

Annex

Outline Proposals for Greater Manchester/Norwich Union Technology Pathfinder TIF Pump Priming Project

Summary

Part of the technical element of the Greater Manchester TIF bid involves collaboration with the Norwich Union to introduce their current system of in-car telematic data recorders within Greater Manchester (up to 3000 units depending upon detailed budget analysis and level of TIF funding provided) to undertake two research work-streams:

1. Technical – to assess how the data produced from the system can be utilised to improve the management of the road network better eg by linking with UTC, help improve our understanding of how this technology could be used to implement distance based charging in Greater Manchester, improved targeting of road safety initiatives, and improved monitoring (eg of congestion).
2. Usage – to assess how a broader based set of financial incentives (eg cost savings on insurance) can influence car use, and assist in travel planning through the ability to target messages at individuals eg through targeted information on the potential cost savings if public transport was used for commuting rather than the car.

Technical Research

Norwich Union to work with Greater Manchester Transportation Unit their existing and future data sets in order to provide Greater Manchester Authorities with traffic management information. This data will provide locational data for each equipped vehicle per second. This will enable origins and destinations, time of travel, journey length, vehicle speeds, routes travelled etc to be established for each vehicle trip. A key part of the bid, therefore, will be to assess how this improved quality of data can be used to improve network management planning eg indentifying the potential for linkage with UTMC systems etc.

Usage Research

This will seek to understand the effect on driver behaviour of being subjected to a rewards-based charging system (ie cost reductions in insurance for travelling at different times of the day and on different routes).

All of the participants to the scheme the above would have the opportunity to insure with "Pay As You Drive" TM insurance and all would have the opportunity to purchase Trafficmaster services at beneficial rates.

Norwich Union (with their recently acquired company RAC) will provide

motorists with ongoing communications linked to their usage to raise motoring costs savings, time savings , stress reduction etc etc to help promote the value of change. Participant communication would be via billing statements provided by Norwich Union customer services. Participants would have the right to exit the scheme, either due to their misunderstanding, change of mind or more specifically change of circumstance - moving house/ job etc..

This whole evaluation phase with up to 3000 boxes would need to be a pragmatic solution that has to reflect the fact its prime purpose is to research in a live environment before committing to a full solution of the roll out. Hence testing of customer communications would be via simple statement of savings rather than complex billing refunds etc would be the order of the day for this evaluation period to ensure we keep costs reasonable and delivery time expedient.

The stages envisaged for this work include:

Evaluation Planning

- Draft detailed proposition and plan
- Engage stakeholders
- Identify potential solution(s)
- Consult with wider community
- Refine solution(s)
- Engage stakeholders
- Finalise solution

Implementation Testing

- Deploy small proof of concepts
- Refine solution
- Launch
- Recruit volunteers with full knowledge of all proposition and stages

Phase 1 of Evaluation

- Journey data, to evaluate current usage trends as a control
- Mechanism - up to 6 months driving
- Customer communication after 3 months to communicate the start of participation stage (ie insurance charging by use)
- Track usage changes

This work will also involve investigating the potential application of a rewards-based approach to other circumstances which could include :

- Cash Rebate based incentive to reduce car usage (eg rebates to vehicle excise duty)

- Credits for public transport usage -in conjunction with commercial corridor partners
- Work Place Parking - offset parking levy by refunding cost (cash or credits for public transport) each day customer does not drive to work
- Car Sharing - refunds off Work Place Parking levy - refunds based upon car sharing plus non usage days
- "Full Travel Package" - linked to network wide public transport or Corridor Partnerships - Norwich Union working with Greater Manchester authorities and those commercial partners to provide all participating customers who purchase public transport monthly, annual, season ticket membership with NUI telematic box to monitor reduced usage, consider customer benefits of tied into a bundled package of road charging, public transport, insurance and motoring services - whereby the benefits should be engineered to offset the charges.
- Utilising existing variable ticket solutions but offer concessions refunds incentives driven purely from the installation of the box and ongoing monitoring of car usage (with caveat of compliance by data sharing between public transport and NUI - ie to ensure all those with box have purchased appropriate season tickets - in reality this would be an audit on scale and frequency basis to evaluate in pilot until considering more robust and comprehensive data exchange if required)

The investigation would consider the potential revenue funding implications of the proposals and hence how viable a proposal is for further consideration. Further phases of evaluation could therefore include:

Phase 2 of evaluation

- Provide customers with their journey rewards/charges/information
- Track effect on usage
- Fulfil incentives and test price point changes
- Track usage change for price point changes

Phase 3 of evaluation

- Compare performance of each proposition
- Submit recommended proposition proposal to stakeholders
- Identify timings for full pilot roll out