



making
sustainable business travel
a reality



Our solutions

Scoping

MyPTP

Smart Parking



Overview

- One of six RTPs with Liftshare
- Umbrella public facing site encompassing:
 - 4 local authorities
 - 2 health boards
 - 3 Universities
 - 1 college
 - 2 large private sector organisations.



tactranliftshare.com
part of the national liftshare network

(public) 4795

Angusliftshare
(public) 626

Angus
Council

NHS Tayside
Angus

Dundeeliftshare
(public) 2394

Abertay

DCC
private

Dundee
Uni

NHS
Tayside

PerthandKinrossliftshare
(public) 623

PKC

SSE

Stirlingliftshare.com
(public) 1029

Stirling
Uni

FV
College

NHS FV

Prudential
(soon)



Challenges

- Lack of resource to keep momentum going
- Marketing and promotional budget low
- Staff resource challenges at Local Authorities
- Policy support – parking, charges, incentives
- Local authority staff schemes not promoted well.



Our solutions

- Scoping exercises
- myPTP
- Smart Parking Scotland.

Our solutions

What is scoping?



How your staff can travel smarter!

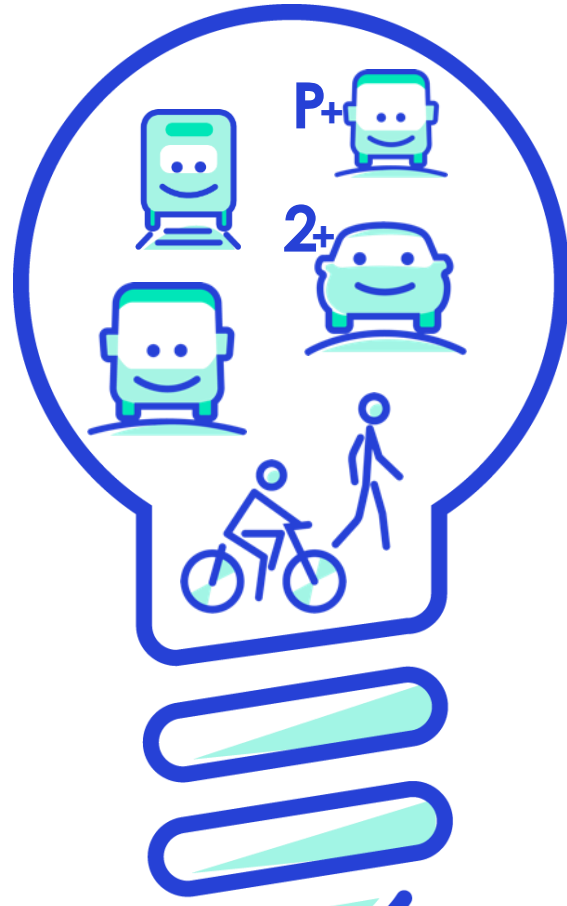


Our solutions

Scoping smart mobility

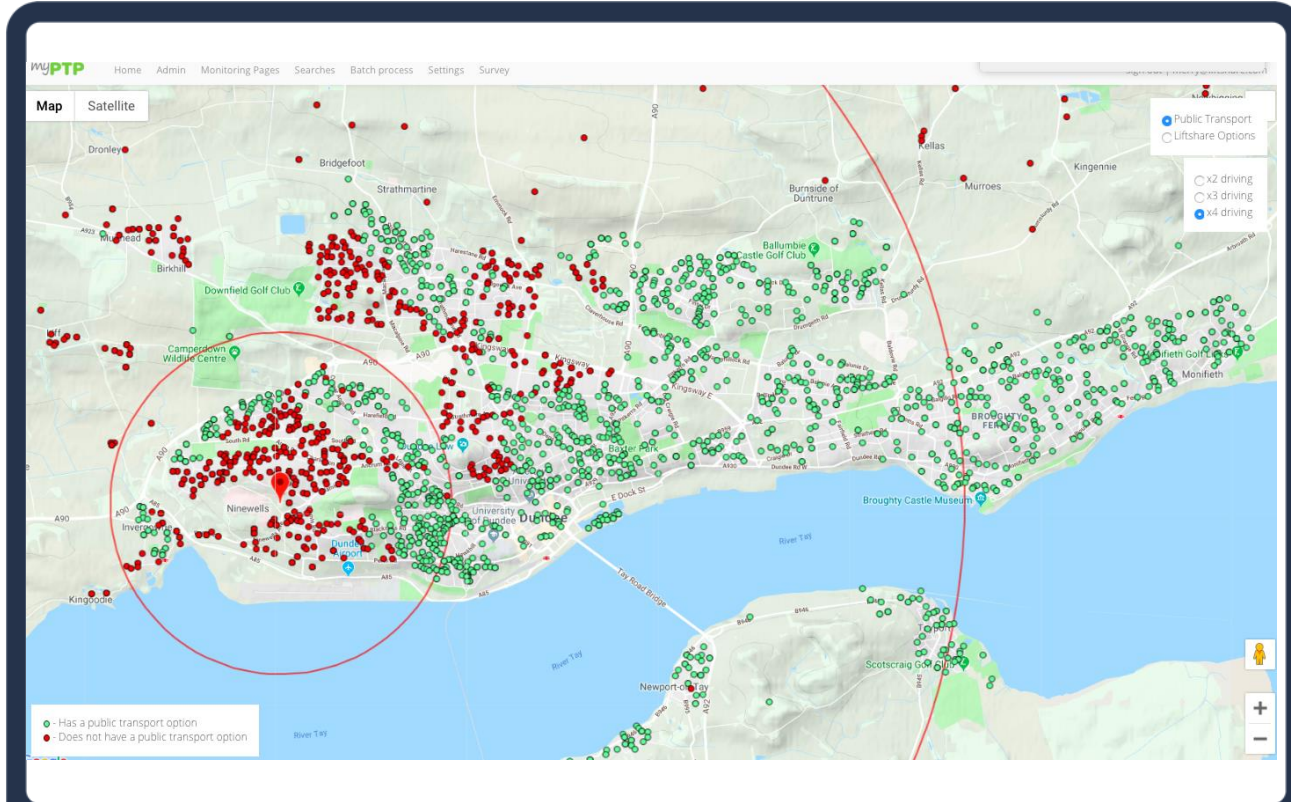
Very quick, low cost and easy way to:

- See the travel options picture
- develop your sustainable transport strategy, communications and incentives
- R&D new public transport services
- develop your parking management strategy.



Our solutions

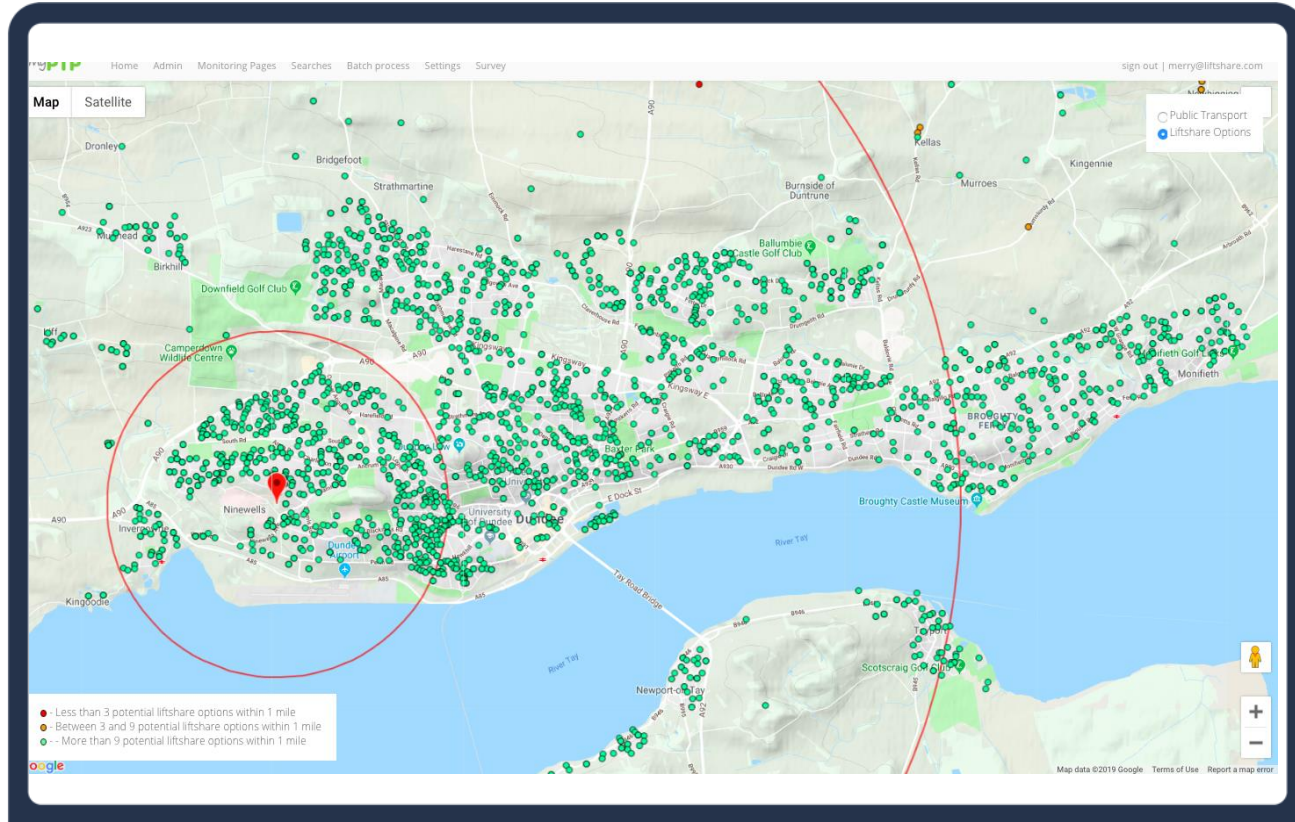
Scoping smart mobility



Mapping all employees
start locations
Public Transport options

Our solutions

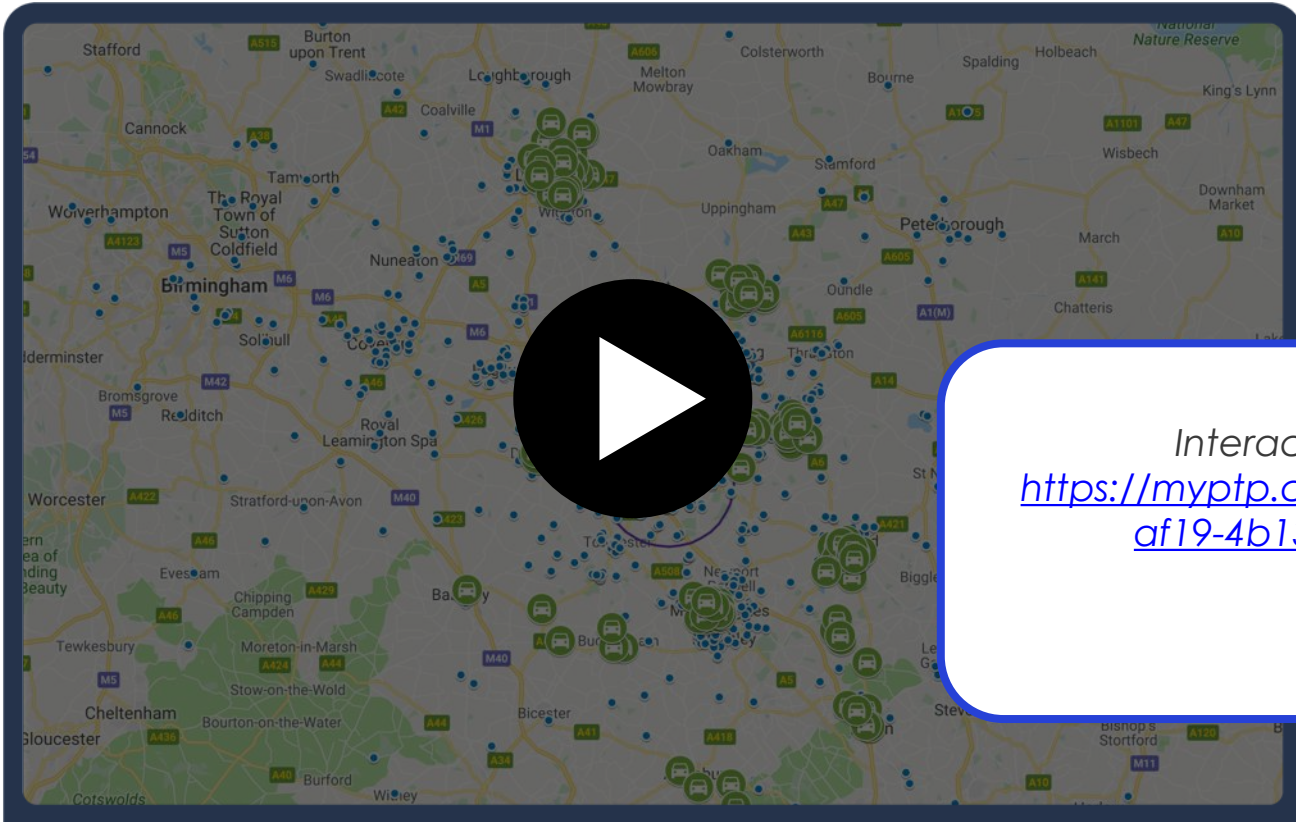
Scoping smart mobility



Liftshare options

Our solutions

Scoping smart mobility



Interactive Map example:
<https://myptp.co/scoping/map/bd2259a1-af19-4b13-a5ea-fdc418a38082>

Our solutions


Scoping report

- A report outlining our findings with recommendations
- tangible results to influence change.



96%
liftshare 

85%
public
transport 

30%
cycling 

22%
walking 

15%
park &
ride 



Introducing myPTP

A planning tool which allows you to view **all modes** of transport to help you plan your journeys to work, just go to www.example.com to get yours delivered today, or speak to your line manager for more information.



Walking



Public transport



Cycling




Single occupancy cars




Car sharing


myPTP
a travel plan just for me


Enter your journey details below

Name  Date of Journey

Email  Is this a return journey?

Receive your travel plan by email?

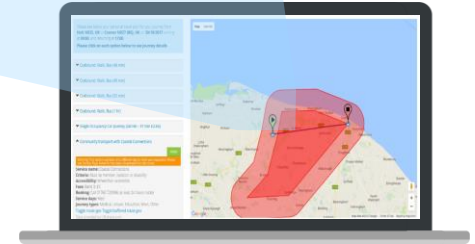
Start Location  Outbound Time

Destination Location  Return Time

[Show me my Travel Plan](#)

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

Powered by **myPTP**



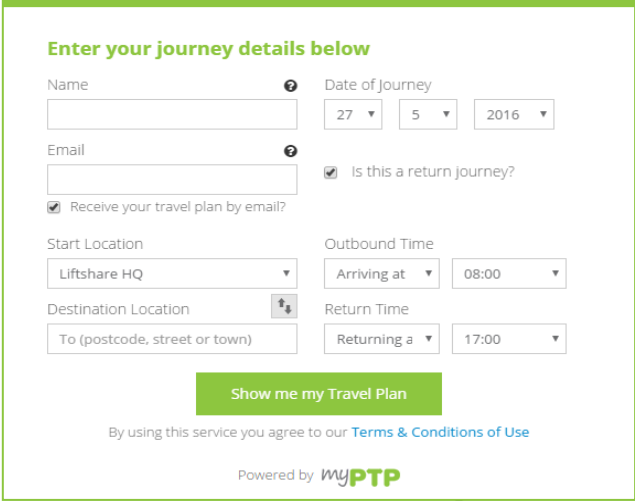
Our solutions

myPTP widget

myPTP
a travel plan just for me

liftshare
for work

- A widget is a stand-alone application that can be embedded into a third party website
- The widget delivers the same travel plans as myPTP: the difference being that clients signpost users to their site and the user enters their travel details here, through the widget
- The widget is designed as simply as possible to ensure it fits within any site design.



Enter your journey details below

Name

Date of Journey

Email

Is this a return journey?

Receive your travel plan by email?

Start Location


Outbound Time

Destination Location

Return Time

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

Powered by myPTP



liftshare DIRECT

Find the best way to get to work with myPTP



Case Study: myPTP

- NHS Tayside
- 385 plans delivered through online widget
- 100% of these people drove alone to work
- Average distance of 16.8miles.

Please see below your personal travel plan for your journey from **Balgownie, Markinch, Glenrothes KY7 6AB, UK** to **Ninewells, Dundee DD2 1GZ, UK** on **15/03/2019** arriving at **09:00**, and returning at **17:00**.

Please click on each option below to see journey details

Outbound: Walk, Train, Bus (1 hr 15 min)

Outbound: Walk, Train, Bus (1 hr 18 min)

Outbound: Walk, Train (1 hr 19 min)

Outbound: Walk, Bus (1 hr 38 min)

Outbound: Liftshare with Martha (42 min - 1 hr 5 min)

Outbound: Single Occupancy Car Journey (42 min - 1 hr 5 min £6.61)

Return: Walk, Bus, Train (1 hr 16 min)

Return: Walk, Bus (1 hr 43 min)

Return: Walk, Bus (1 hr 44 min)

Return: Walk, Bus (1 hr 44 min)

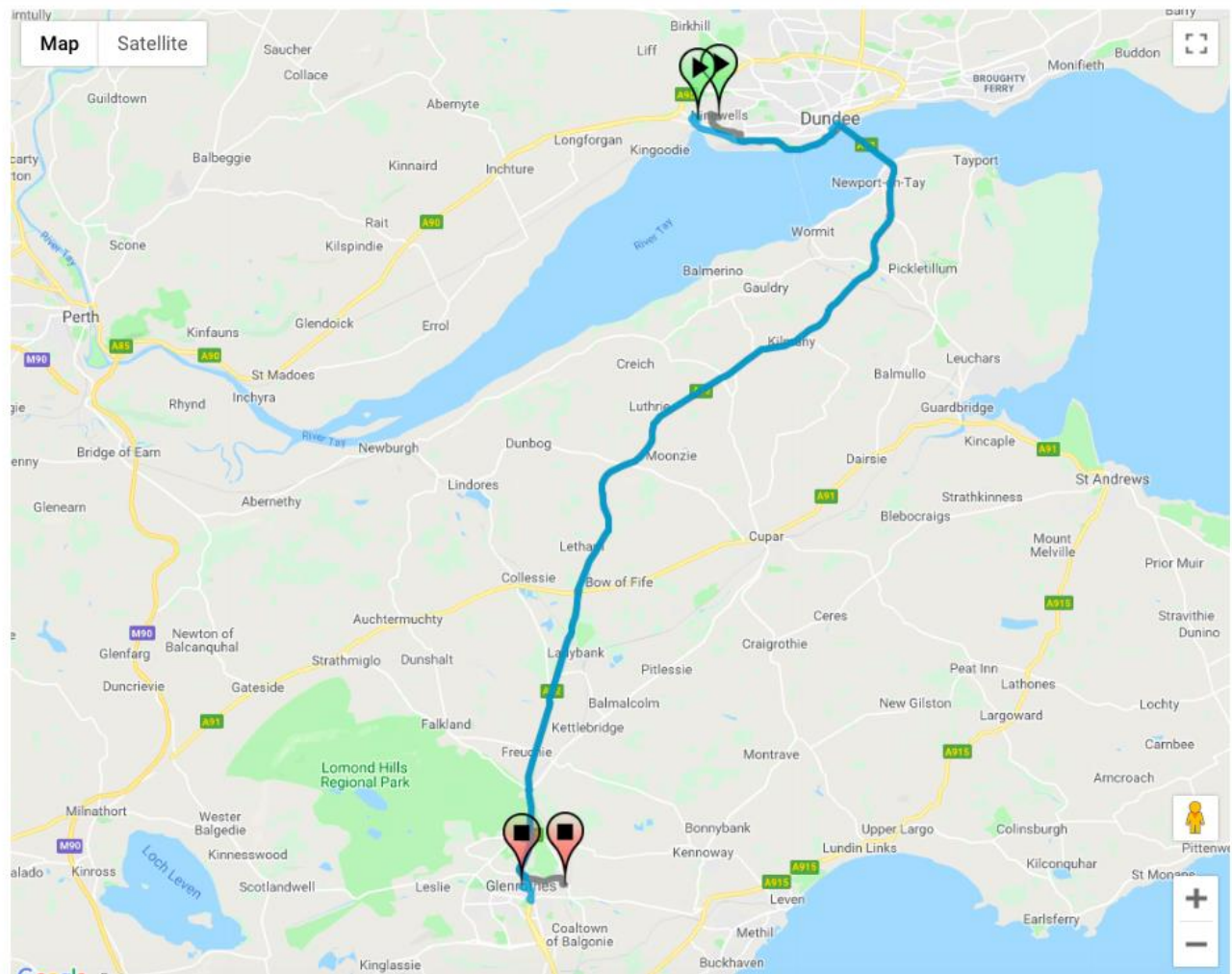
Return: Liftshare with Louise (42 min - 1 hr 5 min)



Suggested sharer contribution (one way): £3.30 (+ parking, tolls etc.)

Estimated distance: 27.5 miles

Estimated duration: 42 min - 1 hr 5 min



Hi Merry,

Please see below your personal travel plan for your journey from Balgonie Pl, Markinch, Glenrothes KY7 6AB, UK to Ninewells, Dundee DD2 1GZ, UK on 15/03/2019 arriving at 09:00, and returning at 17:00.



{Customisable Section – Example Text}

Thank you for taking the time to enter your journey details – We hope you find your myPTP helpful.

Why not try some of the following **incentives** {your organisation} have on offer to help you change the way you travel?

- **Free local public transport** for a week, in partnership with {provider}. See: {web link}
- **15% discount** on annual MetroCards for local public transport journeys within {area}. See: {web link}
- **Up to 40% discount** on bike and associated equipment as part of {your organisation's} Cycle 2 Work scheme. See: www.cycle2work.info
- **Parking priority** for all car-sharers ({car park location}). See: {web link}

And don't forget our local Dial-a-Ride service too! {link}

The responses below are generated automatically, so for further information on any of your options or the incentives on offer please do email me: support@myptp.co

If you shared this journey 5 times per week with 1 passenger, you could save around...

£1,578

in annual travel costs (**£6.80 per day**) ⓘ
We recommend a contribution per passenger, per single trip of **£3.40**



1.77 tonnes

in yearly CO2 emissions



The CO2 saving would be the equivalent of offsetting **78** trees



So what are you waiting for?

Wherever you're off to, join the car sharing revolution. It's the easy, fun way to cut the cost of driving.

[Add your journey](#)

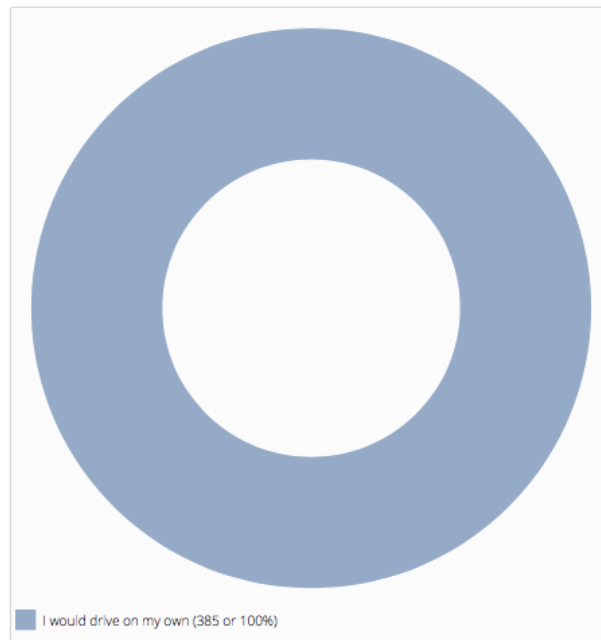


Monitoring dashboard for NHS Tayside - Ninewells Hospital and Perth Royal Infirmary

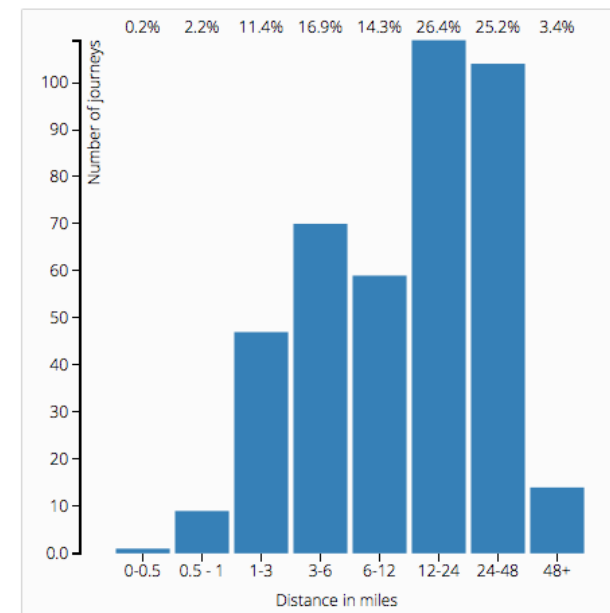
Overall statistics

Total PTPs created	385
Total emails sent	284
Total emails opened	33 (11.62%)
Total emails viewed online	46 (16.20%)
Total commuter distance by road	6,920.6 miles
Average commuter distance by road	16.8 miles
Average commuter duration by road	26 min

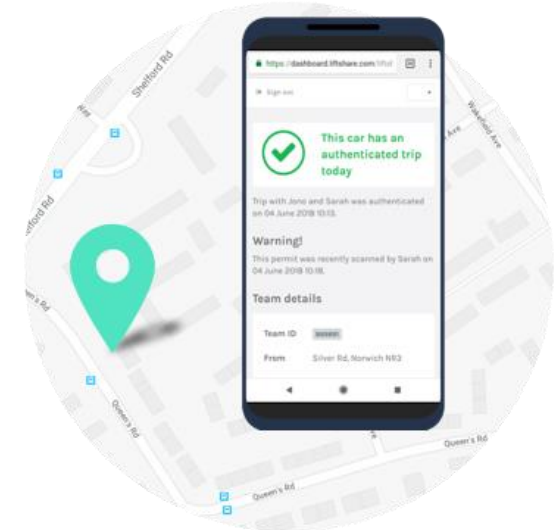
Original mode of transport



Commute distance by road



Our solutions: Smart Parking





Liftshare Admin

Dashboard

Statistics

Manage

Smart Parking

Benchmarking

Maps

Marketing

Addons

Updates

Leave feedback

1,203

Current members



27.4%

690

Members confirmed
as sharing

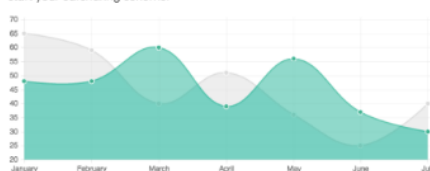
862

Members with a
journey available to
share

315

Liftshare
teams

Membership growth

Graph showing **members gained** and members added since the start your carsharing scheme.

87

Total members added this month **40% ↑**

17

Total members removed this month **12% ↓**

465

have sent a request to share



2,116

Website logins



50

members who are yet to respond to a request to share



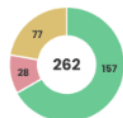
23

Non-activated members

3,587

Trip authentications
since launch

262

Permit scans
todayMap of
authenticationsView permit
scan log

Historic savings

12 month forecast



Money savings

£3,800,100

CO2 Reduction

750.00 tonnes

Mileage savings

3,818,100 milesView all journeys
on mapsMessage your
members

Improve conversion

Promotional
posters

Smart Parking is at the forefront of our user **dashboard**; showing historic and **daily results**.



Challenges:

- Lack of resource to promote myPTP
- Poor survey responses, despite good uptake
- GDPR means bulk difficult to deliver
- Postcode data can be challenging to get from clients
- Funding for Smart Parking.



How we've worked with Tactran

- Scoping delivered for NHS Tayside and NHS Forth Valley
- myPTP for key partner organisations
- STGS for liftshare bays at Dundee Uni and Angus Council
- Share best practice at STLG.



Planned activities with funding:

- Scoping for one local authority to support Travel Plan
- myPTP for local authorities
- Bespoke Liftshare events at each main LA site
- Advertising budget for Google and Facebook
- Support Tactran to form collective partnership similar to that of Nestrans'.



Merry Scott

Client Engagement
Manager, Scotland



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