

Monitoring methods

There are numerous indicators that can be measured to help evaluate the success of different interventions introduced in an STP action plan. It will be the responsibility of local partners to decide upon when and which indicators, as per subject, need to be measured.

This will depend on the resources available locally (both human and capital) as well as the focus and emphasis of the partners to achieving objectives. The following table is only designed to provide some inspiration for the types of monitoring techniques that could be deployed. Further research will be required for using a technique.

The theme assessment column usually states a travel mode and the indicators and data collection method associated with understanding current trends. The 'output' under each 'theme' can be used after a measure has been implemented to judge 'success'.

Theme Assessment	Indicators	Data Collection Method
Public Bus	Number of Routes Serving the Station	Timetable Analysis
	Frequency of Services to the Station	Route Analysis
	Number of Passengers Collected Per Trip	Operator Data / Audit Count
	Number of Peak Hour Departures	Timetable Analysis
	Proportion of Acceptable Connection Times	Bus / Rail Timetable Review
	Quality of Bus Facilities and Waiting Environment	Site Audit Observation
Outputs	Bus - Rail Patronage Count	Cordon Count / Operator Data
	Ticket Sales / Customer Satisfaction	LENNON / Qualitative Interviews
Cycling	Number of Available Cycle Parking Spaces	Station Site Audit Count
	Proportion of Parking Meeting Quality Standards	Station Site Audit Observation
	Provision of Signposted Routes and Maps	Station and Access Audit
	Route Quality to Surrounding Catchment Area	Route Auditing and Feedback
Outputs	Number of Parked Cycles at Provided Facilities	Station Site Audit
	Amount of Informal Parking in Defined Locations	Station Site Audit
	Observation of Cyclists Entering Station Site	Off-Peak / Peak-Time Counts
	Number of Reported Bike Thefts at the Station	Police Neighbourhood Data
Pedestrians	Provision of Route Information and Maps	Station Site Audit Observation
	Quality of Key Access Routes and Crossings	Access and Route Auditing
	Overall Compliance with Equality Act	Station and Access Audit
	Ease of Movement Through Station Site	Station Site Audit Observation
Outputs	Number of Pedestrians Walking to the Station	Off / On Peak Cordon Counts
	Level of Customer Satisfaction from Rail Users	Stakeholder Consultation

Theme Assessment	Indicators	Data Collection Method
Passenger Drop Off / Collect	Number and Quality of Drop Off Spaces	Station Site Audit Count
	Location of Drop Off Points at the Station	Station Site Audit Count
	Average Number of Passengers Per Vehicle	Station Site Audit Count
Output	Number of 'Kiss and Ride' Rail Users	Station Site Audit Count
	Time and Locations of Car and Taxis Drop Offs	Station Site Audit Observation
	Observed Conflicts in Station Forecourt	Station Site Audit Observation
Car / Trip Sharing	Number and Quality of Car Sharing Spaces	Station Site Audit Count
	Location of Car Sharing Spaces at the Station	Station Site Audit Observation
	Average Number of Passengers Per Vehicle	Station Site Audit Count
Outputs	Number of Dedicated Car Sharing Bays	Station Site Audit Count
	Management / Abuse of Car Sharing Spaces	Station Adopter Audit Count
	Reduction in Single Car Occupancy Journeys	Traffic Counts at Site Entrance
	Reduced Parking Pressures at Station Site	Station Site Audit Observation
	Registered Car Sharers with Valid Permits	Online Registration Numbers
Taxis	Number of Taxis Queuing at Peak Hours	Station Site Audit Count
	Number of Taxi Services Available to Rail Users	Review of Service Operators
	Number of Passengers Collected Per Trip	Operator Data / Audit Count
	Quality of Information Available to Passengers	Station Site Audit Observation
Outputs	Count of Rail Users Departing Station by Taxi	Station Site Audit Count
	Average Waiting Time for Taxi Operators	Station Site Audit Observation
	Observed Conflict with Other Users	Station Site Audit Observation
	Customer Satisfaction with Taxi Services	Targeted Customer Interviews
Community Transport	Type of Journeys / Passengers Collected	Operator Data / Observation
	Number of Passengers Collected Per Trip	Operator Data / Site Audit
	Quality of Information Available to Passengers	Station Site Audit Observation
Outputs	Number of Daily Trips Made to the Station	Operator Data / Audit Count
	Satisfaction with Community Transport	Targeted Customer Interviews
Motorcycles	Number of Parking Spaces Available on Site	Station Site Audit Count
	Quality of Parking Provision Available on Site	Station Site Audit Observation
	Location of Parking Provision Available on Site	Station Site Audit Observation
Outputs	Proportion of Motorcycle Parking Being Utilised	Station Site Audit Count
	Number of Rail Users Arriving by Motorcycle	Station Site Audit Count

Theme Assessment	Indicators	Data Collection Method
Passenger Satisfaction	Experience of Rail / Bus Facilities and Provision	Passenger Postcard Surveys
	Experience of Accessing Rail Station / Buses	Passenger Postcard Surveys
	Level of Journey Support and Advice Required	Passenger Engagement Event
Outputs	Improved Customer Satisfaction Ratings	Passenger Postcard Surveys
	Increased Publicity of Rail Station in Locality	Review of Media Content
	Repeat Rail Custom and Patronage Figures	Operator Sales / Rail LENNON
Car Parking	Number of Available Car Parking Spaces	Station Site Audit Count
	Location of Available Car Parking Spaces	Station Site Audit Observations
	Number of Existing Disabled Spaces	Station Site Audit Count
	Location of Existing Disabled Spaces	Station Site Audit Observations
	Number of Spaces for Car Pool Vehicles	Station Site Audit Count
	Location of Car Pool Vehicle Spaces	Station Site Audit Observations
	Number of Designated Drop-Off Spaces	Station Site Audit Observations
	Location of Designated Drop Off Spaces	Station Site Audit Observations
Outputs	Number of Vehicles Parked on Local Roads	Station Site Audit Observations
	Average Net Carbon Saving from Modal Shift	Station Site Audit Count
	Number of Illegally Parked Vehicles in Area	Station Site Audit Observations
	Utilisation of Overflow Car Park Facility	Station Site Audit Observations
	Utilisation of Dedicated Car Sharing Spaces	Station Site Audit Observations
	Utilisation of Disabled Car Parking Spaces	Station Site Audit Observations
	Reduction in Parking Issues / Complaints	Review of Media Content
	Funds Raised Through Car Parking Charges	Car Park Owner Data

N.B. – This document was originally produced by West Midlands Trains and has been adapted by ACoRP for use within this toolkit.