

## Executive Summary

### Introduction

In November 2012, employees at MediaCityUK took part in an Annual Travel Survey to monitor the use and success of the transport provision. Following the survey, an Action Plan was set up to deliver various improvements.

A second survey took place in 2014/15 with 1,276 people from the MediaCityUK estate taking part, representing 23.3% of employees.

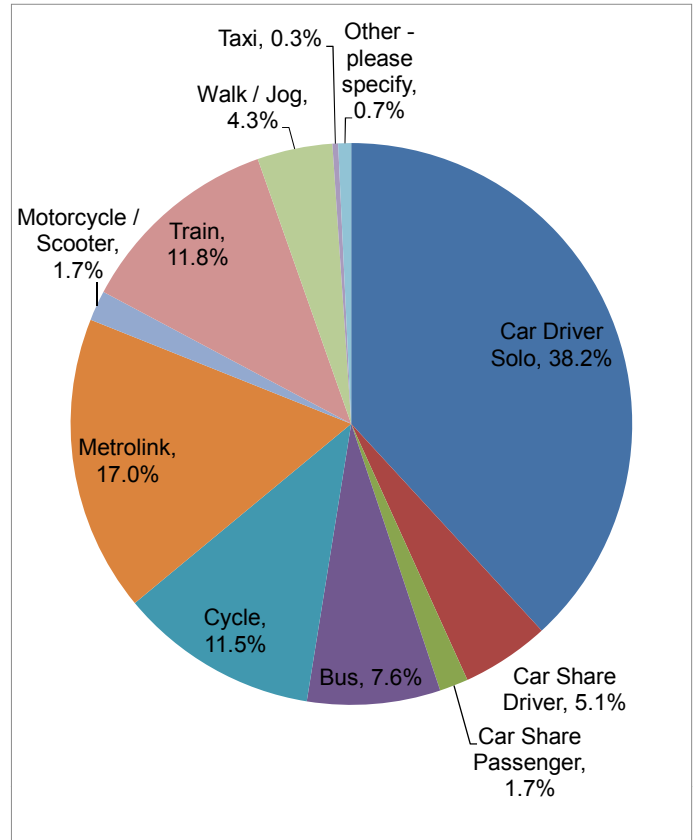
This summary presents the key results from this survey for the MediaCityUK estate respondents, including:

- Primary mode of transport
- Reasons for choosing their current mode
- Key initiatives that might encourage them to either continue to use or shift to a more sustainable mode.

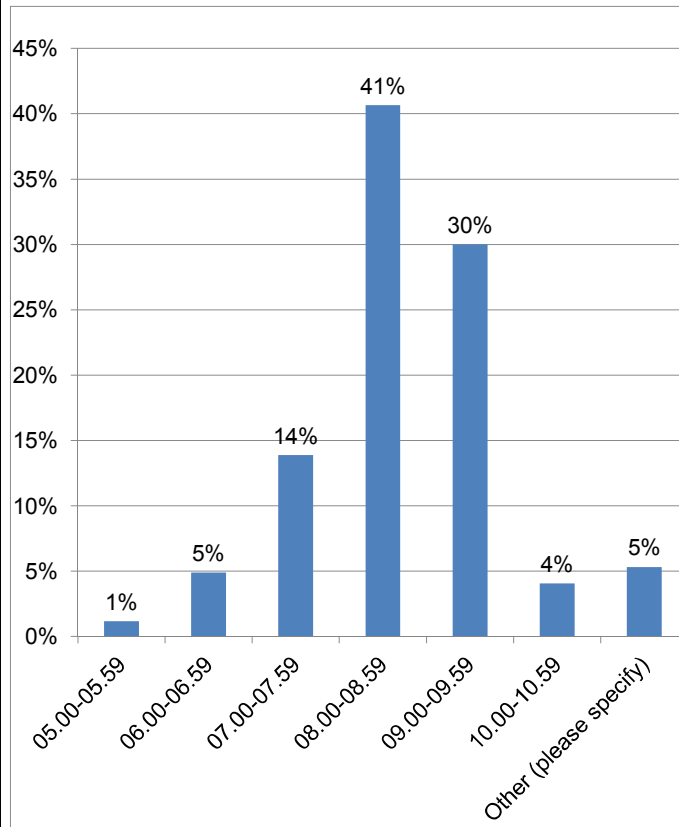
The survey highlights that MediaCityUK continues to achieve its sustainable transport target of 45% non-car modal share at peak travel times.

The results of the Travel Survey will be used by the MediaCityUK Transport Steering Group to update the Action Plan going forward.

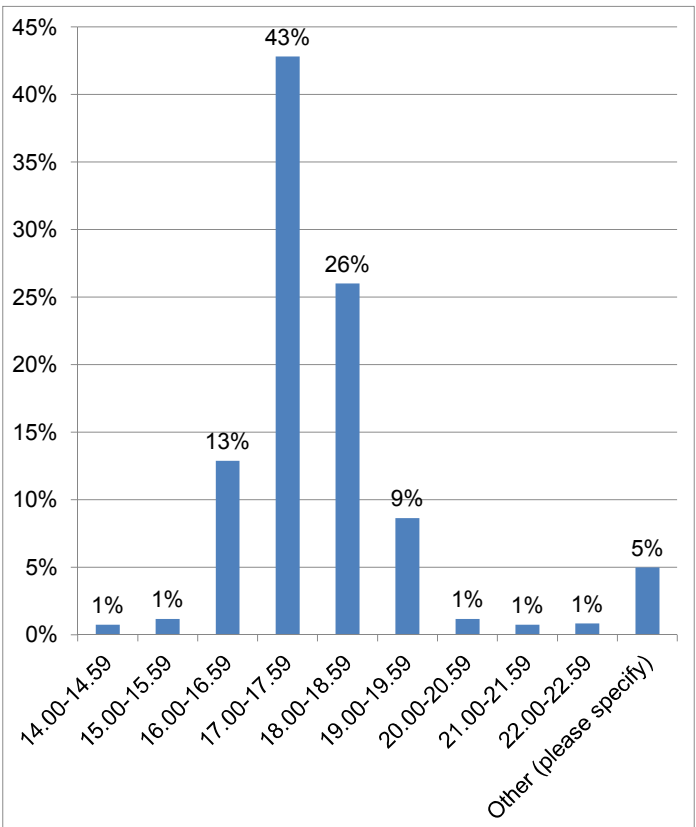
### Main mode of transport



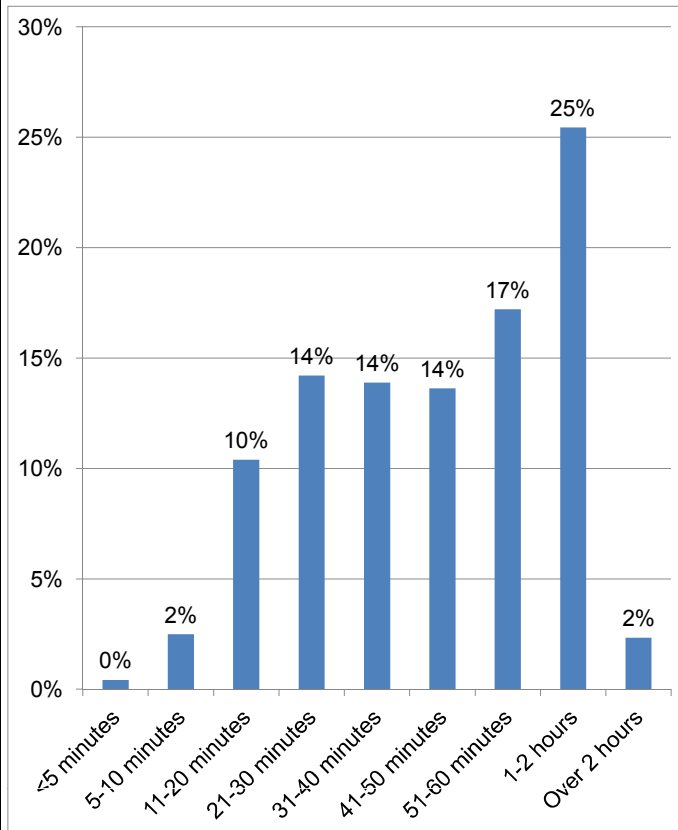
### Arrival time at MediaCityUK



### Departure time from MediaCityUK

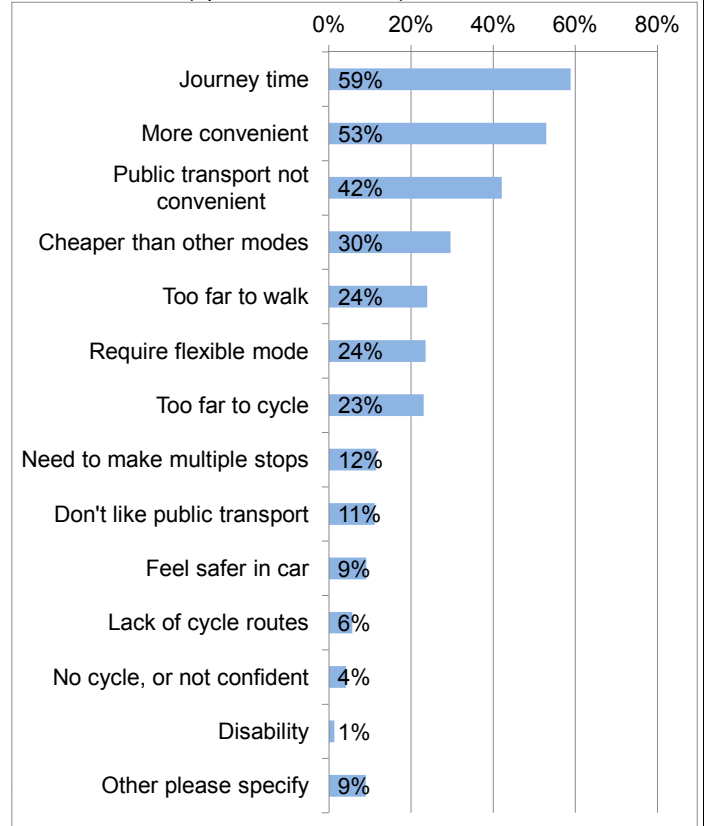


### Home to work journey time



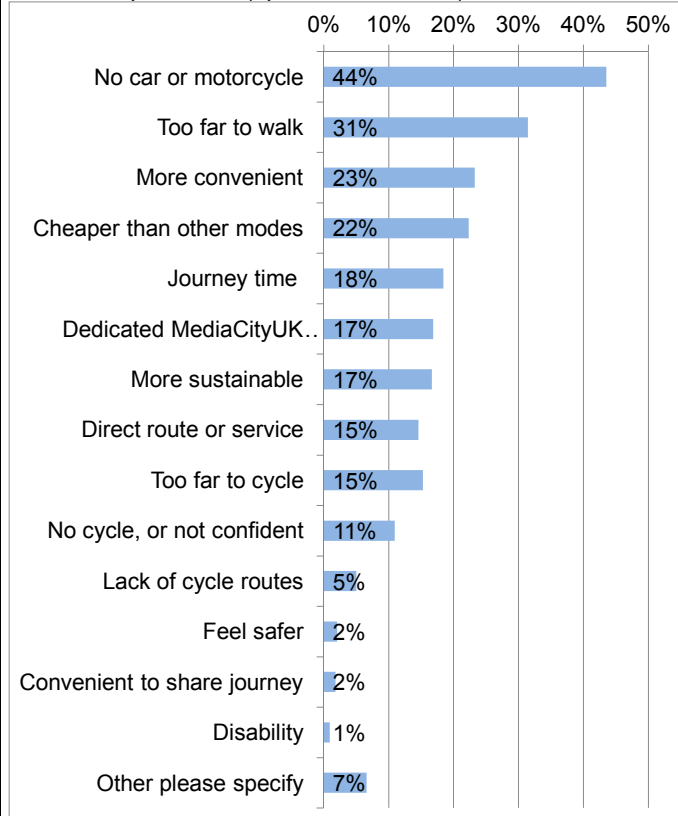
### Reasons for using current mode

Solo car drivers (up to three choices)



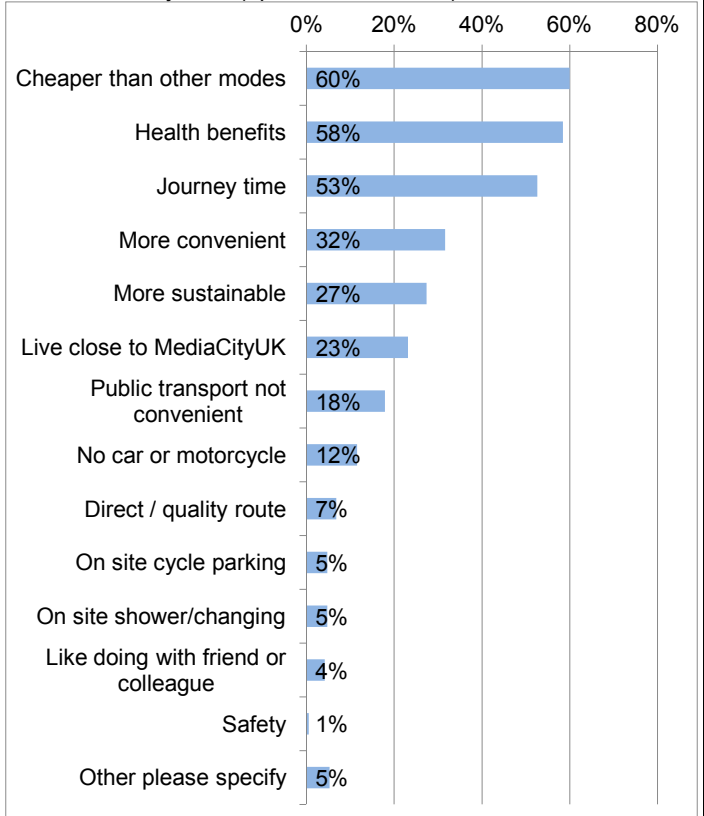
### Reasons for using current mode

Public transport users (up to three choices)



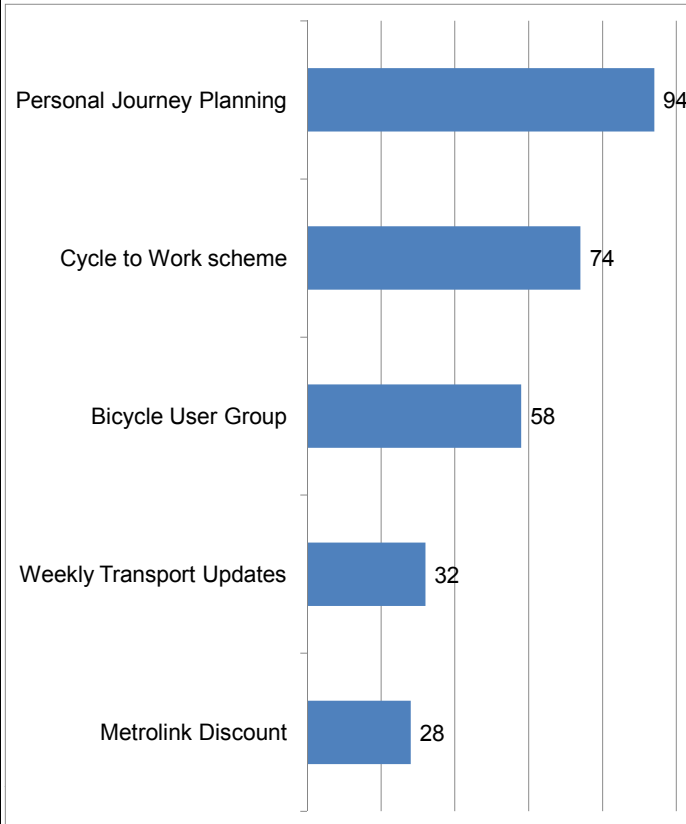
### Reasons for using current mode

Walkers and cyclists (up to three choices)



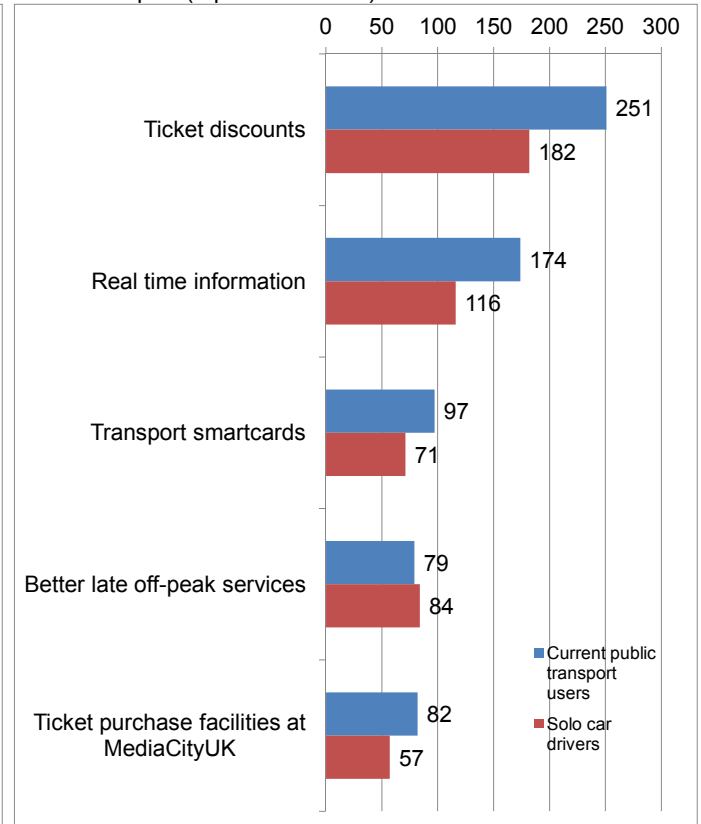
### Progress since 2012

Five most popular improvements introduced since 2012



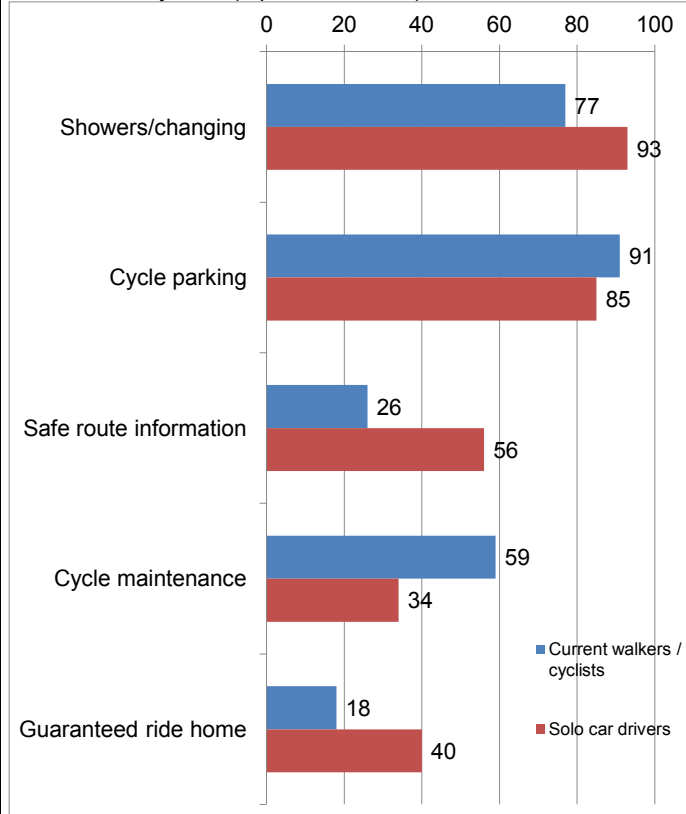
### Priorities for improvement

Public transport (top five answers)



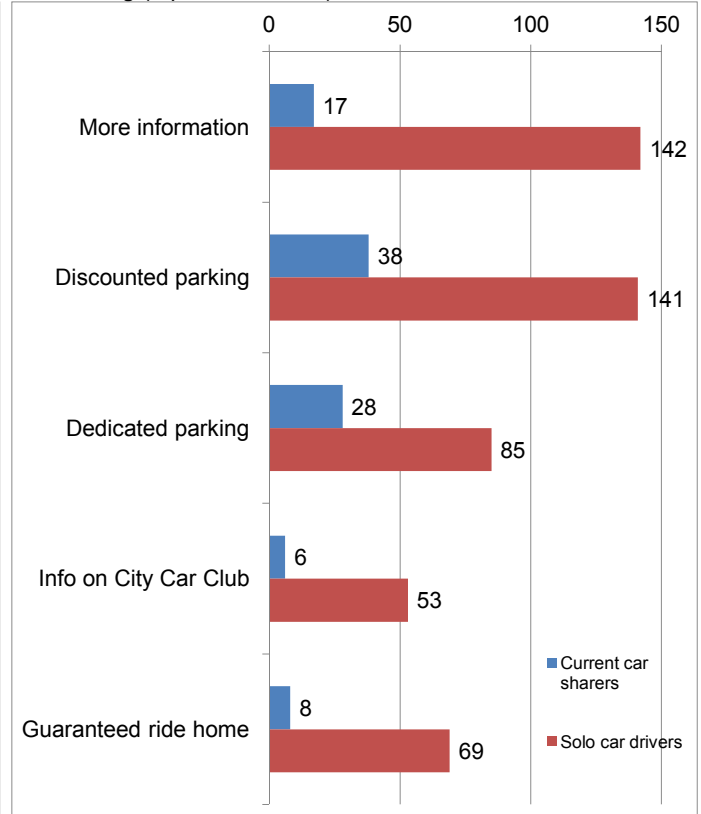
### Priorities for improvement

Walkers and cyclists (top five answers)



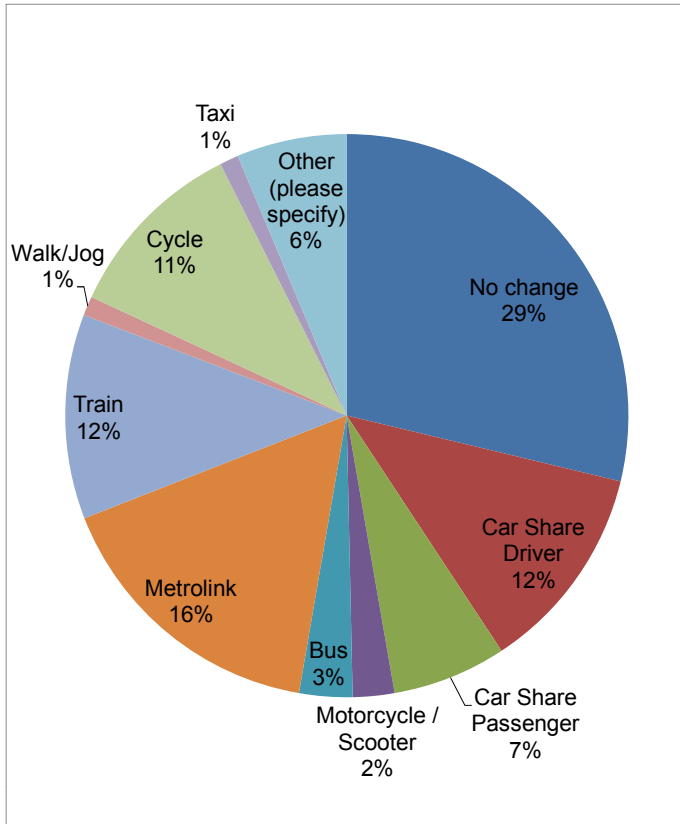
### Priorities for improvement

Car sharing (top five answers)



### Would you consider changing mode?

Solo car drivers only



### Main issues

The main travel-related issues identified were:

- Reliability of Metrolink services
- Lack of direct public transport services from various locations
- Cost of parking - a number of users suggested that parking should be free for more sustainable options such as car sharing or electric vehicles.
- Not enough cycle parking, or cycle parking not located conveniently for different buildings on the site
- Lack of integrated public transport ticketing - although this is being addressed by TfGM's 'Get Me There' project

### Measures for further modal shift

The survey found that the following measures are most likely to achieve further modal shift:

- Discounted public transport tickets
- More information on car sharing
- Real time information for public transport services
- Better showers and changing facilities
- More or better cycle parking

### Action Plan 2015

The MediaCityUK Transport Steering Group will update the Action Plan in response to the survey findings.