



EXPANDING THE TRICS DATABASE: DELIVERING NEW SURVEYS

ALEX JACK, EAST SUSSEX COUNTY COUNCIL



HOW DO WE COLLECT TRICS SURVEYS?



- An annual regional data collection programme is the main source of data that is added to the database through its quarterly updates.
- Directly commissioned surveys through the SAM process add further data in addition to the standard programme.
- Independent surveys (managed by other organisations) can also be supplied to the database and can be certified as TRICS Compliant.



SOME QUICK DATABASE STATS

- TRICS Version 7.6.3 (September 2019) included 5,649 survey sites and 8,196 survey days. Here are the main 7 land use categories.
 - Retail: 1,920 surveys
 - Employment: 960 surveys
 - Residential: 1,458 surveys
 - Education: 373 surveys
 - Health: 465 surveys
 - Hotel, Food & Drink: 640 surveys
 - Leisure: 771 surveys



SOME QUICK MULTI-MODAL STATS

- The same TRICS version includes 2,190 multi-modal sites and 2,212 multi-modal surveys. NOTE: Multi-modal surveys did not commence until the year 2000.
 - Retail: 390 surveys (20% of total database)
 - Employment: 332 surveys (35% of total database)
 - Residential: 646 surveys (44% of total database)
 - Education: 106 surveys (28% of total database)
 - Health: 156 surveys (34% of total database)
 - Hotel, Food & Drink: 186 surveys (29% of total database)
 - Leisure: 247 surveys (32% of total database)

THE ANNUAL REGIONAL PROGRAMME



- Every year a full programme of TRICS surveys takes place across all 17 TRICS regions of the UK and Ireland.
- The annual TRICS User Survey gives users the chance to say where they would like surveys undertaken, and what land use categories they would like us to cover.
- Managing and delivering this programme is our biggest ongoing task.



MOST POPULAR LAND USE REQUESTS: ANNUAL TRICS USER SURVEYS



Year	1st Most Popular	2nd Most Popular	3rd Most Popular
2016	Discount Food Store	Industrial Estate	Food Superstore
2017	Secondary School	Houses Privately Owned	Primary School
2018	GP Surgery	Industrial Unit	Houses Privately Owned
2019	Discount Food Store	Fast Food (Drive Through)	Business Park

- The annual User Survey asked users to select all land use sub-categories where they would like to see more surveys undertaken.
- The “top scoring” land uses tend to change year on year, but some categories often appear near the top of the list.
- TRICS prioritises the most popular categories, whilst ensuring a good spread of surveys across the many categories in the database.



RECENT ANNUAL REGIONAL PROGRAMMES

- It is extremely important for us to maintain and grow the database.
- Over the last three years we have increased our annual survey programme year on year.
- The 2020 survey programme will be 43.7% bigger than the 2017 programme.
- In four years (including 2020) we would have added 830 surveys.
- Over four years, 55% of all surveys would have been multi-modal.

Year	Level 1 (Traffic)	Level 2 (Multi-Modal)	Total Days	Percentage Increase From 2017
2017	78	89	167	
2018	102	106	208	24.6%
2019	93	122	215	28.7%
2020	100	140	240	43.7%
Total	373	457	830	



THE 2019 DATA COLLECTION PROGRAMME

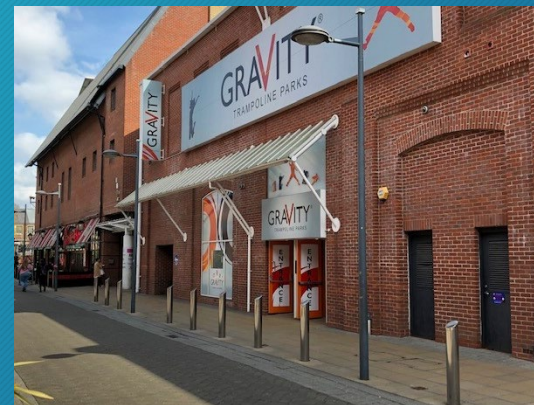


- The 2019 consisted of 93 traffic surveys and 122 multi-modal surveys, so a total of 215 surveys.
- Around half of the surveys were undertaken in the Spring window, with the other half done in the Autumn window (ending right now).
- The 2019 programme should be completely validated by around April 2020.
- Excellent progress has been made by the TRICS team, with data added to every quarterly system update.



LAND USES INCLUDED IN 2019

- 57 land use sub-categories have been covered by this year's programme.
- The very first surveys in the following land uses have also taken place, and more are to follow in 2020:
 - Assisted Living (6 surveys)
 - Drive-Through Coffee Shop (2 surveys)
 - Trampoline Park (3 surveys)





LAND USES INCLUDED IN 2020



- The 2020 programme is being focused more on the land uses most favoured by users.
- 50 land use sub-categories are being covered.
- Regional site visits, production of survey specifications and gathering of site operator permissions is all underway.
- Surveys will commence in March 2020.
- All 240 surveys will take place during the March-June and September-November survey windows.

DIRECTLY COMMISSIONED (SAM) SURVEYS



- SAM (Standardised Assessment Methodology) surveys are directly commissioned by clients for Travel Plan monitoring purposes.
- First surveys took place in 2005.
- Full multi-modal surveys including a Travel Plan data sub-section.
- Majority at residential developments, with surveys at a number of other development types also requested.
- Full information at www.trics.org

The infographic for SAM (Standard Assessment Methodology) features a dark blue background with the 'sam' logo in white, which includes a smiley face in the letter 'a'. The text 'standard assessment methodology' is written below the logo. To the right, there is an isometric illustration of a city street scene with buildings, a train, and houses. The TRICS logo is also present in the top right corner of the infographic.

SAM has been developed by TRICS® as a system of monitoring and assessing the effectiveness of travel plans. It uses long established TRICS® methods of multi-modal data collection enhanced with comprehensive information on travel plan details to produce robust travel plan survey results.

The SAM Process

Site Visit
A site visit is undertaken by the TRICS® development team, to assess the specific data collection requirements for each individual development. This takes into account a wide variety of factors present at each site, which are as follows:

- Site boundary integrity
- Site parking provision, both on-site and off-site

Survey Specification
Following each site visit, a comprehensive individual multi-modal survey specification is produced, detailing the exact requirements of the survey. Which are as follows:

- Details on type of survey and its duration
- Count/interview
- Instructions for each individual enumerator position

Why do travel plans need to be monitored The SAM process

THE SAM SURVEYS PROCESS



- Client contacts TRICS and a Survey Agreement is signed.
- A site visit takes place, followed by the production of a TRICS survey specification (any special data requests taken into account).
- Quote provided to client.
- Upon authorisation, survey undertaken by TRICS-approved data collection contractors.
- Data supplied to TRICS and put through validation process.
- Finalised outputs and Certificate of TRICS Survey Compliance sent to client, along with invoice for work undertaken.



SAM SURVEYS COMMISSIONED (2016-2019)

- Over the past four years a total of 157 SAM surveys have taken place.
- Around half of SAM surveys take place in Greater London, with the remainder mainly in the South East.
- Most SAM surveys are a requirement of local authority planning conditions (such as Section 106 arrangements).
- Many sites are re-visited over time (for example Years 1, 3 and 5 of a site's Travel Plan).

Year	SAM Surveys Undertaken
2016	28
2017	22
2018	51
2019	56
Total	157

SAM SURVEYS IN 2019

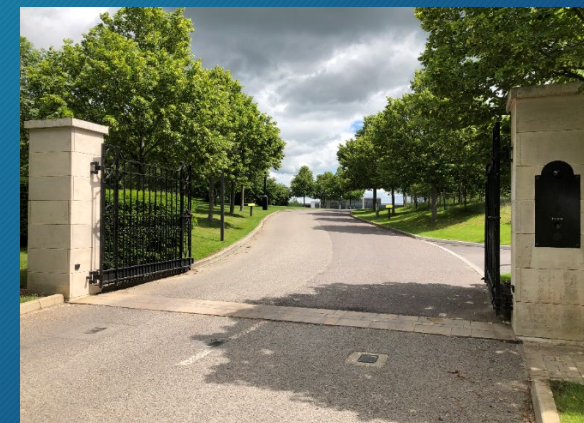


- 56 SAM surveys took place in 2019.
- 16 surveys in Greater London, 20 surveys outside of London, 20 surveys commissioned by Norfolk County Council.
- The breakdown of development types was as follows:
 - Employment: 3 surveys
 - Residential: 45 surveys
 - Hotel, Food & Drink: 1 survey
 - Leisure: 1 survey
 - Mixed Use: 6 surveys



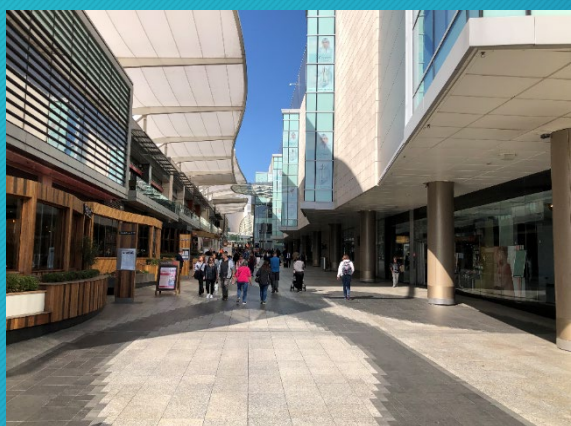
EXAMPLES OF SAM SURVEYS IN 2019

- Rolls Royce Headquarters and Production Plant, Chichester
- Olympia Exhibition Centre, West Kensington, London
- Westfield, Shepherd's Bush, London
- International Quarter, Stratford





WESTFIELD: THE BIGGEST SAM SURVEY YET



- Originally surveyed in 2017.
- 150,000m2 of GFA.
- Over 77,000 inbound trips in 11 hours (0700-2300).
- Re-surveyed in November 2019 and included new residential element of the site plus additional retail.
- Re-survey required a significant adaptation of our multi-modal methodology.



INDEPENDENT SURVEYS

- Organisations can also manage and undertake their own TRICS-Compliant surveys.
- There are a much smaller number of these, as consultants can find managing surveys expensive compared to TRICS managing the process.
- To be certified as TRICS-Compliant, independent surveys need to follow our multi-modal methodology, be supplied on our standard data collection form, and successfully pass validation testing.
- A Certificate of TRICS Compliance is supplied upon successful completion of data validation.
- Further information is available at www.trics.org