

Travel Demand Management: The Olympic Legacy

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Agenda:

1. A reminder of the Games approach
2. Action on legacy
3. Questions



TDM

- 75% of regular travellers changed behaviour during Games period
- 35% of regular travellers changed behaviour on any given day
- ‘Get ahead of the Games’ campaign based on:
 - detailed modelling/targetting
 - total transparency/open data
 - real-time information and integrated signage
 - collaboration across all transport operators
 - collaboration with freight and logistics industry and wider business community



Actions post-Games (1):

- Key objective: get more capacity from existing transport system
- Dedicated TDM and freight teams
- Pan-operator group on London Bridge redevelopment
- Pilot work on Northern Line capacity problems
- Act on outcome of Roads Task Force
- 'Business as usual' hot spot information to inform choice



Actions post-Games (2):

- Major events (e.g. Ride London, QEOP concerts)
- Sea-change in attitude to accessibility
- Marketing and communications including:
 - Open Data
 - Consistent 'look'
 - Real-time information for customers, road users and staff



Summary:

- Games-time most successful TDM programme in history
- We must apply to today's roads and public transport challenges to:
 - help us manage our cities and networks effectively
 - deliver against rising customer and user expectations
- Essential to keep collaborating and communicating openly and honestly



Questions?

