

**Increasing off peak  
usage of Tramlink**

**10025**

October 2010

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- Research conducted by 2CV

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# Research objectives

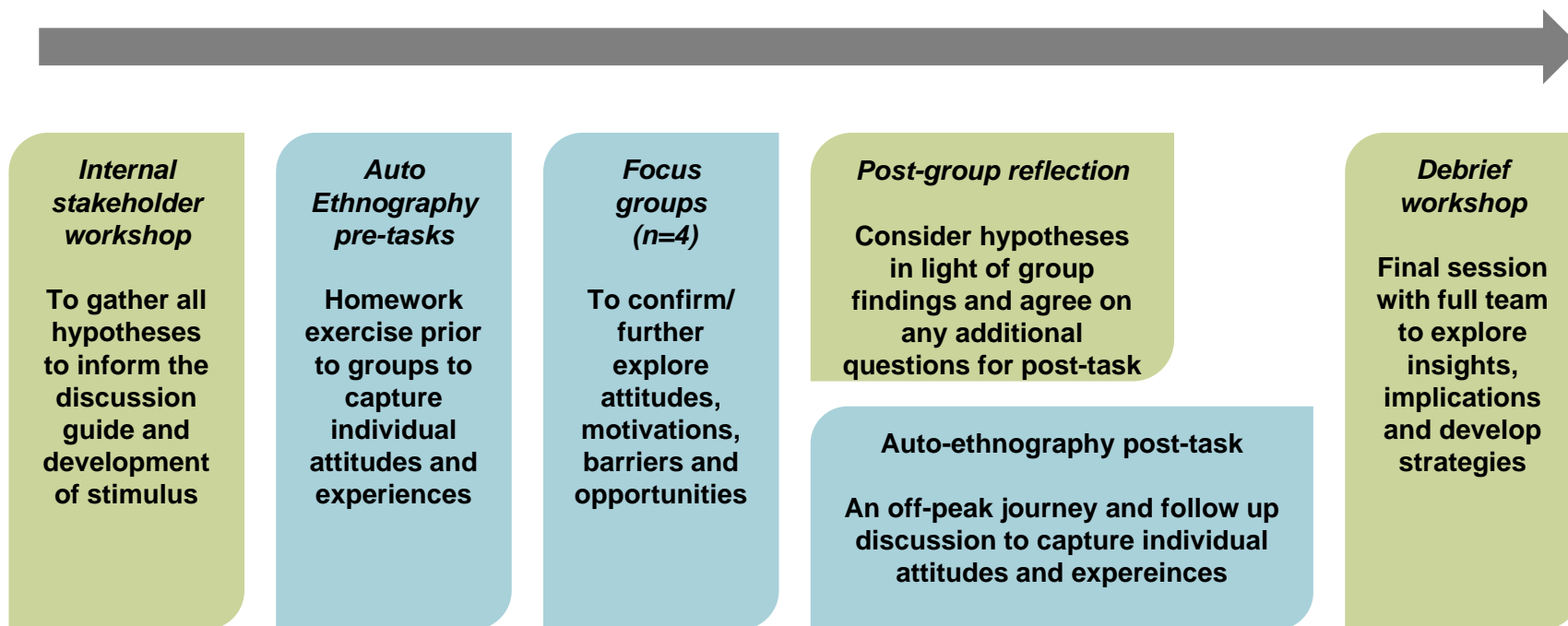
- To explore motivators and barriers to using Tramlink particularly during the off-peak period, in order to identify potential opportunities for the network.
  - Understand the modal choices of people living within convenient access to the Croydon Tramlink network
  - Gauge awareness and comprehension of the tram services
  - Explore off-peak travel habits, communication, service development and opportunities
  - Understand how peak-time tram users feel about the service to understand where motivators can be leveraged to encourage off-peak usage
  - Offer guidance for future system changes and communications to encourage greater off-peak usage



## Background and methodology



# Recap on methodology



# Sample

4 x 1.5 hour groups in Croydon area

Group	Tram Usage (peak)	Tram Usage (off-peak)	Age
1	Frequent / occasional	Infrequent / non-user	20-35 years
2	Infrequent / non-user	Infrequent / non-user	20-35 years
3	Frequent / occasional	Infrequent / non-user	35-55 years
4	Infrequent / non-user	Infrequent / non-user	35-55 years

- All to currently be making off-peak journeys
- All living within 1km (15 minute walk) from a tram stop
- Recruited from a spread of locations across the network



## Summary and hypotheses





# Overview

- Croydon is very multi-modal and customers are comfortable using a variety of different modes of transport. Familiarity, speed, comfort, practicality and cost drive modal choice.
- Customers have specific perceptions and concerns about safety and anti-social behaviour during the off-peak tram service
- There are three stages to choosing trams for off-peak:
  - Awareness – actual knowledge of the system
  - Relevance – whether the tram satisfies absolute needs for a journey
  - Choice – weighing up the pros and cons, choosing one mode for a specific journey
- Three key participant typologies emerged:
  - Distant ambivalent – lack of awareness inhibits greater tram use
  - Peak Time Fanatics – lack of relevance most significant reason not to use the tram
  - Warm but Casual – relevance and choice most likely to inhibit tram use off-peak

# Three stages indicate opportunities for solutions

Awareness



- Using communications to educate around Tramlink

Relevance



- Infrastructural change
- Creating new need, encouraging more journeys

Choice



- Eliminating real barriers
- Tackling perceived barriers through communications
- Celebrating positives to encourage travellers to pick the tram over other options

# Final hypotheses

## True

- That people do not use the tram simply because it is easier to use than a car
- That associations with peak time affect perceptions overall
- There are certain cues that make the stations seem less safe than they are
- Introducing more 'local interest' maps would increase tram use
- Tramlink does not sufficiently celebrate successes
- People don't see as much 'passive security' as on buses

## Not sure

- People are fearful that in the evening the tram is full of drunk people and drug users
- That there is a perception of crime (which exceeds reality)
- People do not use the tram because there are no special deals
- The press sensationalise negative stories
- The fact that the tram is an open system worries potential users

## False

- Customers want to know a schedule – especially women who are more likely to feel nervous traveling alone
- There is more rubbish in the evenings; it's smelly and dirty and this puts people off



**Life, leisure and travel in Croydon**



# Pros and cons to living in the Croydon area

- Participants on the defensive about living in the Croydon area
  - Not as exciting as more central parts of London
  - Perceived problem with crime and anti-social behaviour: some heavily reported events have led to a sense that the area is a crime and anti-social behaviour hotspot
  - Certain parts (eg around West Croydon, Waddon Marsh) are felt to be quite run down
- Still most like the area and find it easy to cite benefits:
  - A nice area – green, lots of space
  - Close to London and the countryside
  - Good transport links
  - Self contained with everything they need: cinemas, shops, bars and clubs (with alternatives available in Beckenham or Wimbledon)



I ♥  
croydon

*'Croydon has always had a rough edge to it. In the 1960s there were pubs around Market Street where one went - if at all - in a spirit of almost suicidal bravado (I was amused to note from the correspondence columns in the local press that they have not improved), and 'the Market boys' were notorious, their domain and their reputation extending to a wide variety of drinkers and dancehalls in the area. I remember one night outside the Orchid Ballroom in nearby Purley when a plain clothed policeman confronted a knife-wielding member of the gang - 'Give us the knife, Billy - there's a good boy.' And Billy did. One imagines that the outcome might be rather different today.'*

Mick Brown, writing for the Daily Telegraph, 29 May 2009

# Croydon is very multi-modal

- Our research participants were all comfortable using a wide variety of modes for local and non local travel
- Croydon seems *more* multi-modal than other areas under TfL's authority
  - It's a transport hub
  - It's well served by local public transport
  - Heading north, public transport is almost essential
  - Heading south it's easy to own a car



Train into London, unless I'm skint then I'll get the bus – 468 goes all the way to Elephant. Round here it's the bus and I cycle, walk (younger, infrequent)

*People have a good understanding of how to get the most out of transport and display a certain pride in making the right decision*

# Croydon is more car focussed than other parts of central London

- Car plays a significant role in our participants' transport portfolio
  - Bubble: safe, secure, sealed from the world
  - Spacious: lets you carry passengers, kids, luggage
  - Easy: door-to-door, no walking, no changing
  - Cheap: high entry cost but extra journeys cheap once insurance
  - Cultural significance: right of passage, status symbol, symbol of freedom
- The car frequently becomes the default transport option for many participants (especially older)
  - First choice before anything else
  - Reinforces sense of car culture (eg giving each other lifts becomes normal)



*Amongst our sample, car seems the most significant competition to tram for off-peak travel*



# Leisure for our participants

- Eating/drinking/entertainment:

- Croydon area provides many opportunities for a night on the town (in fact it has the 2<sup>nd</sup> highest concentration of bars and clubs in London outside of the West End)
- Drinking is a popular evening activity, Croydon and Beckenham seem especially relevant for this
- Venues like Fairfield Hall are mentioned as a source of pride (even if only infrequently visited)
- One-off events also mentioned

- Leisure shopping:

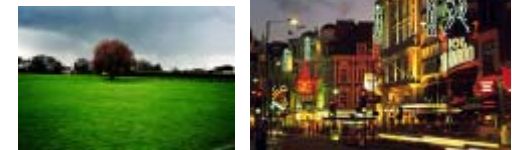
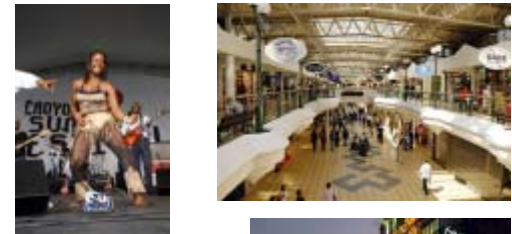
- Croydon is home to many warehouse style stores and shopping centres with smaller shops

- Green spaces:

- Those with kids especially talk about importance of green spaces: whether proximity to the country (eg Elmer's end) or urban green spaces (Lloyd's Park)

- Heading into town:

- Croydon is loved for transport links to the centre of town, so for most participants (particularly those close to major rail stations), the West End can be an obvious choice for a night out



*Leisure journeys are most strongly associated with off-peak*

# Leisure translates to idiosyncratic journeys

Friday 10m 7:30	evening out Wimbledon	walk + Bus	walked to friends house then Bus.	Journey was short + quiet. (Dislike. Lost food dropped everywhere)
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Wednesday 15th Sept 6:45pm	Dinner out in Keston	Car	4 people, easiest way to get there	Easy journey - 15 mins, I designated, non drinking driver (not me!).
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Sun 19/9/10	drove to New Addington	Walked the dog	Went with husband	convenient
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18/9 7pm	Restaurant coney Hall	Car passenger	friend offered to drive. Bus takes to long.	Had to pick up friends along the way -
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Sat 15th Sept @ 8pm	Out to local for a drink Beckenham.	Cab	I knew I would be drinking, so took a cab there + back.	Comfortable - liked
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Choice of destination sometimes comes after modal choice

# Depth of decision making dependent on type of journey

## Habitual

- Majority of journeys are habitual, eg daily commute, shopping trip, school run
- Very entrenched behaviour, hard to change
- Most think they know the options already
- Change will only come as the result of presentation of genuinely alternative transport options or of more atoms of argument to persuade

Most common journeys

## Occasional

- When making more occasional decisions around transport, for example trips to less often visited shopping areas, visiting people for the first time, meetings in new locations
- People are likely to explore options here. Most will have hypotheses about how to get somewhere, but may check these against journey planner etc.

## Singular

- Journeys seldom taken, need to investigate and find out how to get there
- Again, likely to have some idea, but will definitely have to research

Least entrenched behaviour




*Off-peak, evening leisure journeys are often occasional or singular, so travellers tend to be making conscious decisions when planning*

# What's driving modal choice?



*Familiarity, speed, comfort, practicality and cost drive modal choice*

# Off-peak, evening journey choice competes with car, cab and bus

Choose this mode because ...		Choose the tram because...
<ul style="list-style-type: none"> <li>• It's a "bubble" – private space</li> <li>• Safe and secure</li> <li>• Door to door, no walking</li> <li>• Easier to be spontaneous</li> <li>• Often the quickest way to get somewhere</li> <li>• Effectively cheap</li> <li>• Space for carrying kids/luggage/pets etc</li> <li>• Familiar, the default option, feels straightforward and easy</li> </ul>	<p style="text-align: center;"><b>CAR</b></p> 	<ul style="list-style-type: none"> <li>• Want to be able to drink</li> <li>• Concerns over parking and congestion</li> <li>• Tram can be quicker (esp for longer journeys)</li> </ul>
<ul style="list-style-type: none"> <li>• Similar advantages to car</li> <li>• No parking hassles, can drink, more relaxing, more special</li> <li>• Can be cheaper if travelling with multiple people (pay one fare)</li> </ul>	<p style="text-align: center;"><b>CAB</b></p> 	<ul style="list-style-type: none"> <li>• More expensive (if travelling alone, not relevant if travelling in groups)</li> <li>• When it is quicker (especially true for longer journeys, or for direct journeys to hubs)</li> <li>• More spontaneous, less waiting (if you have to call for a cab)</li> </ul>
<ul style="list-style-type: none"> <li>• Stops are more likely to be close to start point/destination, more direct</li> <li>• More options –can change your plans (multiple routes, opportunity to walk)</li> <li>• Passive security – stops likely to be in public view on main roads</li> <li>• Can feel safer than trams (avoid parts of the tram network that provoke a more pronounced fear of crime)</li> <li>• A bit more human: contact with the driver is nice</li> <li>• Inexpensive</li> <li>• Familiar – an obvious choice</li> </ul>	<p style="text-align: center;"><b>BUS</b></p> 	<ul style="list-style-type: none"> <li>• When it is quicker (especially true for longer journeys, or for direct journeys to hubs)</li> <li>• Smoother, less stopping and starting</li> <li>• The actual environment can feel safer, better lit</li> </ul>

*Cars and cabs help customers feel more in control of evening leisure travel*

# Three stages on the journey to choosing the tram

- **Awareness** - actual knowledge of the system:
  - Don't know where it goes/how much it costs/where the closest stop is

I don't actually know how much it costs, I just get on  
(younger, frequent)

I go to Whitgift all the time and I never realised I could just take the tram  
(older, infrequent)

- **Relevance** - whether the tram satisfies absolute needs for a journey:
  - Is the tram even an option?
  - Does it go where they need it to go?
  - Is it accessible/feasible for their journey?

I can't normally take the tram to work, but the other day I had a meeting in Wimbledon  
(older, infrequent)

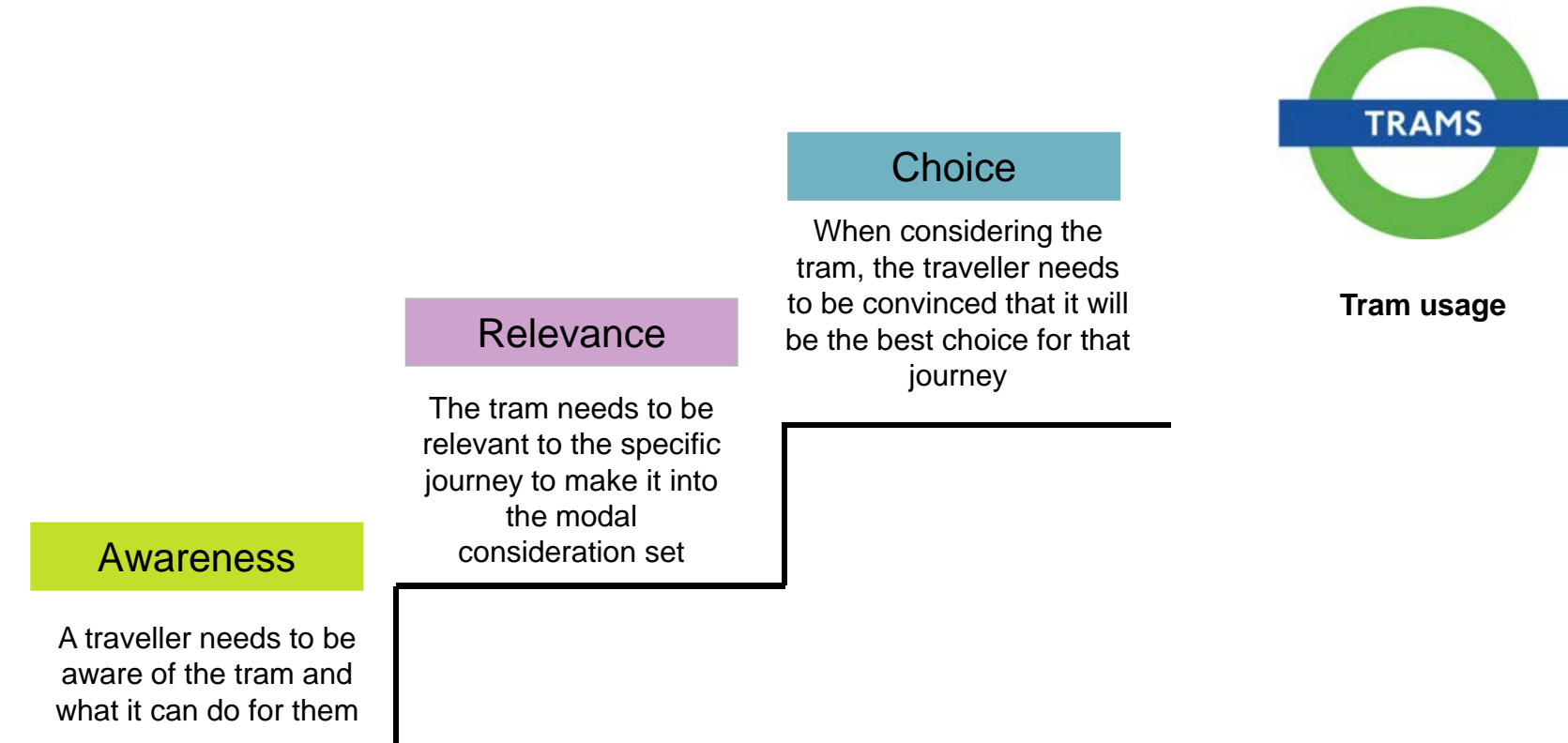
When you're going shopping obviously you take the car. There's no way I'm lugging those bags home on the tram!  
(older, infrequent)

- **Choice** - weighing up the pros and cons choosing one mode for a specific journey:
  - Which mode is quickest/cheapest/most comfortable/safest/most enjoyable?

My husband insists on picking me up or calling me a cab if it's late  
(younger, infrequent)

It's hot and uncomfortable in the summer  
(younger, infrequent)

# Three stages on the journey to choosing the tram








# Perceptions of Tramlink





# Three key participant typologies

	Distant Ambivalent	Peak Time Fanatics	Warm but Casual
Tram Usage	<ul style="list-style-type: none"> <li>• Not regularly using the tram for any journeys</li> <li>• Tend not to consider tram, even when it could be the best option</li> <li>• Often most car dependent in the sample</li> <li>• Tend to be older</li> </ul>	<ul style="list-style-type: none"> <li>• Commuters making regular (daily) trips by tram</li> <li>• The most frequent users of the tram overall, but doesn't necessarily translate to frequent off-peak use</li> <li>• Choose the tram over other modes for specific benefits (ie speed)</li> </ul>	<ul style="list-style-type: none"> <li>• Infrequent users but warm to the tram</li> <li>• Often will have used the tram in the past, but have stopped due to change in circumstances</li> </ul>
Awareness of the system	<ul style="list-style-type: none"> <li>• Lack awareness of network, how the system works, cost</li> <li>• More likely to exaggerate perceived problems with the tram</li> </ul>	<ul style="list-style-type: none"> <li>• Know the most of any participants about the system</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of the network often limited to local area, could stand to know more</li> </ul>
	 <b>Lack of awareness inhibits greater tram use</b>	 <b>Lack of relevance most significant reason not to use the tram off-peak</b>	 <b>Relevance and choice most likely to inhibit tram use off-peak</b>

# Usage impacts perception and expectations

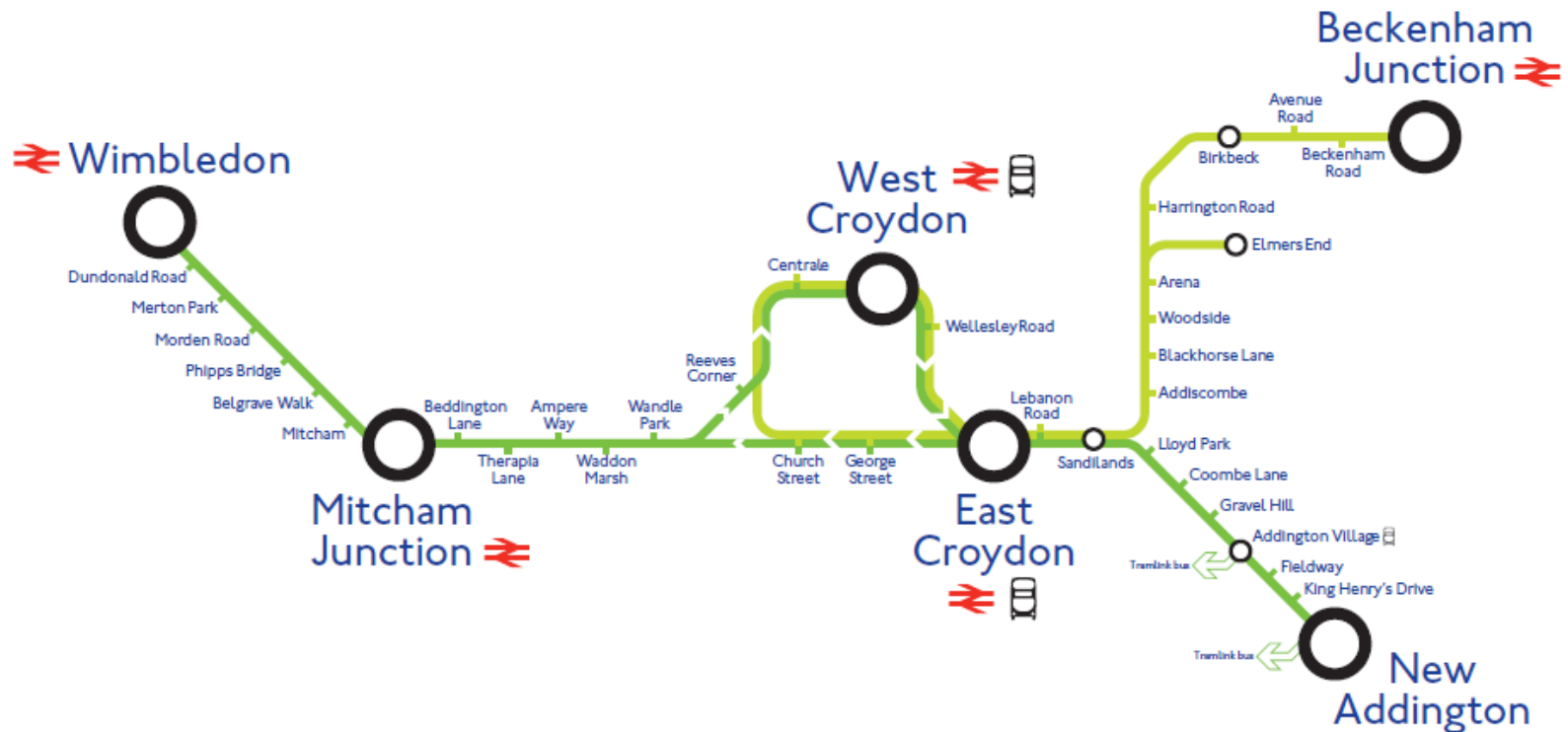
- Usage impacts on perceptions of Tramlink:
  - Overall experience of the tram
    - Those using the tram regularly (Peak Time Fanatics) or with a history of using the tram (Warm but Casual), have a better understanding of what Tramlink is, particularly in terms of the basic practicalities (ie frequency, cost, stations served etc.)
  - When they use it
    - For Peak Time Fanatics, impression of the tram sometimes shaped by commuting experience (eg the bustle of the morning commute can make the car feel like a more relaxing option even off-peak when the tram might be empty)

**I have been using the tram for years, I think I have been to most of the stops. There isn't much for me to learn about it.  
(older, frequent)**

**In the mornings you are like a sardine on the tram. People come on and on and never seem to get off. It's so nice to get home and drive somewhere without other people elbowing you  
(younger, frequent)**

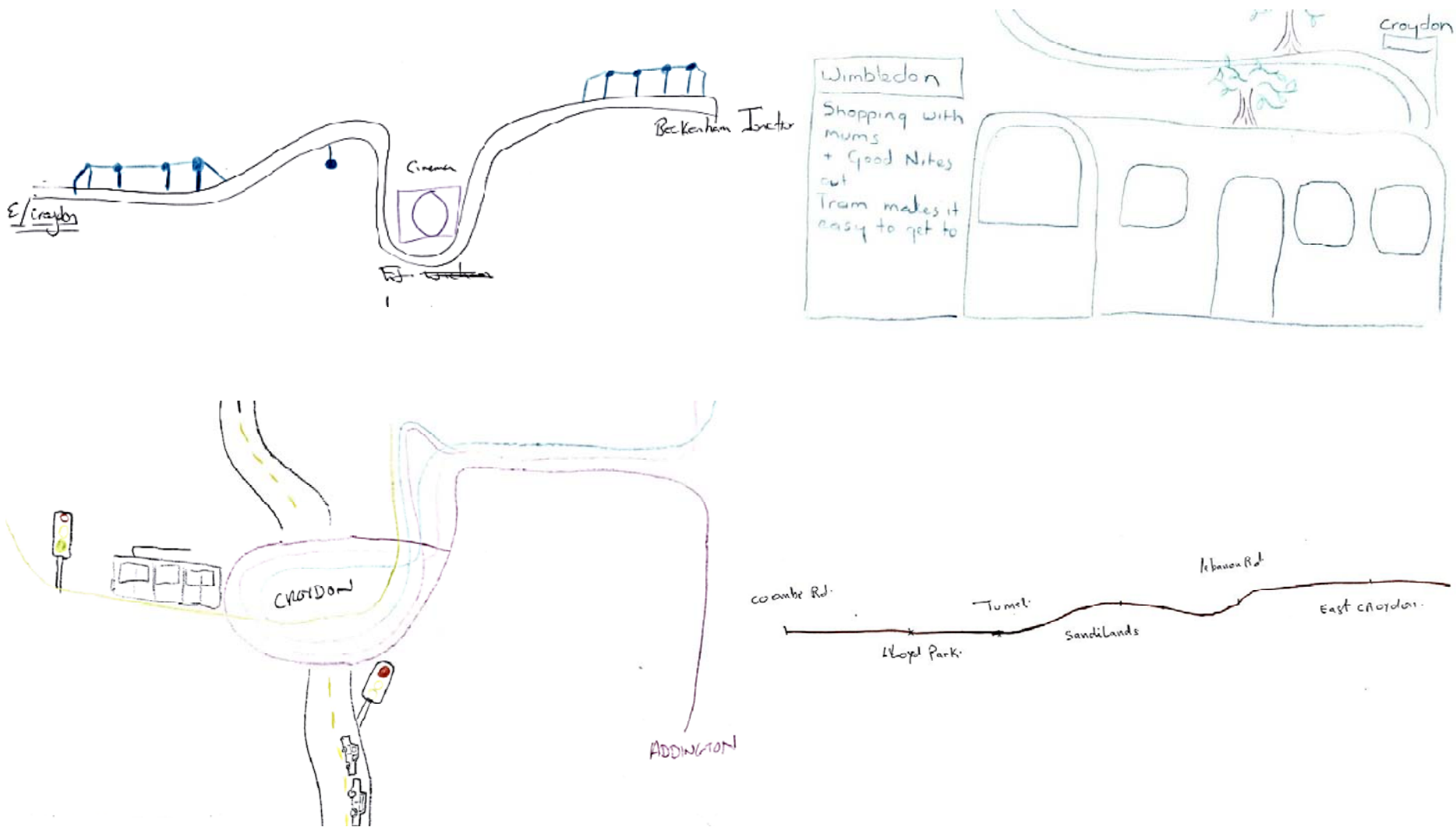
# Usage impacts perception and expectations

- Among our participants, use of the tram tends to concentrate on a few key stations
- **Their own** local station, plus Beckenham, West Croydon, Wimbledon and East Croydon and possibly Addington village, new Addington and Mitcham
- Very little tends to be known about the rest of the network



*Leads to a skewed awareness of the network: certain areas and stations familiar while others not top of mind*

# Respondent perceptions of the network



# Emotional associations with the tram are positive

- There's a degree of pride in the tram network evident among most local residents, but especially amongst users
- This is not equal to the pride that central Londoners might have for The Tube but there to a degree
- This pride comes from:
  - Something **unique** in London – it's special
  - **Local** to the area, feels like it is for you
  - Trams feel **up to the minute** – simultaneously high tech and green
  - Aesthetically **clean, quick** and **efficient**
- Absolute dissenters from this point of view tend to have had very little experience of the tram or to have had specific negative experiences



*Emphasis on pride in functionality can build on emotional closeness with trams*

# Seems youthful, especially to older respondents

- Our participants tend to associate the tram with younger people (possibly driven by car dependency in the area: those below driving age forced to use tram)
  - Literally younger: perception that users tend to be younger
  - Figuratively younger: feels more youthful, fits with youthful lifestyle
- Primarily positive associations of youth are transferred to Tramlink, however for some presence of kids can be a negative:
  - Boisterous school runs
  - Aggressive teenagers and 'gangs' in the evenings
  - Pub culture: drunk young people in the evening



*A strong emotion that can be leveraged in communications*

# Practical associations positive amongst those with most experience

- For those with more experience of Tramlink (especially peak time users) attitudes are positive. This is especially true for those who feel closest to Tramlink (Peak Time Fanatics):
  - Occasionally messy but **cleaner** than or as clean as other forms of public transport
  - Tends to be **reliable**, runs to the timetable
  - Less likely to have problems with **congestion**
  - When appropriate, a **fast** way to get your destination
  - Can be busy at times but seen as a result of tram success; ‘tram is an unsung hero’
  - It’s **cheap**: comparable with buses
- Tram is often the best choice for any given journey – the quickest, cheapest, most comfortable way of getting to where you want to go



*For those who know the tram network, tram often becomes the preferred mode for all possible journeys*

# Those with less experience more likely to be negative

- Those who have less experience of Tramlink are more likely to cite specific barriers to using the tram:

## Infrequent at night

- Perception that the tram is infrequent at night leads to concerns around long waiting times and slower journeys

## Taking the tram is putting all your eggs in one basket

- Sense that other modes provide you with more chances to change plans if something goes wrong mid journey

## If the tram network stops, it stops completely

- Many are aware that the tram runs on one line and that a single accident can shut down the network
- While those more familiar with Tramlink haven't experienced this as a particular problem, there is a perception amongst the least frequent users that it must regularly cause disruption

## It's expensive

- Tramlink can be perceived as expensive, especially for those without Oyster and in comparison to using the car/sharing taxis

If you decide to take the tram, you've got no choice. You're on the platform and you have to wait until it comes along. It's not like if you take a bus, where there'll be more than one bus coming along, or you can walk or get a taxi. You know, keep your options open (younger, infrequent)

*These barriers are significantly reduced upon direct experience*



# Off the beaten track

- Tramlink is felt by the majority of participants (most profiles) to be somehow 'off the beaten track'
- This manifests in different ways:
  - Peculiar stations: some stations do not feel like natural destinations
  - Away from main thoroughfares: stations themselves are often located away from main roads, and linked by narrow paths
  - Lines don't follow familiar routes: the lines themselves follow old train lines and feel separate to main thoroughfares
  - No signposting: stations not obvious
  - Stations are poorly lit: even though platforms are light enough, they do not stand out from a distance
  - Cloaked by foliage: platforms are often overgrown, or secluded by trees and bushes



- *This impacts negatively on Tramlink:*
  - *Not as much passive security as on other modes*
  - *Contributes to a sense of lawlessness, makes it feel less safe*
  - *Can make the tram a less obvious option – makes it less top of mind*

# Perceptions of crime on the tram

- Negative image of Croydon often sublimated onto local public transport, particularly Tramlink
- Several incidents have occurred on public transport and overall discourse fuels a perception of high crime on the tram network
- Fears can be exacerbated by:
  - Sense that tram network is tucked away
  - Openness of system – easy pickings for criminals
  - Some specific areas the tram passes through (eg Waddon Marsh)
  - Lack of tangible knowledge of the tram: it's those with least experience who worry most



**this is Croydon Today**



**Crime crackdown on public transport in Croydon**

**Police launch crime blitz operation in north Croydon**

**Croydon Guardian.co.uk**

**Cops warn Croydon residents to "lock before you leave"**

*Crime and safety can be a significant barrier to using trams, especially at night*

# Anti-social behaviour is expected

- Customers are familiar with and have come to expect anti-social behaviour on public transport in Croydon
- Specific stops (ie East Croydon, Beckenham) are particularly cited as stops where anti-social behaviour occurs off-peak
- Anti-social behaviour perceived to be more pronounced on evenings and weekends including:
  - Drunkenness
  - Rowdiness
  - Ticket dodging
  - Verbal arguments
  - Litter
- A degree of anti-social behaviour is tolerated and expected but there is a belief that low level anti-social behaviour is the starting point for more serious crimes

There was litter on the tram but this is inevitable at this time in the evening and it was mostly just newspaper on the floor (older, frequent)

*Anti-social behaviour is not a significant barrier in itself but can contribute to disproportionately high perception of crime*

# Safety concerns are challenged by new experiences traveling off-peak

We post-tasked respondents to take an off-peak journey they wouldn't ordinarily take

The experience mitigated many perceptions about off-peak safety concerns:

- More frequent, short wait time
- More customers than expected
- Little to no anti-social behaviour
- Well lit stops and tram

I thought it would be empty but there were just enough people around the stop. It felt much safer than if I would have been there alone (older, infrequent)

I built up this idea in my head that perhaps it would be more dangerous for me and my kids but actually, there were plenty of other people on the tram as well and I would make this journey again if I needed to (younger, infrequent)

However, desire for greater presence of uniformed staff remained

- Mirroring daytime experience
- Reassures security of stops/trams

Sometimes during the day I see people with uniforms get on and stay on the tram. We could use those at night (Older, frequent)

I know there is CCTV at all of the stops, but I think people would feel safer with an actual employee riding at night (younger, frequent)

*Customers still desire reassurance through uniformed staff that Tramlink are in control of the tram and stops*

# Perception that ticketless travel is easy and widespread

- There is a perception that the tram provides many opportunities for ticketless travel
  - Some customers find it easy to forget to buy a ticket or touch in with Oyster
  - A culture around ticket dodging – customers can see when people are avoiding ticket inspectors
  - Considered a form of anti-social behaviour

You always see the groups of kids get on and then jump off when they see the inspectors. They obviously don't have a ticket but they do it all the time  
(older, frequent)

It seems like a lot of people use the trams in the evenings but I don't think they pay for their tickets  
(younger, infrequent)

One time I saw the tram was right there so I jumped on without tapping in. I figure I could just tap in somewhere else but I got caught by an inspector and had to pay. It was so embarrassing  
(older, frequent)

I do feel that it is too easy for members of the public to skip paying the fare, even though there are varied ticket inspectors  
(older, infrequent)

# Motivations and barriers stem from perceptions

## Barriers

I don't know how much it costs

It doesn't go where I want it to go

I don't know how often it comes

It is not suitable for my journey (carrying heavy bags/ with kids etc.)

I don't like the environment (hard seats, litter problems)

I don't know where it goes, how it connects with other transport networks

The tram feels dangerous at night

It's too expensive (cf other modes)

It's too slow, there are too many little stops

It's just not as nice as my car

When you choose to take the tram, you commit to that journey

Trams don't come as often at night

## Motivations

Nice environment: clean, bright, modern

It's efficient, it's direct, it's frequent – it's often the best choice

It feels quite cool and youthful

It's relaxing – you can just sit back and not worry

It's cheap

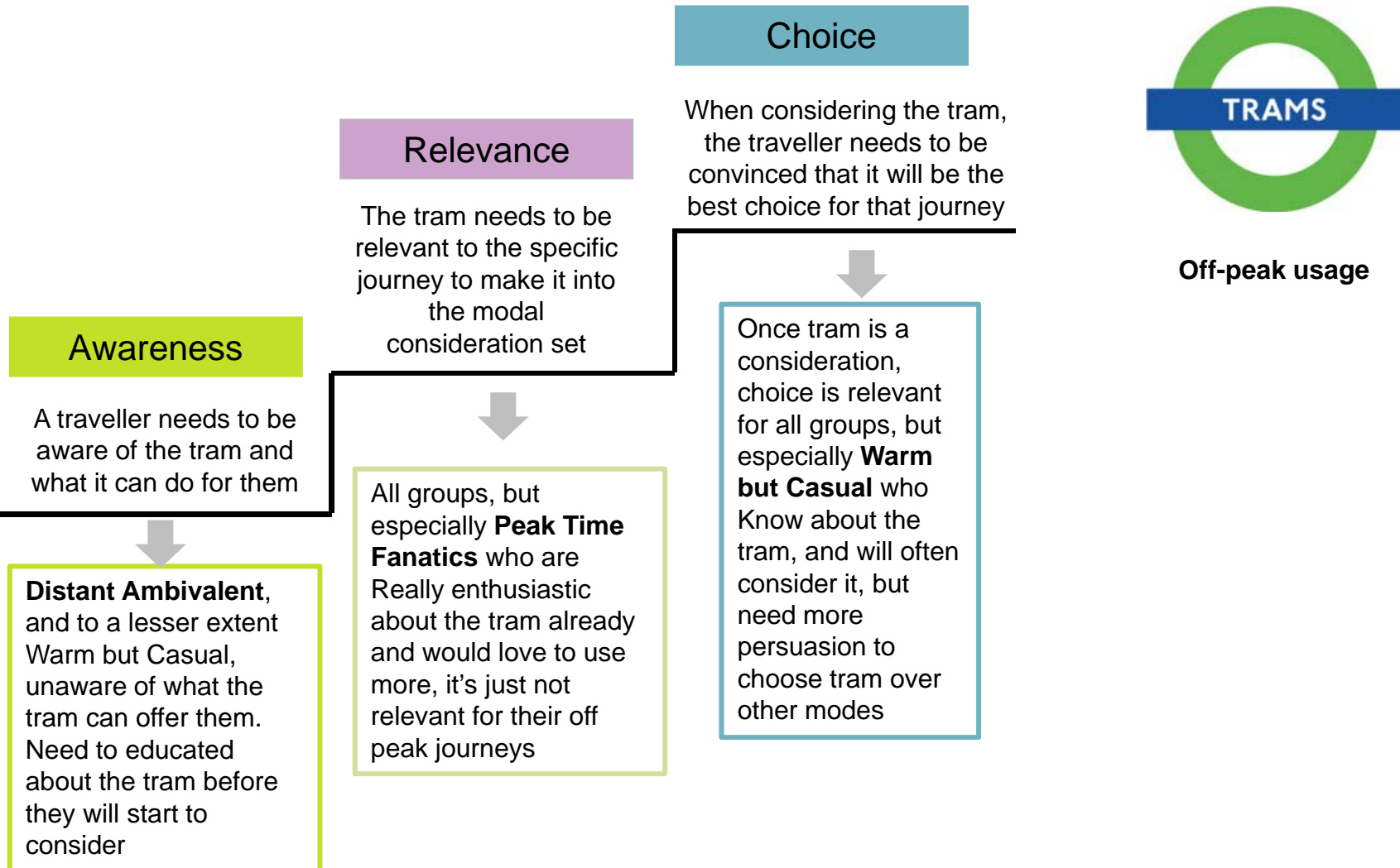
It's specific to the Croydon area, it's special and unique



**Encouraging off-peak use**



# Three stages building up to off-peak tram usage



*Warm but Casual typology form the near market – most potential to influence in the choice stage*



# Different considerations relevant at the different stages

## Awareness

Don't know how often it comes

Don't know where it goes, how it connects with other transport networks

Don't know how much it costs

Trams don't come as often at night

## Relevance

It doesn't go where I want it to go

It is not suitable for my journey (carrying heavy bags/with kids etc)

## Choice

It's too expensive (cf other modes)

The tram feels dangerous at night

I don't like the environment (hard seats, litter problems)

It's too slow, there are too many little stops

It's just not as nice as my car

When you choose to take the tram, you commit to that journey

It's cheap

Nice environment: clean, bright, modern

It feels quite cool and youthful

It's efficient, it's direct, it's frequent – it's often the best choice

It's relaxing- you can just sit back and not worry

Specific to the Croydon area, it's special and unique

*Choice is the stage at which TfL can most influence potential users*

# Tackling awareness issues

- Lack of awareness around the service provided by Tramlink can be a significant barrier to off-peak use, especially for the **Distant Ambivalent**, but to a lesser extent for the **Warm but Casual**
- Key knowledge gaps are:
  - Coverage of network (including connections)
  - Specific service – frequency, journey times etc.
  - Cost (including cost on Oyster)
  - Presence of stations
- By tackling awareness TfL can potentially increase consideration of Tramlink as modal choice for off-peak travel, but it is important to note that solely raising awareness of Tramlink services will not necessarily drive increase usage in itself

Communication opportunity: to use communications to educate and raise awareness of the service provided by Tramlink

- Use off-network media
- Promote the coverage of the network (what stations there are, where there are interchanges)
- Clear signposting at interchanges
- Promote nuts and bolts of service: costs, journey times and intervals

System change opportunity: Increase presence of stops by making them 'glow'

# Tackling relevance issues

- Lack of relevance for specific journeys can be an issue for all three groups: if the tram is absolutely inappropriate for a journey, no one will even consider it as a modal option
- Two primary opportunities to tackle relevance issues:
  - Expand tram network to increase number of relevant journeys
  - Create new need for using existing stops

Communication opportunity: to raise awareness of points of interest around the tram network with a view to prompting new journeys which can be easily made via Tramlink

- Link with local businesses and advertisers – encouraging advertisers to flag up the Tram as a way of travelling to specific events/locations
- Creating maps showing points of interest accessible by Tramlink
- Working with other transport providers to promote the tram as part of a longer journey
- Better signposting at stations to highlight points of interest and interchanges



# Tackling choice issues

- If travellers are **aware** of Tramlink, and Tramlink is sufficiently **relevant** to be considered for a specific journey, then a mixture of communications and system changes can be employed to encourage potential users to choose tram over other modes
- **Choice** is specially about changing the balance of the argument in a potential user's mind to encourage them to pick the tram
- Choice issues can be tackled by:
  - Creating new pull factors by using communications to celebrate positives instead of trying to tackle barriers full on
  - Eliminating/reducing barriers through changes to the system

# Barriers and motivators around choice

- Barriers and motivators around choice fall into five broad categories

## Cost

It's cheap

It's too expensive (cf Other modes)

## Comfort and experience

It's relaxing- you can just sit back and not worry

It's just not as nice as my car

Nice environment: clean, bright, modern

I don't like the environment (hard seats, litter problems)

## Crime

The tram feels dangerous at night

## Emotional

Specific to the Croydon area, it's special and unique

It feels quite cool and youthful

## Efficiency

When you choose to take the tram, you commit to that journey

It's too slow, there are too many little stops

It's efficient, it's direct, it's frequent - it's often the best choice

# Tackling choice issues – allaying fear of crime concerns

- Safety is particular barrier for **Warm but Casual** and **Distant Ambivalent**, it is also more relevant for **women** and older participants (particularly those with kids)
- As we have seen in other projects, tackling fear of crime and perceptions of danger is a particularly tricky communications task
  - Closely related to environmental elements – if it's not backed up by changes in the system it's unlikely to make a significant difference
  - Communicating crime stats or increased police presence to help combat fear of crime runs the risk of highlighting and exacerbating the problem

System change opportunity: seems to make more sense to tackle through tweaks in the system

- Make stations feel safer: brighter, more connected to the street/to the outside world. Cut down bushes, improve lighting etc
- Increase presence of station 'glow'
- Increase passive security: eg a Starbucks on every platform
- Increased presence of uniformed revenue protection inspectors
- Increase signage
- Encourage driver to seem more present – more chat, roller blind up

# Tackling choice issues – highlighting emotional positives

- It's those with a greater knowledge of Tramlink (Warm but Casual and Peak Time Fanatics) who are most likely to have a positive connection with tram
- Communication Opportunity: emotional positives of the tram can be highlighted in all communications to make potential users feel warmer toward the tram
  - Possible to reference modernity, youthfulness, localness

# Tackling choice issues – increasing awareness of cost

- While the tram is seen broadly as being cheap, there's confusion over *exactly* how much a journey/multiple journeys cost, especially amongst the Distant Ambivalent, but even for some Peak Time Fanatics
  - While customers find discounts and incentives appealing, cost is unlikely to change behavior for the majority of customers who are choosing mode as it relates to relevance issues
- Communication opportunity: to clearly communicate actual cost of tram journeys so the real price can be taken into account in a traveller's decision making
    - More clarity on ticket machines
    - Explaining/bringing to light that you can make multiple touches on a yellow card reader in 70 minutes for the price of one ticket
- System change opportunity: to make the tram cheaper
    - Group discounts
    - Special offers





# Tackling choice issues – improving and communicating comfort

- Those who know the tram tend to describe it (at least in off-peak times) as a comfortable, enjoyable experience – a lot of space, well lit, not too dirty, easy to get a seat
  - While certain elements of the tram experience detract from perceptions of comfort (for example experience travelling in the crowded peak time trams or hard seats) the comfortable and pleasant environment can be a positive motivation for the tram
- Communication opportunity: to communicate comfort of tram
    - Smooth, spacious, clean
- System change opportunity: to improve the actual comfort of the tram
    - More regular litter patrols
    - Softer seats!
    - More regular services at peak times

# Tackling choice issues – improving and communicating efficiency, frequency and practicality

- The efficiency or otherwise of Tramlink can be both a motivator and a barrier to off-peak tram use:
  - Perceptual issue, those unsure imagine it is less frequent than it in fact is
  - Actual issue, often slower than other forms of transport off-peak
- Communication opportunity: more communication around service
  - Celebrate punctuality (ie publish performance data)
  - Offer accurate interval information, including first and last tram, and journey times
- System change opportunity: increase frequency of off-peak service

# Three stages indicate opportunities for solutions

Awareness



- Using communications to educate around Tramlink

Relevance



- Infrastructural change
- Creating new need, encouraging more journeys

Choice



- Eliminating real barriers
- Tackling perceived barriers through communications
- Celebrating positives to encourage travellers to pick the tram over other options