your End Users to meet other likeminded people. For example a car-sharers coffee-morning can help alleviate concerns about car-sharing with strangers.

10. **Step 10: Commence End User Participation**

10.1 As you approach the first interactive stage of implementing your travel plan (the Baseline End User Surveys at Step 11) you should now consider starting to engage with your End Users if you have not already done so. Utilising the communication channels you have at your disposal (see Step 9), you can now inform your End Users of the existence of your travel plan and the upcoming Baseline End User Surveys.

**The Importance of Engaging with End Users**

10.2 Regardless of your organisation's size or whether this is a voluntary or mandatory travel plan, engaging with all your End Users about all key stages of the travel plan is a good idea as it will ensure everyone responds to the travel plan and feels valued and included. This document will highlight ideal points along the travel plan process to communicate with your End Users.

11. **Step 11: Baseline End User Surveys**

11.1 The next step of the travel plan process is to create and carry out your Baseline End User Travel Surveys. This stage is integral to any travel plan as it will allow you to understand how your End Users are currently travelling and highlight measures that may be useful in encouraging use of sustainable modes. Your Baseline Travel Survey does not have to be long or arduous but there are certain key pieces of information that you should seek to capture to help you set your objectives and targets (see Step 13).

11.2 If you are preparing a **mandatory travel plan**, your Baseline End User Survey **must** be iTRACE compliant. iTRACE is an on-line tool that supports the development and monitoring of travel plans. Speak with the Brighton & Hove City Council’s travel planning team to understand the iTRACE process in detail, but for iTRACE-compliant surveys, the following question **must** be
asked (it is also recommended that voluntary travel plans still include this question):

- “What is your usual main mode of travel to/from work? Main mode means the mode which you travel furthest on during your journey. Please select one of the following:
  - Walk / Cycle / Train / Bus / Car share as a driver / Car share as a passenger / Drive a car alone / Taxi / Scooter / Motorcycle (below 125cc) / Motorcycle (above 125cc) / Work from home / Other (please specify)”

11.3 The rest of your Baseline End User Survey can be as detailed or simple as is appropriate for your organisation. Consider that greater detail provides useful insights into the travel habits, attitudes and potential for change of your End Users, but will take longer to analyse (see Step 12).

11.4 An example of a Baseline End User Survey is included at Appendix B. This example survey is iTRACE compatible and you can adjust/re-write any questions (except question 1, which is worded in such a way as to be iTRACE compatible) as you see fit.

11.5 It is advisable to:

- Announce the Baseline End User Survey a week before it commences to give due warning and allow people to ask questions; and
- Give your End Users 2 weeks to complete the Baseline Survey. Remind them at the 1 week mark and the day before the survey closes.

11.6 Consider:

- How best to circulate the survey to maximise your responses – do most of your End Users use email? If so, then your survey can be created online using a free survey tool such as www.surveymonkey.com. If most of your End Users do not have internet access, provide paper copies. A combination of both online and paper copies often works well in organisations that do have internet access and on-line surveys created through a tool such a Survey Monkey can be printed out as paper copies (paper responses should then be entered manually into the on-line survey to collect all results in one place); and
How to encourage people to complete your survey – use your communications channels (Step 9) to promote and encourage completion of the survey. Also consider offering incentives (a prize or reward) for completing the survey. This can be done by offering a small prize to everyone (examples: a free coffee, a muffin, a sustainable-travel-related item such as a free bus ticket or bike reflector) or by entering the names of all those who complete the survey into a prize draw for a more expensive prize (examples: a sustainable-travel-related item such as a voucher redeemable for walking boots, pedometers, high-visibility gear etc.). If you opt for a small incentive for everyone, it is a good idea to distribute these at the time of completion to further encourage others to take part. A bigger prize draw can wait until you have analysed your results (see Step 12).

When to undertake your Baseline End User Surveys

11.7 This will be dependent on whether your travel plan is associated with an existing or with a proposed development/organisation.

11.8 If your travel plan is accompanying a relocation, an expansion or simply a voluntary travel plan not associated with any changes, you will already have End Users that you can survey now.

11.9 If your travel plan is accompanying a new build (likely to therefore be mandatory as part of the planning application), you will not have End Users to survey at this point. In this instance, you will wait until after occupation to carry out the Baseline End User Surveys.

11.10 For the purpose of completing your travel plan document (Step 19) for a planning application, you should as this stage you should make assumptions about the likely travel patterns of your End Users; i.e. how many people will travel using all different “modes”. The percentage of people using each mode is sometimes referred to as your proportional split or “modal split”.

Jargon Buster!

“Modal Split”

In travel planning, the percentage of your End Users using each mode to transport is referred to as your “modal split”.
11.11 You can base your assumptions on Census Data as a starting point. The average “modal split” in Brighton, extracted from the 2011 Census, is provided on the following page.
### Average Modal Split for Brighton, based on 2011 Census Data

<table>
<thead>
<tr>
<th>Main Mode of Travel</th>
<th>Number</th>
<th>Percentage (Modal Split)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk</td>
<td>27,242</td>
<td>19.53%</td>
</tr>
<tr>
<td>Cycle</td>
<td>6,635</td>
<td>4.75%</td>
</tr>
<tr>
<td>Train</td>
<td>13,814</td>
<td>9.88%</td>
</tr>
<tr>
<td>Bus</td>
<td>18,563</td>
<td>13.28%</td>
</tr>
<tr>
<td>Car share as driver</td>
<td>4,754</td>
<td>3.40%</td>
</tr>
<tr>
<td>Car share as passenger</td>
<td>4,754</td>
<td>3.40%</td>
</tr>
<tr>
<td>Drive a car alone</td>
<td>44,092</td>
<td>31.53%</td>
</tr>
<tr>
<td>Taxi</td>
<td>486</td>
<td>0.35%</td>
</tr>
<tr>
<td>Scooter / Motorbike / Moped</td>
<td>1,035</td>
<td>0.74%</td>
</tr>
<tr>
<td>Work from home</td>
<td>17,356</td>
<td>12.41%</td>
</tr>
<tr>
<td>Other</td>
<td>1,092</td>
<td>0.78%</td>
</tr>
<tr>
<td>Total</td>
<td>139,823</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Notes:**
- Based on 2011 Journey to Work Census Data.
- Assumes a worst-case scenario vehicle occupancy of 2 for car-sharers (a driver and a passenger) as 2011 Journey to Work data does not split between car sharers and driving alone, which is required as part of the iTRACE-compatible question.
- 2011 Census data does not split data for Scooters/Motorbikes/Moped above or below 125cc.