



## Introducing myPTP



myPTP, developed by Liftshare, is the first ever automated personalised travel planning tool to integrate data for all modes of transport. Inc liftshare!

It delivers a detailed and interactive personalised travel plan (PTP).

There are three ways in which myPTP can be administered:

- Proactive PTP – emailing individuals with their travel plans
- Online consumer-facing widget
- Scoping analysis – a data analysis exercise to give you unique travel insight.

## *The benefits of myPTP*

The business benefits of myPTP include:

- Reducing demand for parking
- Reduces congestion
- Recruitment and retention of staff
- Good practice for corporate social responsibility.

Scoping data analysis can help further to:

- Inform parking management strategies
- Aid allocation of parking permits
- Provide evidence required to speak with local transport providers about accessibility
- Understand modal and behaviour change opportunities amongst your staff.

# Proactive PTP



The proactive approach can be delivered in 2 ways:

- A one-to-one approach - workplace or a tablet on the doorstep of a household
- A bulk upload of data, allowing (up to 500 at a time).

We need:  
name, email address, start and end postcodes, and arrival and departure times.

The screenshot shows an email interface with the myPTP logo in the top left and the liftshare for business logo in the top right. The email content is as follows:

Hi Lex,

Please see below your personal travel plan for your journey from Thorpe Marriott Post Office, Acres Way, Norwich NR8 6UT, UK to Liftshare HQ on 17/08/2016 arriving at 08:00, and returning at 17:00.

The travel plan is visualized as a vertical line with two circular endpoints. The top endpoint is labeled "Thorpe Marriott Post Office" with "Acres Way" below it. The bottom endpoint is labeled "Liftshare HQ".

At the bottom of the email content area is a green button with the text "View journey results".

## case study

### North Bristol NHS Trust

North Bristol NHS Trust experienced unprecedented levels of change when two of its hospital sites merged. A Trust-wide Environmental Policy was adopted, and changing travel behaviour was central to this.

The hospital now provides staff with discounted bus tickets, a cycle-to-work scheme, car sharing benefits, access to myPTP. Using 'opt-in' methodology, the Trust has produced 511 myPTP travel plans for staff, focusing on: using the 1:1 function as and when staff request a plan, new joiners, employees relocating, and staff who are declined a parking permit.



## fast facts

**511 plans delivered**

**23% response rate to the follow-up survey**

**43% looked into changing their travel behaviour as a result of myPTP**

**Modal shift of 18%**

**Single-occupancy vehicle journeys reduced by 17.8%**

**Cycling to work increased by 25%**

**Bus use doubled**

**37.5% of travel to the site is now by more sustainable methods**

**Park and Ride use increased by 150%**

Eastleigh Borough Council decided to move office as part of a long-term vision to relocate closer to the town centre to better serve residents, becoming more visible and accessible to the community.

### fast facts



To help with the move Eastleigh Borough Council used myPTP travel plans through Liftshare. A strategy to improve and manage access to the new site focusing on promoting sustainable modes of transport. The move was an opportunity to encourage employees to change their behaviour and consider walking, cycling, public transport or car sharing.

Using the 'opt-in' methodology, the Council produced 160 plans using the 1:1 function. Staff members were then further given the chance to receive a personalised travel plan to the new office by way of a tick box on the annual travel survey.

The travel survey was sent out to all staff in August 2013 and had 189 staff members respond to it. Out of the respondents, there was a very high opt-in rate of 163 staff requesting a myPTP.

The follow-up survey was automatically sent to members of staff that had received a plan and was able to gather data about their past travel behaviour.

Results showed that 34% of respondents said they had considered changing the way they travelled as a result of receiving their myPTP. This led to a modal shift of 26%, which saw Single Occupancy Vehicle journeys reduce by 32.4%. The number of those that cycled increased by 80% and train use more than doubled.

Eastleigh Borough Council are now implementing myPTP as part of their New Starter process, encouraging staff to travel more sustainability from day one as they work out their new commute.

180 plans delivered

29.4% response rate to the follow-up survey

34% of individuals considered changing as a result of their myPTP

Modal shift is 26%

Staff travelling by SOV reduced by 32.4% - before myPTP, staff travelling by SOV was 78.7% - after myPTP, this reduced to 53.2%

Cycling increased by 80% - going from 10.6% to 19.1%

Train use more than doubled - going from 4.3% to 14.8%

Walking went from 2.1% to 8.5%

### One UNIQUE, AWARD WINNING travel tool



Access to work - recruit and retain employees



Deliver sustainability objectives



Reduce stress on car parks and people



Support your health and wellbeing agenda



Ease strain on local congestion



Relocating offices

# Online consumer-facing widget

The online widget is available for businesses to host on their consumer-facing internet or intranet pages for individuals to use and deliver a plan themselves.

The widget is a standalone application embedded into a third party website using a small piece of code.

**Enter your journey details below**

Name 	Date of Journey
<input type="text"/>	17 ▼ 8 ▼ 2016 ▼
Email 	<input type="text"/>
<input checked="" type="checkbox"/> Receive your travel plan by email?	<input checked="" type="checkbox"/> Is this a return journey?
Start Location	Outbound Time
<input type="text" value="From (postcode, street or town)"/>	Arriving at ▼ 08:00 ▼
Destination Location 	Return Time
<input data-bbox="892 968 1309 1011" type="text" value="Liftshare HQ"/>	Returning at ▼ 17:00 ▼

[Show me my Travel Plan](#)

By using this service you agree to our [Terms & Conditions of Use](#)

# Results

Please see below your personal travel plan for your journey from **Thorpe Marriott Post Office, Acres Way, Norwich NR8 6UT, UK** to **Liftshare HQ** on **17/08/2016** arriving at **08:00**, and returning at **17:00**.  
Please click on each option below to see journey details

- ▼ Cycling Journey (43 min)
- ▼ Outbound: Walk, Bus (32 min)
- ▼ Outbound: Walk, Bus (35 min)
- ▼ Outbound: Walk, Bus (38 min)
- ▼ Outbound: Walk, Bus (39 min)
- ▼ Outbound: Park & Ride Journey (29 min)
- ▼ Outbound: Liftshare with Shaniece (18 min)
- ▼ Outbound: Liftshare with Tim (18 min)



# Scoping Analysis

Scoping is a back-end data analysis function for businesses to gain unique insight and intelligence into travel modes and behaviours.

These insights provide meaningful information that can help influence your travel, sustainability and corporate social responsibility planning.



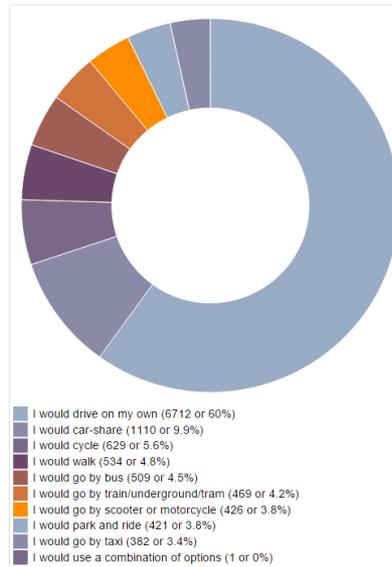
myPTP

## Monitoring dashboard for liftshare.com

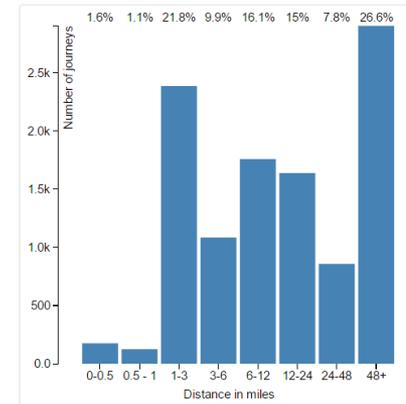
### Overall statistics

Total PTPs created	11193
Total emails sent	5786
Total emails opened	381 (6.58%)
Total emails viewed online	300 (5.18%)
Total commuter distance by road	687,668.4 miles
Average commuter distance by road	62.9 miles
Average commuter duration by road	1 hr 48 min

### Original mode of transport



### Commute distance by road



- Clients will be able to access monitoring pages in order to gain insights and analyse results
- Those users requesting a PTP who opt to include their email address will be sent a survey at 2 weeks and 12 weeks. It will be these survey results that form the evaluation outcomes.



## myPTP

Account opening, training & widget      £1,450 per site

Plans (up to)	One year licence (+ vat)	Price per plan (+vat)
10,000	£5k	50p
5,000	£3k	60p
3,000	£2.1k	70p
1,000	£1k	£1

All prices subject to Vat

*liftshare*.com/business



**Merry Scott**

**Client Engagement Manager**

+ 44 (0) 7702 865269

Email: merry@liftshare.com

Web. [www.liftshare.com/business](http://www.liftshare.com/business)