



Cambridgeshire  
County Council



2004-2005  
Better Local Public Transport



# Attracting new users and retaining current users: finding your target audience

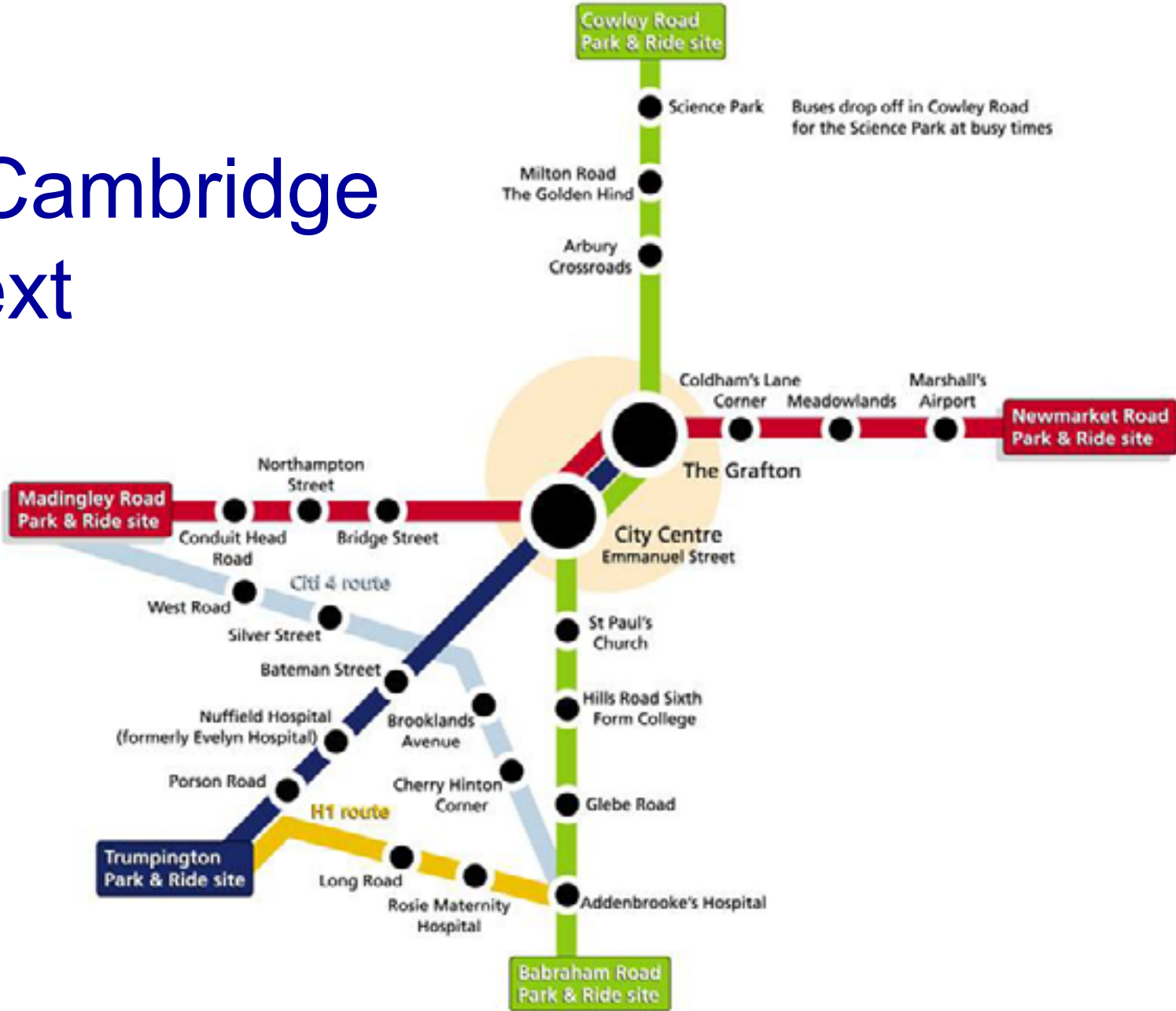
Basil Jackson  
Head of Passenger Transport  
Cambridgeshire County Council

# The Cambridge context

- Five Park & Ride sites
- Nearly 5000 parking spaces
- Over 1.5 million fare paying passengers per year
- 3 services (2 cross-city routes)



# The Cambridge context



# Customer base

---

- A mix of mainly commuters and shoppers with some leisure and educational trips
- Retaining customers is the easier part
- Getting them to try the service is the challenge!

# Customer characteristics

---

- Don't perceive themselves as public transport users
- Part of a 'club'
- Higher customer expectations
- More limited uptake by younger drivers
- Children appear to enjoy using the service

# Customer influences

---

- Price
- Ease of parking
- Difficulty in accessing city centre
- Stress reduction
- Time

# Attracting the customer:

## Price

---

- Cheaper fares for standard trip (£1.80 return)
- Parking policy links parking charges to Park & Ride fares
- Park & Ride always the cheapest option for stays over 2 hours

# Attracting the customer: Quality

## High standard infrastructure

- Purpose built, staffed sites
- CCTV
- Toilets/baby changing facilities
- Blue badge parking
- Cycle parking
- Parent/child spaces





# Attracting the customer: Quality



# Attracting the customer: Marketing

- Placing Park & Ride at the heart of the Christmas access plan
- Park & Ride on travel news bulletins
- High media profile




**CHRISTMAS AND NEW YEAR  
PARK AND RIDE SERVICE**



**Park & Ride**

<b>CITY CENTRE</b> £1.00	<b>PARK &amp; RIDE (7 DAYS)</b> £7.00
Unlimited travel on Park & Ride to the city centre or the Grafton.	Unlimited travel on Park & Ride services only.
<b>1 DAY ONLY</b> £3.00	<b>1 DAY</b> £1.20
Unlimited travel on Park and Ride services and other Stagecoach routes across the city.	Unlimited travel on Grafton Park & Ride to Addenbrooke's Hospital. (Other occasional services differ from Park & Ride).
<b>WEEKEND &amp; HOLIDAYS</b> £3.00	
Unlimited travel on Park & Ride services and other Stagecoach routes across the city.	



# Attracting the customer: Marketing

- Joint promotions with retailers
- Early involvement with developers and investors
- Special events: Speed dating, St.Valentine's day, Bonfire Night service



YOUR M&S

John Lewis



LandSecurities



# Attracting the customer: Partnership

- Key stakeholders involved through Business Strategy Group (city centre traders, Addenbrooke's hospital, University, District Councils)
- Joint operations group to review performance
- Link with city centre redevelopment

# Attracting the customer: Service identity

park&ride



# Attracting the customer: Catchment area

---

- Strong local customer base
- Target customers from surrounding market towns
- Summer tour of market towns using Park & Ride bus to promote Park & Ride, Local Transport Plan & Cambridge as a regional centre

# Attracting the customer: The 'Kid' factor

- 2005 Summer road show with child friendly activities promoted through local schools
- Change parent travel habits through their kids
- Marketing promotions aimed at children



# Retaining the customer: Customer care

- Keeping customers informed: real time information, active management at both ends of the trip, reports on service performance
- Regular customer surveys
- Feedback: make it easy to complain or praise
- Refresh staff training regularly





# Retaining the customer: Reliability

- More investment in bus priority measures
- Operational flexibility to meet changing service pressures during the day
- Close operational links between sites and buses



# Future targets

- Young car drivers
- Private sector school trips
- Mobility impaired



# Conclusions

---

- Park & Ride can be the ‘acceptable face’ of public transport
- Once caught customers can be retained
- Quality and reliability is the key to success