



Solent Travel Demand Management Programme 2023-24



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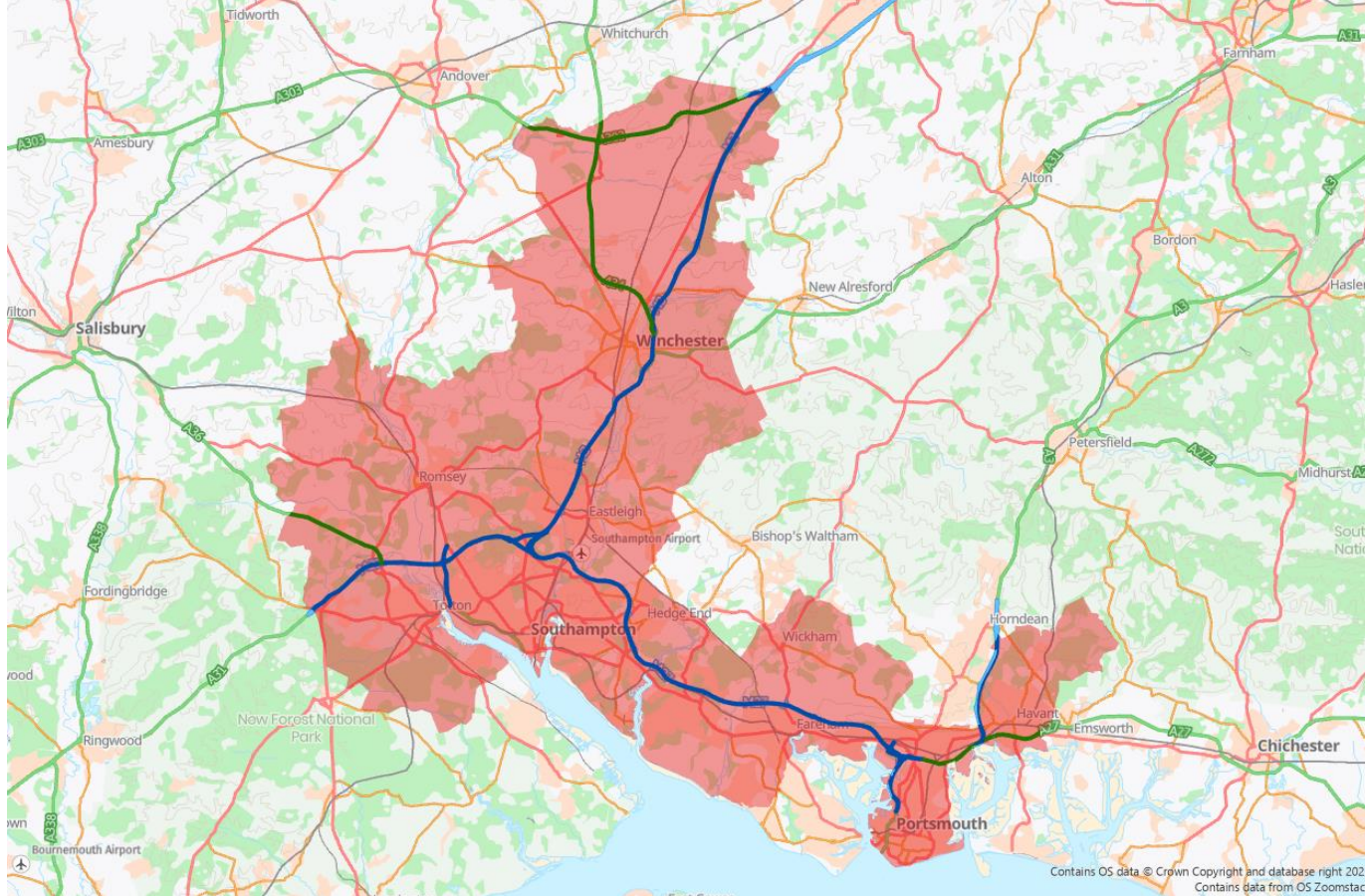


Solent – TDM Programme

- The shape of TDM for 23-24
- What our engagement is going to look like

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The shape of TDM for 23-24

Three key objectives

1. Fewer vehicles on the SRN
2. Increased awareness of travel choices
3. Improved air quality via fewer vehicle trips

Retime, Reduce, Reroute, Remode

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The shape of TDM for 23-24

Workplace studies conducted in 2022

- **2,643** respondents
- Car alone is at **63%**
- **34%** of respondents travel on the SRN.

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The shape of TDM for 23-24

Objective	Behaviour Ch 'R'	Activity
Fewer Vehicles on the SRN	Retime, reduce, remode	Business Engagement: -Three tiers of support to organisations
Increased awareness of travel choice	Retime, reduce, remode, reroute	Travel Smart campaigns: -Internal comms mini campaigns -Partnership with major congestion generators
Improved air quality via fewer trips	Retime, remode, reduce	-Working from home, flexi working. -SOV to alternative travel

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Business Engagement

Three tiers of support from the My Journey Workplaces Team

1. Knowledge

Receive e-bulletins

Invitation to Online
Workplace Briefings

Love to Ride participation



LOVE TO RIDE

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Online Workplace Travel Briefings (Teams)

Thurs 01 June 23

Thurs 13 July 23

Thurs 12 Oct 23

Thurs 08 Feb 24

Thurs 18 Apr 24

Thurs 06 Jun 24

10–12noon

3 - 4
presentations
+ 1 hour
networking/
Q&A

LOVE TO RIDE

Spring (Feb-Apr), Bike Month (Jun), Cycle Sept, Winter Wheelers (Dec).

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2. Support

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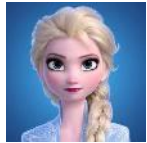
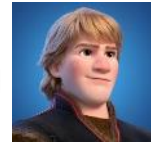
Online Workplace Briefings

Dedicated MJ Officer

Breeze for Business

Staff survey & PC mapping

Love to Ride participation



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3. Partnership

All Support activity +

Invite to 4 workshops

Engagement package
- Participating in 3 pilots

Active Travel Plan

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Business Engagement

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1. Knowledge

2. Support

3. Partnership

All **Support** activity +

Invite to 4 workshops

Engagement package
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Active Travel Plan

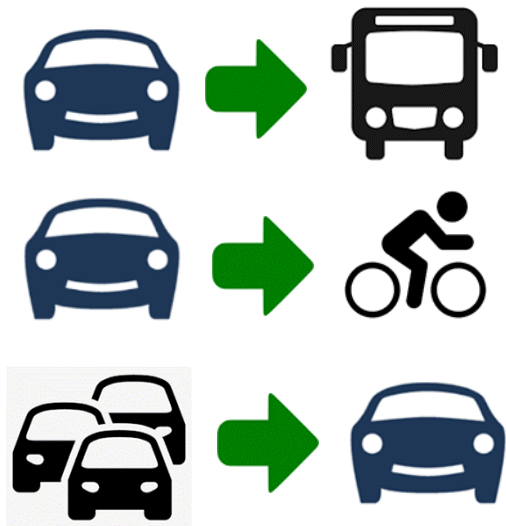
Workshops

Thurs 18 May 23

Thurs 07 Sept 23

Thurs 07 Dec 23

Thurs 07 Mar 24



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Increase Awareness - campaigns



25K pass.. p/day



32K spectators



25K spectators



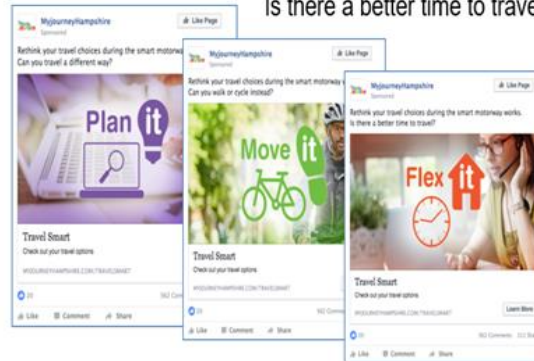
55K shoppers

Rethink your travel choices during the Smart motorway works.

Can you travel a different way?

Can you walk or cycle instead?

Is there a better time to travel?



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Any
questions?



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