile data• Legacy	<ul style="list-style-type: none">• Journey planning• Travel Management• Social media targeting• Change management techniques

To find out more about Atkins
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