



Benefitting From HEEPI's Low Cost Travel Survey

Our on-line travel survey has been perfected with six universities, and has attracted over 30,000 responses from staff and students. It provides a proven, cost-effective, and reliable means of:

- Establishing baseline data on, and tracking subsequent changes in, travel patterns
- Shaping internal transport planning and key decisions on topics such as parking
 - Providing relevant information for stakeholders, such as local authorities or nearby residents
- Comparing impacts with other universities that have used it
 - Minimising the time of respondents by routing only to relevant questions
- Achieving higher response rates, fewer errors, and less environmental impact than paper-based surveys.

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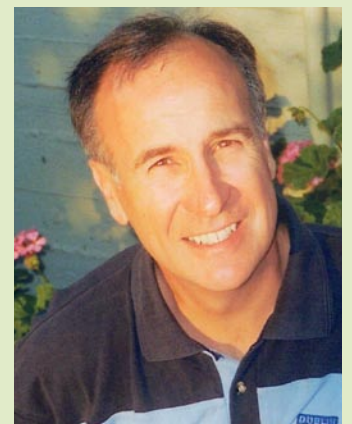


HEEPI's survey has done all the hard work of designing and setting up a reliable on-line travel survey that provides most of the information needed to understand and track a university's travel impacts. All the client has to do with the standard version is to personalise its use by naming its campuses and car parks - it's that simple. It saved us two months of consultancy work, and probably even more of the time of myself and colleagues. I definitely recommend it to others.

*Adam van Winsum,
Transport Co-ordinator, Queen's University of Belfast*

The University of Leeds has used the HEEPI on-line travel survey twice, with 8500 people responding last time. It has worked well, is straightforward to use, and avoids the massive amount of time needed to enter and process data with a paper based system. We use the data to monitor our Transport Plan targets, and to get feedback from staff and students.

*Dr Keith Pitcher,
Environmental Officer, University of Leeds*



HEEPI's survey provided us with a low cost and environmentally friendly way of tracking our travel impacts. The results - and HEEPI's expertise in helping us to interpret them - demonstrated the success of our Green Commuter Plan, and were very well received by local residents. They're also a crucial input to the next version of our Sustainable Transport Plan.

*Harriet Waters,
Environmental Co-ordinator, Oxford Brookes University*

For more information see www.heepi.org.uk or contact **Dr Peter Hopkinson**, HEEPI Co-director, on p.g.hopkinson@bradford.ac.uk.

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