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Involving the end users in the development of public transport





Why and how to involve end users



- Finding out what users think is essential avoids costly mistakes and builds buy-in
- We can't assume that we know what they think
- We are not the same we know too much!

 A good way of involving users is to run communities – where you can show them ideas, get them to be creative, refine ideas, test communications and much more

Some examples





A community over 4 years to design a completely new railway









A community over 2 years to design new rolling stock







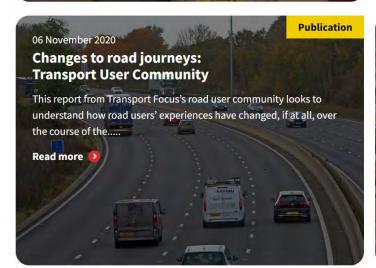


Three communities over 6-9 month to understand how COVID affected their travel and behaviour















What have we learned?



- Really important to specify who you want
- Make sure you check that everyone is properly recruited
- Don't under-estimate the amount of time and ideas that is needed
- Be creative mix up the activities
- You will need to refresh your community over time some lose enthusiasm, some know too much after a while and some leave for different reasons
- Involve your stakeholders







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Thank you!



