

Transport for Greater Manchester were looking to:

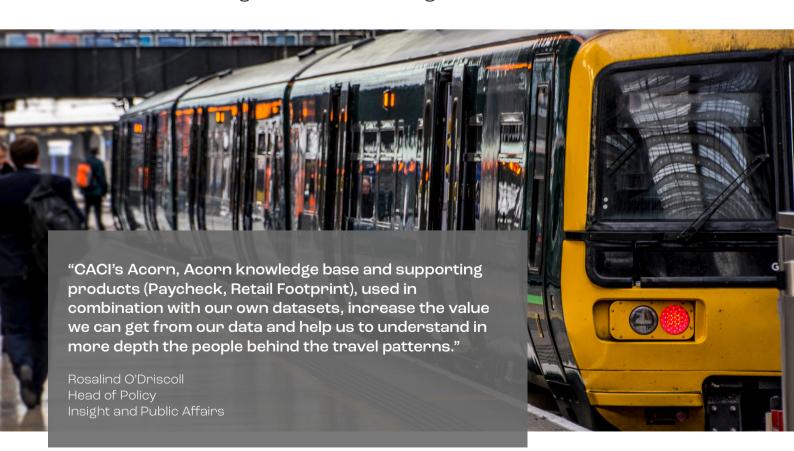
## Challenge

- Increase the proportion of journeys made by active travel and public transport
- Understand variations in the customer profile across different modes of travel, and specific Bus, Metrolink, and cycle routes
- Understand barriers to take-up for different user groups (e.g. geographic location, affordability)
- Identify appropriate ways to engage with existing customers and target new users

To overcome these challenges, Transport for Greater Manchester partnered with CACI on the following solutions:

## **Solution**

- ① Use Acorn Postcode, Workforce Acorn, Paycheck, and Retail Footprint to enhance their own datasets, including survey data (at the sampling, weighting and analysis stages)
- ① Use with GIS systems to identify spatial patterns and trends
- + Postcode-level analysis provides a granular understanding that allows for targeted intervention



To find out more about how CACI can help you support your organisation, please contact Rhi Blackmore.

