

Park and Ride Action Plan Summary

“A Catalyst for Change”

The Regional Transport Strategy for the west
of Scotland 2007-2021

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Purpose

This Park and Ride Action Plan is one of a series of Action Plans developed as part of the Regional Transport Strategy, approved by Scottish Ministers. This Action Plan sets out the key issues, objectives and recommendations for Park and Ride (P&R) in the SPT area. It summarises work undertaken in analysing the issues and challenges for park and ride, and is intended to set out a clear programme of action to take forward the development of the P&R network, including the identification of key strategic sites on main road and rail corridors.

Issues, Constraints and Opportunities

The following issues, constraints and opportunities were identified following analysis by SPT and consultation with SPT member councils and stakeholders as part of the RTS development process.

- Cost of using P&R
- P&R used by more user groups than others e.g commuters, but not shoppers
- P&R used mostly by cars with one occupant
- Many P&R sites are operating at capacity
- Subway P&R used by those who could use rail P&R further away from Glasgow City Centre
- Fewer SPT P&R users are from the target market (those people who drive all the way to their destination) than that reported nationally
- Expansion and increase in capacity of P&R, without overloading public transport
- Provision of new P&R works best in areas with poor public transport
- Provision of P&R should be in tandem with complementary changes in central area parking policy
- Audit of existing P&R required to analyse whether it adequately serves public need
- Marketing of P&R, targetting of specific groups, raise awareness of “free” parking at P&R sites
- Plan new sites close to main arterial routes to minimise diversion distance
- Review of information provided to prospective customers (including road signs)
- Better public transport quality and services leads to an increase in users

Objective

Through the use of park and ride, encourage a switch from car to public transport for at least part of a trip, leading to a more efficient transport system which has less impact on the environment, and supports economic growth through reduced congestion on roads.

Recommendations

The following recommendations will be developed in partnership with member councils and key stakeholders.

Planning and Development

- Additional spaces to be provided at P&R locations (existing or new) to provide capacity for expansion of the market
- New sites will be most effective if their catchment area has a poor level of public transport provision
- The expansion of P&R should be accompanied by a central area parking policy that uses price to encourage the target journeys to transfer to P&R
- Plan new sites close to main arterial routes to minimise diversion distance
- Having assessed, through STAG, that P&R is an appropriate solution to the identified problem, assess P&R proposals using pre-defined 4 stage appraisal framework¹
- Demand modelling should be undertaken at a level appropriate to the scale and stage of the assessment being undertaken
- The following corridors to be adopted as regional and sub regional corridors for the purpose of Park and Ride: M80/A80, M8 (East), M74, M77, A737, M8/A8 (West), A82 and A81
- New locations should be investigated to determine whether land is available for a Park and Ride site. They should then be subject to the stage 1 appraisal to establish the ones most likely to succeed
- Undertake a more detailed study of available land for bus based P&R sites adjacent to the main roads through these corridors and appraise these sites.
- Explore potential for other developments adjacent to new P&R sites where these developments might provide additional incentive for regional trips to use the Park and Ride
- SPT to work in partnership with member councils and stakeholders to ensure P&R sites are developed and operated in accordance with the RTS and this Action Plan
- Schemes with a regional significance should generally take priority over local schemes as they are likely to be more effective in meeting the objectives of the RTS and this Action Plan

¹ See Appendix One – P&R Appraisal Framework

- 50% of users at new sites should be from the target market i.e those who previously used a car for the entire trip
- Where possible, provide better quality public transport services and improve bus journey times through bus priority measures

Marketing and Information

- Target through marketing current users of central area car parks to encourage switch to P&R
- Raise awareness of free parking that exists at Park and Ride through a targeted market awareness campaign
- Future Park and Ride sites should, if possible, be visible from the main road they are serving. This will assist in making the site self advertising to many of the target market. It also assists with security within the site
- There is a need to review the information that is currently available about Park and Ride to determine whether it is accurate and accessible to the public at times when they require it. This should cover all mediums including printed timetables, road signs, internet and any media advertising
- Ensure good marketing of P&R, particularly at new sites. The use of a brand name or symbol, even if it is the nationally recognised Park and Ride symbols, should be used wherever possible, particularly on road signs, to make Park and Ride recognisable
- It is important to understand who is currently using car parks in the central area so that future Park and Ride schemes / improvements (in conjunction with car park policy) can be targeted at these groups
- Ensure that information about Park and Ride is accurate and accessible to the public at times when they require it
- Raise awareness of the free parking that exists at Park and Ride through a targeted marketing campaign to counter mis-information that exists amongst non users
- Install an Automatic Traffic Counter at the entrance to each new site in order to monitor long term trends more accurately
- Use data collected in these surveys to evaluate schemes against the target and to continually update knowledge of good and bad practice

Costs and Charging

- Ensure P&R is competitive with central area parking costs
- The introduction of car park charges at Park and Ride sites is not recommended except where there is a need to:
 - generate an income stream to cover car park operating costs (and all other methods of covering these costs have been explored and discounted)
 - minimise the use of the car park by non Park and Ride customers (in these cases it is expected that any charge made will be refunded if a public transport ticket is bought)

- Careful consideration of the negative impacts of charging is required prior to the introduction of any charges and suitable mitigation measures should be included within the charging proposal
- The introduction of charges is likely to reduce the demand for Park and Ride. The need for charging therefore needs to be balanced against the objective of this Action Plan
- The introduction of Park and Ride should be accompanied by a central area parking policy that uses price to encourage the target journeys to transfer to Park and Ride

Programme

The following table sets out how, over the next year, we will take forward two key recommendations required to inform further work in relation to Park and Ride in the future. These actions were approved by the Strategy and Programmes committee on 25 January 2008.

Action	Timescale
<p>Undertake a pre-feasibility study to identify potential locations for strategic P&R sites. The strategic sites should be ranked by location and corridor in order to guide future planning and investment decisions.</p> <p>Following the decision to award the 2014 Commonwealth Games to Glasgow, consideration will also be given as part of this study to potential P&R sites of a temporary and/or permanent nature which will facilitate onward travel by spectators and others to the respective games venues.</p>	2008
<p>Undertake an appraisal of all proposed P&R sites and extensions to existing sites across the SPT area</p>	2008

Target

To develop a programme for the implementation of the Park and Ride Action Plan through SPT's Business Plan.

Monitoring

Monitoring of the agreed programme will be incorporated within SPT's Business Plan monitoring process

Undertake a user survey after 6, 18 and 30 months of P&R site opening to establish users' alternative mode.

Further Information

Related reports are available on our website www.spt.co.uk and further information is available from rts@spt.co.uk or by contacting:

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Appendix One – Park and Ride Appraisal Framework

The Park and Ride Action plan assumes that a previous STAG² appraisal has been carried out to explore options and has concluded that Park and Ride is the best option to resolve the identified problem. The appraisal framework set out below is therefore a means of assessing and comparing individual Park and Ride schemes in order to decide which Park and Ride option best meets the objectives of the RTS.

The appraisal methodology will enable an assessment to be made of any proposed Park and Ride location. It can also be used to assess the importance of existing sites.

The appraisal seeks to answer to following questions:

- Can a successful Park and Ride site be delivered at this location?
- Does a proposed Park and Ride at this location fit with the overall objectives for the Park and Ride strategy?
- Is a Park and Ride at this location better than Park and Ride at another location?

There are some assessment criteria that are potentially more important than others. Failure to meet some criteria might result in serious doubts being raised about the deliverability of a scheme. If this is the case it is better for this to be recognised before an extensive assessment process is undertaken. Therefore, a two-stage process should be adopted in order to identify major issues prior to a full evaluation process being undertaken.

Stage One Appraisal

The first stage of the appraisal seeks to assess proposals for Park and Ride without the need for detailed modelling work and significant amounts of data collection. The assessment framework has been built up with three sources of information guiding it:

- the park and ride objectives
- consultation with member councils
- existing appraisal framework

The result of this is a framework of 11 indicators each of which can be easily measured. These measurements are then converted into simple scores. The scores used range from -3 to +3 for all indicators (although this is subject to modification). This seven point scale allows for small differences in schemes to be reflected in the scores. These scores are then weighted in line with the importance indicated in the questionnaire results. The weighted scores are finally added together to give an overall score for the proposal. Full details of the stage 1 appraisal tool are contained in the Park and Ride Guidance document.

² Scottish Transport Appraisal Guidance

Stage Two Appraisal

The Stage 2 appraisal needs to be capable of answering the same questions as the stage 1 appraisal but in a greater level of detail. The exact level of detail will depend on the purpose of the appraisal. For example, an internal review of options may not need to be as detailed as a bid for external funding. The Stage 2 process will therefore vary with the purpose of appraisal.

In Stage 1 the main purpose of the assessment is to check that the scheme has a reasonable chance of being successful both in terms of meeting objectives and the number of passengers carried. In Stage 2 the emphasis is on a robust evaluation of the demand for a service as well as demonstrating that there is an economic justification for the scheme.

The usage of a Park and Ride site depends on a wide range of factors. Traditionally, forecasting demand has been done by a variety of methods but these fall into two main categories: historical trends and generalised cost comparisons. Historical trends at other sites usually ignore local circumstances at the site where demand is being estimated while generalised cost comparisons do not consider some factors that could have a significant influence on usage such as security.

Four options for estimating demand are set out below:

- *Option 1 – Historical Trends – Simple Intercept Rate*

This method assumes that Park and Ride usage is simply a function of the volume of traffic passing the site. In other words a proportion of the traffic passing the site will be intercepted by it. There is a considerable amount of evidence from other sites, both within the SPT area and beyond, that could be used to develop an average intercept rate.

- *Option 2 – Historical Trends – Modified Intercept Rate*

This takes the principle of the simple intercept rate but tailors it to the local circumstances. In order to do this it is necessary to identify other Park and Ride sites where the circumstances match those at the site being investigated and then calculate a range of intercept rates.

- *Option 3 – Generalised Cost – Simple Logit Model*

In this type of model the cost of using Park and Ride is compared with the cost of driving all the way in order to calculate an intercept rate. This method is developed using a spreadsheet and is relatively easy to set up.

- *Option 4 – Multi-modal model*

The use of multi-modal models is becoming more prevalent but they can be very time consuming and expensive to develop and maintain. They also generally require specialist staff to operate them. Such a model would be able to take the interaction of other sites into account and could test more than one scheme at a time. Development of a full multi-modal or a more robust Park and Ride element for SITM4 should only be considered if a package of measures involving several Park and Ride sites was to be assessed.

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