Challenge statement one
Mode share to stations

How might we better understand how passengers access train stations?

PROBLEM STORY

The Transport Portfolio currently has a good understanding of the number of passengers using bus services, bike cages and Park & Ride facilities to access train stations.

However, identifying the exact number of people who access stations by walking, cycling, by bus, car (using Park & Ride or Kiss & Ride) or other transport modes (such as taxis or on-demand transport etc.) on a periodic basis is not currently efficient.

Analysis undertaken on this data is typically focussed on the AM peak alone and often on an ad-hoc basis. The Transport Portfolio has limited visibility of routes people follow to/from stations and any issues that occur along the route.

Can you use the data available to improve our understanding and provide ongoing monitoring of how passengers access train stations?

For example, can we measure aspects such as the number of passengers, time of day, entry point and transport mode used to access the station.

This would enable the portfolio agencies to readily identify where improvements can be made, monitor the effectiveness of investments and track our performance.

KEY OUTCOMES

- A better understanding of available data (both transport and other) to identify mode share to stations

- Ability to quickly determine how passengers access stations over time

LONG TERM IMPACTS

- Improve station access for existing rail users

- Attract new passengers to public transport

- Increase travel options

- Support investments in the rail network