LSTF 15/16 Revenue Competition - Schemes Impact Pro-Forma

For cycling/walking elements of your bid, please provide the following data - if available			
Input data	**Without Scheme**	**With Scheme (per day/after 6yrs)**	**Reference to supporting information (e.g. section of Economic Assessment Report).**
Aggregated Package	Little or no soft measures to support hard measures	Integrated package of soft measures to support hard measures	*See B1 Proposed Measures and map at A3 in bid document.*
Route length (km)	52.6	52.6	*Total of the distances between each of the 2 points used for traffic counts sourced from DfT Traffic database for the congestion hot spots the measures focus on; the town centres of Ashford, Canterbury, Dartford, Dover, Gravesend, Maidstone, Sevenoaks, Sittingbourne, Swanley, Tonbridge, Tunbridge Wells and Westwood Cross in Thanet.*
Average trip length (km)	11.26	11.26	*Average of the distance between each of the 2 points used for traffic counts at congestion hot spots but not the average trip length of vehicles passing between these points. A more realistic figure for the average trip length of vehicles would be that found in the NTS 2013 of 11.26kms.*
Average cycling speed (kph)	n/a	n/a	*No suffciently robust cycling speed data is available*
Number of users (per day)	2904	10,040 (after 6 yrs)	*Without = Total of cycle counts for each of the 9 congestion hot spots - sourced from DfT traffic database for local authorities - Kent and Medway.* *With = Aggregate of Website, Marketing, Skyride Business Support and Skyride Schools Support measures.*
Percentage of additional users that would have driven a car otherwise.	N.A.	100%	*As above*

If you are expecting your project to reduce car travel, please provide the following information			
Input data	**Without Scheme**	**With Scheme (per day/after 6yrs)**	**Without = Total of cycle counts for each of the 9 congestion hot spots - sourced from DfT traffic database for local authorities - Kent and Medway.**
Traffic levels (Vehicle km) in the affected area - **NB Cars only**	1,005,883	766,089	*Without = Total of cycle counts for each of the 9 congestion hot spots - sourced from DfT traffic database for local authorities - Kent and Medway.* *With = Aggregate of Website, Marketing, Skyride Business Support, Skyride Schools Support, Interchange Audits and Smart Ticketing measures.*
Traffic levels (Vehicle hours) in the affected area	n/a	n/a	
Average Speed in the Morning Peak	n/a	n/a	
Mode share (in person trips)			
Car Driver	796,728	608,007	
Car Passenger	n/a	n/a	
Bus passenger	118,704	247,948	
Rail Passenger	n/a	n/a	
Cyclist	2904	10,040	
Walking	n/a	n/a	

For Bus elements of your bid please fill in the following table			
Input data	**Without Scheme**	**With Scheme (after 6yrs)**	**Reference to supporting information (e.g. section of Economic Assessment Report).**

Annual number of passenger trips	43,326,960	90,501,020	*Without = Total of cycle counts for each of the 9 congestion hot spots - sourced from DfT traffic database for local authorities - Kent and Medway.*
Average trip distance (km)	1.26	1.26	*With = Aggregate of Website, Marketing, Interchange Audits and Smart Ticketing measures.*
Average wait time (mins)	n/a	n/a	
Average fare per trip (£)	£1.93	£1.70	
Average in-vehicle time (mins)	n/a	n/a	
Aggregated Package	*See B1 Proposed Measures and map at A3 in bid document.*		

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For cycling/walking elements of your bid, please provide the following data - if available			
Input data	**Without Scheme**	**With Scheme**	**Reference to supporting information (e.g. section of Economic Assessment Report).**
Interchange Audits			
Route length (km)	52.6		*Total of the distances between each of the 2 points used for traffic counts sourced from DfT Traffic database for the congestion hot spots the measures focus on; the town centres of Ashford, Canterbury, Dartford, Dover, Gravesend, Maidstone, Sevenoaks, Sittingbourne, Swanley, Tonbridge, Tunbridge Wells and Westwood Cross in Thanet.*
Average trip length (km)	11.26		*Average of the distance between each of the 2 points used for traffic counts at congestion hot spots but not the average trip length of vehicles passing between these points. A more realistic figure for the average trip length of vehicles would be that found in the NTS 2013 of 11.26kms.*
Average cycling speed (kph)			
Number of users (per day)			
Percentage of additional users that would have driven a car otherwise.	N.A.		

If you are expecting your project to reduce car travel, please provide the following information			
Input data	**Without Scheme**	**With Scheme (per day/after 6yrs)**	**Reference to supporting information (e.g. section of Economic Assessment Report).**
Traffic levels (Vehicle km) in the affected area - **NB Cars only**	1,005,883	945,403	*Without = Traffic counts for each of the 9 congestion hot spots - sourced from DfT traffic database for local authorities - Kent and Medway. With = Based on 'Demand Impacts of Bus Quality Improvements, ITS University of Leeds, 2009.*
Traffic levels (Vehicle hours) in the affected area	n/a	n/a	
Average Speed in the Morning Peak	n/a	n/a	Congestion hot spots include: Dartford/Bluewater & Thames crossing, A2 Gravesham, Dover town centre and harbour, Maidstone town centre, Sevenoaks and Swanley town centres, Tonbridge/West Malling/Platt and Borough Green town centres, Tunbridge Wells and A21 to Tonbridge, Canterbury town centre, and Thanet Westwood Cross.
Mode share (in person trips)			
Car Driver	796,728	748,287	
Car Passenger	n/a	n/a	
Bus passenger	118,704	120,720	
Rail Passenger	n/a	n/a	
Cyclist	2904	2904	
Walking	n/a	n/a	

For Bus elements of your bid please fill in the following table			
Input data	**Without Scheme**	**With Scheme (after 6yrs)**	**Reference to supporting information (e.g. section of Economic Assessment Report).**
Annual number of passenger trips	43,326,960	44,062,800	*Without = Traffic counts for each of the 9 congestion hot spots - sourced from DfT traffic database for local authorities - Kent and Medway. With = Based on 'Demand Impacts of Bus Quality Improvements, ITS University of Leeds, 2009 & With average fare - based on SDG,*
Average trip distance (km)	1.26	1.26	

Average wait time (mins)	n/a	n/a	*2004*
Average fare per trip (£)	£1.93	£1.70	
Average in-vehicle time (mins)	n/a	n/a	
Interchange Audits	*Programme of audits at key transport interchange points within the target areas proposed including bus stations, groupings of bus stops, rail stations, park and ride or park and walk facilities (formal and informal), town centres, retail/service centres and any heavily used taxi ranks with the aim of supporting the door to door concept. To include consideration of service timings, joint ticketing, waiting/changing facilities, parking, security, shelter, signage and information provision, access routes, desire lines/permeability, accessibility, service agreements/contracts and charges/cost for use.. See B1 Proposed Measures, Measure 5 and map at A3 in bid document.*		

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For cycling/walking elements of your bid, please provide the following data - if available			
Input data	**Without Scheme**	**With Scheme (per day/after 6yrs)**	**Reference to supporting information (e.g. section of Economic Assessment Report).**
Branding & Marketing, including Bussiness Support and Schools Support	Limited marketing and promotion	Intensive Marketing and Promotion of existing and proposed sustainable transport iniatives under a common brand, included all those prioritised by SE LEP	*A common brand, logo, marketing strategy and intensive marketing campaign for all Kent's existing and proposed sustainable transport measures focussed in particular on addressing congestion at specified congestion hot spots, growth areas and AQMAs. See B1 Proposed Measures, Measures 2, 3 & 4 and map at A3 in bid document.*
Route length (km)	52.6	52.6	*Total of the distances between each of the 2 points used for traffic counts sourced from DfT Traffic database for the congestion hot spots the measures focus on; the town centres of Ashford, Canterbury, Dartford, Dover, Gravesend, Maidstone, Sevenoaks, Sittingbourne, Swanley, Tonbridge, Tunbridge Wells and Westwood Cross in Thanet.*
Average trip length (km)	11.26	11.26	*Average of the distance between each of the 2 points used for traffic counts at congestion hot spots but not the average trip length of vehicles passing between these points. A more realistic figure for the average trip length of vehicles would be that found in the NTS 2013 of 11.26kms.*
Average cycling speed (kph)	n/a	n/a	*No suffciently robust cycling speed data is available*
Number of users (per day)	2904	5808 (after 6 yrs)	*Without = Total of cycle counts for each of the 9 congestion hot spots - sourced from DfT traffic database for local authorities - Kent and Medway. With = Based on a review of marketing case studies including primarily those examined in Smarter Choices:Assessing the potential to achieve traffic reduction using 'soft measures', Cairns et al 2004 (revised 2008) but also including Communicating Environmentally Sustainable Transport: The role of soft measures, OECD, 2004, Soft Measures for Sustainable Mobility, Transport & Travel Research, 2009, Evaluation of Soft Transport Policy Measures Based on Behavioural Theory, Bamberg & Fujii, 2009, Soft Transport Planning Measures and how to monitor their effects, P Goodwin, 2005.*
Percentage of additional users that would have driven a car otherwise.	N.A.	100%	*As above*

If you are expecting your project to reduce car travel, please provide the following information			
Input data	**Without Scheme**	**With Scheme (per day/after 6yrs)**	**Reference to supporting information (e.g. section of Economic Assessment Report).**
Traffic levels (Vehicle km) in the affected area - **NB Cars only**	1,005,883	935,612	Without = Traffic counts for each of the 9 congestion hot spots - sourced from DfT traffic database for local authorities - Kent and Medway. With = Based on a review of marketing case studies including primarily those examined in Smarter Choices:Assessing the potential to achieve traffic reduction using 'soft
Traffic levels (Vehicle hours) in the affected area	n/a	n/a	
Average Speed in the Morning Peak	n/a	n/a	

Mode share (in person trips)			measures', Cairns et al 2004 (revised 2008) but also including Communicating Environmentally Sustainable Transport: The role of soft measures, OECD, 2004, Soft Measures for Sustainable Mobility, Transport & Travel Research, 2009, Evaluation of Soft Transport Policy Measures Based on Behavioural Theory, Bamberg & Fujii, 2009, Soft Transport Planning Measures and how to monitor their effects, P Goodwin, 2005.
Car Driver	796,728	740,957	
Car Passenger	n/a	n/a	
Bus passenger	118,704	168,667	
Rail Passenger	n/a	n/a	
Cyclist	2904	5808	
Walking	n/a	n/a	

For Bus elements of your bid please fill in the following table			
Input data	**Without Scheme**	**With Scheme (after 6yrs)**	**Reference to supporting information (e.g. section of Economic Assessment Report).**
Annual number of passenger trips	43,326,960	61,563,455	Without = Traffic counts for each of the 9 congestion hot spots - sourced from DfT traffic database for local authorities - Kent and Medway. With = Based on a review of marketing case studies including primarily those examined in Smarter Choices:Assessing the potential to achieve traffic reduction using 'soft measures', Cairns et al 2004 (revised 2008) but also including Communicating Environmentally Sustainable Transport: The role of soft measures, OECD, 2004, Soft Measures for Sustainable Mobility, Transport & Travel Research, 2009, Evaluation of Soft Transport Policy Measures Based on Behavioural Theory, Bamberg & Fujii, 2009, Soft Transport Planning Measures and how to monitor their effects, P Goodwin, 2005.
Average trip distance (km)	1.26	1.26	
Average wait time (mins)	n/a	n/a	
Average fare per trip (£)	£1.93	£1.93	
Average in-vehicle time (mins)	n/a	n/a	
Branding & Marketing, including Bussiness Support and Schools Support	A common brand, logo, marketing strategy and intensive marketing campaign for all Kent's existing and proposed sustainable transport measures focussed in particular on addressing congestion at specified congestion hot spots, growth areas and AQMAs. See B1 Proposed Measures, Measures 2, 3 7 4 and map at A3 in bid document.		

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For cycling/walking elements of your bid, please provide the following data - if available			
Input data	**Without Scheme**	**With Scheme (per day/after 1yr)**	**Reference to supporting information (e.g. section of Economic Assessment Report).**
Skyride (or similar) for Business Support	No cycling experience provided	Cycling experience provided together with Bikeability training	*Cycling experience offered to employees keen to take up cycling via businesses engaged through the Business Support measure. See B1 Proposed Measures, Measure 3 and map at A3 in bid document.*
Route length (km)	52.6	52.6	*Total of the distances between each of the 2 points used for traffic counts sourced from DfT Traffic database for the congestion hot spots the measures focus on; the town centres of Ashford, Canterbury, Dartford, Dover, Gravesend, Maidstone, Sevenoaks, Sittingbourne, Swanley, Tonbridge, Tunbridge Wells and Westwood Cross in Thanet.*
Average trip length (km)	11.26	11.26	*Average of the distance between each of the 2 points used for traffic counts at congestion hot spots but not the average trip length of vehicles passing between these points. A more realistic figure for the average trip length of vehicles would be that found in the NTS 2013 of 11.26kms.*
Average cycling speed (kph)	n/a	n/a	*No suffciently robust cycling speed data is available*
Number of users (per day)	2904	3568 (after 1 yr)	*Without = Total of cycle counts for each of the 9 congestion hot spots - sourced from DfT traffic database for local authorities - Kent and Medway. With = Based on 'Working in Partnership to get more people cycling, British Cycling, 2014' - A national review of the outcomes of the Skyride programme.*
Percentage of additional users that would have driven a car otherwise.	N.A.	100%	*As above*

If you are expecting your project to reduce car travel, please provide the following information			
Input data	**Without Scheme**	**With Scheme (per day/after 1yr)**	**Reference to supporting information (e.g. section of Economic Assessment Report).**
Traffic levels (Vehicle km) in the affected area - **NB Cars only**	1,005,883	1,006,720	Without = Traffic counts for each of the 9 congestion hot spots - sourced from DfT traffic database for local authorities - Kent and Medway. With = Based on 'Working in partnership to get more people cycling, British Cycling, 2014' - A national review of the outcomes of the Skyride programme.
Traffic levels (Vehicle hours) in the affected area	n/a	n/a	
Average Speed in the Morning Peak	n/a	n/a	
Mode share (in person trips)			
Car Driver	796,728	796,064	
Car Passenger	n/a	n/a	
Bus passenger	118,704	118,704	
Rail Passenger	n/a	n/a	
Cyclist	2904	3568	
Walking	n/a	n/a	

For Bus elements of your bid please fill in the following table

Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Annual number of passenger trips			
Average trip distance (km)			
Average wait time (mins)			
Average fare per trip (£)			
Average in-vehicle time (mins)			
Description of your intervention			

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For cycling/walking elements of your bid, please provide the following data - if available			
Input data	**Without Scheme**	**With Scheme (per day/after 1yr)**	**Reference to supporting information (e.g. section of Economic Assessment Report).**
Skyride (or similar) for School Support	No cycling experience provided	Cycling experience provided together with Bikeability training	*Cycling experience offered to level 1 pupils keen to take up cycling via schools engaged through the Schools Support measure. See B1 Proposed Measures, Measure 4 and map at A3 in bid document.*
Route length (km)	52.6	52.6	*Total of the distances between each of the 2 points used for traffic counts sourced from DfT Traffic database for the congestion hot spots the measures focus on; the town centres of Ashford, Canterbury, Dartford, Dover, Gravesend, Maidstone, Sevenoaks, Sittingbourne, Swanley, Tonbridge, Tunbridge Wells and Westwood Cross in Thanet.*
Average trip length (km)	11.26	11.26	*Average of the distance between each of the 2 points used for traffic counts at congestion hot spots but not the average trip length of vehicles passing between these points. A more realistic figure for the average trip length of vehicles would be that found in the NTS 2013 of 11.26kms.*
Average cycling speed (kph)	n/a	n/a	*No suffciently robust cycling speed data is available*
Number of users (per day)	2904	3568 (after 1 yr)	*Without = Total of cycle counts for each of the 9 congestion hot spots - sourced from DfT traffic database for local authorities - Kent and Medway. With = Based on 'Working in Partnership to get more people cycling, British Cycling, 2014' - A national review of the outcomes of the Skyride programme.*
Percentage of additional users that would have driven a car otherwise.	N.A.	100%	*As above*

If you are expecting your project to reduce car travel, please provide the following information			
Input data	**Without Scheme**	**With Scheme (per day/after 1yr)**	**Reference to supporting information (e.g. section of Economic Assessment Report).**
Traffic levels (Vehicle km) in the affected area - **NB Cars only**	1,005,883	1,006,720	Without = Traffic counts for each of the 9 congestion hot spots - sourced from DfT traffic database for local authorities - Kent and Medway. With = Based on 'Working in partnership to get more people cycling, British Cycling, 2014' - A national review of the outcomes of the Skyride programme.
Traffic levels (Vehicle hours) in the affected area	n/a	n/a	
Average Speed in the Morning Peak	n/a	n/a	
Mode share (in person trips)			
Car Driver	796,728	796,064	
Car Passenger	n/a	n/a	
Bus passenger	118,704	118,704	
Rail Passenger	n/a	n/a	
Cyclist	2904	3568	
Walking	n/a	n/a	

For Bus elements of your bid please fill in the following table

Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Annual number of passenger trips			
Average trip distance (km)			
Average wait time (mins)			
Average fare per trip (£)			
Average in-vehicle time (mins)			
Description of your intervention			

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For cycling/walking elements of your bid, please provide the following data - if available			
Input data	**Without Scheme**	**With Scheme**	**Reference to supporting information (e.g. section of Economic Assessment Report).**
Smart Ticketing			
Route length (km)	52.6		*Total of the distances between each of the 2 points used for traffic counts sourced from DfT Traffic database for the congestion hot spots the measures focus on; the town centres of Ashford, Canterbury, Dartford, Dover, Gravesend, Maidstone, Sevenoaks, Sittingbourne, Swanley, Tonbridge, Tunbridge Wells and Westwood Cross in Thanet.*
Average trip length (km)	11.26		*Average of the distance between each of the 2 points used for traffic counts at congestion hot spots but not the average trip length of vehicles passing between these points. A more realistic figure for the average trip length of vehicles would be that found in the NTS 2013 of 11.26kms.*
Average cycling speed (kph)			
Number of users (per day)			
Percentage of additional users that would have driven a car otherwise.	N.A.		

If you are expecting your project to reduce car travel, please provide the following information			
Input data	**Without Scheme**	**With Scheme (per day/after 6yrs)**	**Reference to supporting information (e.g. section of Economic Assessment Report).**
Traffic levels (Vehicle km) in the affected area - **NB Cars only**	1,005,883	971,483	Without = Traffic counts for each of the 9 congestion hot spots - sourced from DfT traffic database for local authorities - Kent and Medway. With = Based on White 2004 review of the introduction of Smartcard for TfL and Fitzroy and Smith 1998 review of the introduction of smartcart in West Midlands Congestion hot spots include: Dartford/Bluewater & Thames crossing, A2 Gravesham, Dover town centre and harbour, Maidstone town centre, Sevenoaks and Swanley town centres, Tonbridge/West Malling/Platt and Borough Green town centres, Tunbridge Wells and A21 to Tonbridge, Canterbury town centre, and Thanet Westwood Cross.
Traffic levels (Vehicle hours) in the affected area	n/a	n/a	
Average Speed in the Morning Peak	n/a	n/a	
Mode share (in person trips)			
Car Driver	796,728	769,426	
Car Passenger	n/a	n/a	
Bus passenger	118,704	146,006	
Rail Passenger	n/a	n/a	
Cyclist	2904	2904	
Walking	n/a	n/a	

For Bus elements of your bid please fill in the following table			
Input data	**Without Scheme**	**With Scheme (after 6yrs)**	**Reference to supporting information (e.g. section of Economic Assessment Report).**
Annual number of passenger trips	43,326,960	43,354,260	*Without = Traffic counts for each of the 9 congestion hot spots - sourced from DfT traffic database for local authorities - Kent and Medway. With = Based on White 2004 review of the introduction of Smartcard for TfL and Fitzroy and Smith 1998 review of the introduction of smartcart in West Midlands*
Average trip distance (km)	1.26	1.26	
Average wait time (mins)	n/a	n/a	
Average fare per trip (£)	£1.93	£1.93	
Average in-vehicle time (mins)	n/a	n/a	
Smart Ticketing	*The Smart Ticketing measure will contribute in particular to ensuring the door to door transport chain is complete by establishing a single ticket which can be used where different services or modes are required to undertake a single journey. It will build on a Smart Ticketing initiative already underway to provide a single ticket for use across bus services provided by different operators in Kent. See B1 Proposed Measures, Measure 6 and map at A3 in bid document.*		

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For cycling/walking elements of your bid, please provide the following data - if available			
Input data	**Without Scheme**	**With Scheme (per day/after 6yrs)**	**Reference to supporting information (e.g. section of Economic Assessment Report).**
Website/App	Limited access to information, no local multi modal journey planner, limited incentives, no benefits information.	Central hub and targeted information provided on the benefits of cycling, incentives available and cycle journey plans available	*Website and App offering central information point for, user account, personalised multi modal journey planner, real time information and AVL feeds from KCC Control Centre and bus operators, portal/s to purchase tickets for sustainable modes, competitions/challenges, two way communication between service providers and site users, a rate my Journey facility, links to websites/Apps of bus operators and the potential to add further modules. See B1 Proposed Measures, Measure 1 and map at A3 in bid document.*
Route length (km)	52.6	52.6	*Total of the distances between each of the 2 points used for traffic counts sourced from DfT Traffic database for the congestion hot spots the measures focus on; the town centres of Ashford, Canterbury, Dartford, Dover, Gravesend, Maidstone, Sevenoaks, Sittingbourne, Swanley, Tonbridge, Tunbridge Wells and Westwood Cross in Thanet.*
Average trip length (km)	11.26	11.26	*Average of the distance between each of the 2 points used for traffic counts at congestion hot spots but not the average trip length of vehicles passing between these points. A more realistic figure for the average trip length of vehicles would be that found in the NTS 2013 of 11.26kms.*
Average cycling speed (kph)	n/a	n/a	*No suffciently robust cycling speed data is available*
Number of users (per day)	2904	5808 (after 6 yrs)	*Without = Total of cycle counts for each of the 9 congestion hot spots - sourced from DfT traffic database for local authorities - Kent and Medway.* *With = Based on the outcome of the introduction of a similar website in Aalborg, Denmark identified in the Final Report on Eu MIDAS RTD project, Soft Measures for Sustainable Mobility, Transport & Travel Research, 2009.*
Percentage of additional users that would have driven a car otherwise.	N.A.	100%	*Based on the outcome of the introduction of a similar website in Aalborg, Denmark identified in the Final Report on Eu MIDAS RTD project, Soft Measures for Sustainable Mobility, Transport & Travel Research, 2009.*

If you are expecting your project to reduce car travel, please provide the following information			
Input data	**Without Scheme**	**With Scheme (per day/after 6yrs)**	**Reference to supporting information (e.g. section of Economic Assessment Report).**
Traffic levels (Vehicle km) in the affected area - **NB Cars only**	1,005,883	935,612	*Based on the outcome of the introduction of a similar website in Aalborg, Denmark identified in the Final Report on Eu MIDAS RTD project, Soft Measures for Sustainable Mobility, Transport & Travel Research, 2009.*
Traffic levels (Vehicle hours) in the affected area	n/a	n/a	
Average Speed in the Morning Peak	n/a	n/a	
Mode share (in person trips)			
Car Driver	796,728	740,957	
Car Passenger	n/a	n/a	
Bus passenger	118,704	168,667	
Rail Passenger	n/a	n/a	
Cyclist	2904	5808	

Walking	n/a	n/a	

For Bus elements of your bid please fill in the following table			
Input data	**Without Scheme**	**With Scheme (after 6yrs)**	**Reference to supporting information (e.g. section of Economic Assessment Report).**
Annual number of passenger trips	43,326,960	61,563,455	*Based on the outcome of the introduction of a similar website in Aalborg, Denmark identified in the Final Report on Eu MIDAS RTD project, Soft Measures for Sustainable Mobility, Transport & Travel Research, 2009. Average fare is the actual average fare for all journeys provided within congestion hot spots, calculated from bus operator data.*
Average trip distance (km)	1.26	1.26	
Average wait time (mins)	n/a	n/a	
Average fare per trip (£)	£1.93	£1.93	
Average in-vehicle time (mins)	n/a	n/a	
Website/App	*Website and App offering central information point for, user account, personalised multi modal journey planner, real time information and AVL feeds from KCC Control Centre and bus operators, portal/s to purchase tickets for sustainable modes, competitions/challenges, two way communication between service providers and site users, a rate my Journey facility, links to websites/Apps of bus operators and the potential to add further modules. See B1 Proposed Measures, Measure 1 and map at A3 in bid document.*		