



Audience Travel Plan

Target Setting

In this section we introduce **SMART** Targets.

SMART is an acronym that stands for Specific, Measurable, Achievable, Relevant, and Time-Bound. The framework is a systematic and simple guide to goal-setting that ensure your targets answer the: Who, What, Why, When, Where and How questions.

S	M	A	R	T
SMART	MEASURABLE	ACHIEVABLE	RELEVANT	TIME-BOUND
Create a clear, concise target	Ensure you can measure progress	Ensure you can achieve the target	Does the target align with your business	Make sure your target has a deadline

SMART tips

- ★ Specific – ensure your targets answer the who, what, why, when, where, and how questions that set the foundations of what you want to achieve
- ★ Measurable – include specific numbers, timescales and other metrics that are easy to track
- ★ Achievable – referring to the data you obtained when ‘Assessing the situation’, ensure that the targets you set are reachable
- ★ Relevant – again referring to ‘Assessing the situation’, ensure your targets align with the needs and wants of your audience
- ★ Time-Bound – ensure there’s a point in time by which your target should be met



Other tips

- ★ Your targets should align with your aims and objectives, and you can set as many as you like
- ★ You may want to consider specific Key Performance Indicators (KPIs) for each aim and objective
- ★ You may wish to set targets for specific groups/audiences
- ★ Your targets should also be set to cover mode of travel and non-mode of travel
- ★ Your targets should take into consideration the local context e.g. major event legislation or aligning with local council or transport authority strategies
- ★ Measuring reductions in CO2 emissions is a good target, and may require the use of software or monitoring equipment
- ★ Your local authority's transport plan may have some targets on mode share you could draw from

Remember to establish who will monitor each KPI and when. You may want to set interim targets, to establish progress made towards a given goal.

Below are some examples of targets:

Outcome/Mode of travel target

- Increase event day cycling numbers from X to X by <date>
- Reduce the number of single occupancy vehicles to (SITE NAME) x% by <date>

Output/Non-mode of travel target

- Reduce the number of car parking spaces from x to x by <date>
- Increase the provision of cycle parking spaces from x to x by <date>

