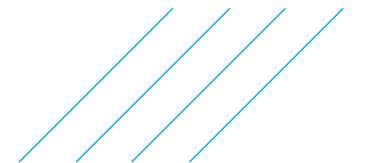




‘Total transport’ – decarbonising the passenger journey

Rachel Evans and Matt Smith



Hello from us.....



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Why bother with the total customer journey experience?

All customer experience 'touch points' critical to the grand return to rail

Travel behavioural change is all about 'total transport'

Carbon benefits of rail travel undermined if first and last journey legs are carbon intensive

Integrated transport makes perfect sense financially and environmentally



Transforming rail travel
What do passengers want?
February 2022



At the heart of Transport Strategy



Reduce the need to travel



1. Modify the transport system to prioritise sustainable travel



1. Encourage behaviour change to use sustainable modes more

Putting the commuter customer at the heart of 'total transport'



Total journey cost

Convenience

Seamless & no
interchange penalty

Personal safety

Flexibility/ resilience if
plans change

Experience
Health & green
credentials



Putting the leisure customer at the heart of 'total transport'



Total cost of journey

Space to sit as a family

Seamless & no
interchange penalty

Space for luggage and
prams

First/last mile
connectivity

Making the journey part
of the trip



Social attitudes are changing – how can we seize this?

“We also need to do more to decarbonise travel. Generation Y and Z are more interested in environmental issues and very astute when choosing destinations, and examining the environmental credentials of tourism business far more critically for example. They are also seeking out more authentic experiences, immersing themselves in the community and the place, rather than being regarded as ‘transient visitors’.”



Total transport journey making interventions – DDRT (DRT)

- A key part of the integrated transport jigsaw



Flexible



Decent, if not good financial model



Ticks a lot of customer experience boxes



Low carbon

Total transport journey making interventions – a rapid fire!



Conclusions

Customers are travelling from an origin to a destination – these are generally not a railway station but a place with social or economic meaning

Rail travel has become increasingly discretionary – need to make overall journey seamless to attract and retain customers in a competitive market

Total journey decarbonisation at the heart of the Wales Transport Strategy

New modes provide a significant opportunity to make stations hubs for mobility and travel, positively contributing to local communities and net zero commitments

