

RESEARCH SUMMARY

Title	Increasing off peak usage of Tramlink
Objective	To explore motivators and barriers to using Tramlink during the off-peak period, in order to identify potential opportunities for the network
Date	October 2010
Methodology	Two hour internal stakeholder workshop, four x 1.5 hour focus groups in Croydon area. In addition respondents completed a pre and post-task

Key findings

- If customers are *aware* of Tramlink, and Tramlink is sufficiently *relevant* to be considered for a specific journey, then a combination of system changes to eliminate real barriers such as safety concerns, and communications that celebrate the positives can be employed to encourage potential users to *choose* trams over other modes in the off-peak period
- Residents in Croydon are comfortable using a variety of modes of transport. However, among our sample the car poses the most significant competition to off-peak tram usage
- There are three stages to choosing trams for off-peak travel – 1) awareness (actual knowledge of the system), 2) relevance (whether the tram satisfies absolute needs for a journey) and 3) choice (weighing up the pros and cons, choosing the tram for a specific journey)
- Three key typologies emerged – 1) ‘Distant Ambivalent’ customers have a lack of awareness that inhibits greater off-peak tram use, 2) ‘Peak Time Fanatics’ lack relevant journeys to use the tram more often and 3) ‘Warm but Casual’ customers have a combination of relevance and choice concerns inhibiting greater off-peak tram usage
- ‘Warm but Casual’ customers form the near market for increased off-peak journeys as there is the greatest potential to influence this group at the choice stage
- A lack of relevance for specific journeys can be an issue for all three typologies. Increasing relevance requires either infrastructure change or communications to create a new need or encourage more journeys

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