

## P&R Mode Share - Commuter (71%)

Parameter	Comment	Un-Weighted	Weightings
		08:00 - 09:00	08:00 - 09:00
Car Journey Time (mins)	Based on assumed slowest Traffic Speed - Journey time to Queens Road car park from junction with A329, at 8am on a weekday		14
Journey time to final destination (mins)	N/A		0
Average Speed (km/h)	Calculated from Distance and J Time		9
VOC (pence/km)	WebTAG Figure		16.55
Distance (km)	Taken from Google Maps		2.2
Distance to final destination (km)	N/A		0
Total VOC (pence)	Calculated from VOC and Distance		36
Parking Cost (pence)	0.5 x Current Parking Charges - Based on monthly season ticket for 20 working days @ £150		375
Egress Time	Walk time from Car Park to Destination	5	10
<b>Car Generalised Time (mins)</b>			<b>46.36</b>
Transfer Time (mins)	Journey time by car from Main Road to P&R		3
Bus Fare (pence)	Assumed to be free		0
Parking Cost, pence	Assumed reasonable parking cost		300
Access Time (mins)	Walk time to P&R bus stop	2	4
Bus Travel Time (mins)	Assumed Value (from Oracle stop to Reading Station)		13
Bus Wait Time (mins)	0.5 x Assumed headway	3	6
Egress Time (mins)	Walk time from bus stop to final destination	6	12
Mode Constant (mins)			10
<b>P&amp;R Generalised Time</b>			<b>64.30</b>
Value of Time (£/hour)	WebTAG Figure - taken from Data Book Jul 16 v1.6, Non-Working Commuting 2019 (A1.3.2, col AX)		11.04
Value of Time (pence/min)	Calculated		18.4
<b>Logit Model Calculations</b>			
Car Generalised Time			46.36
P&R Generalised Time			64.30
Lambda			0.04
Logit Utility			0.156551607
Logit Utility			0.076369345
Mode Share- Car			67%
Mode Share- P&R			33%

Walk time Weighted x2

Wait time Weighted x2.5

## P&R Mode Share - Business Travel (7%)

Parameter	Comment	Un-Weighted	Weightings
		08:00 - 09:00	08:00 - 09:00
Car Journey Time (mins)	Based on assumed slowest Traffic Speed - Journey time to Queens Road car park from junction with A329, at 8am on a weekday		14
Journey time to final destination (mins)	N/A		0
Average Speed (km/h)	Calculated from Distance and J Time		9
VOC (pence/km)	WebTAG Figure		16.55
Distance (km)	Taken from Google Maps		2.2
Distance to final destination (km)	N/A		0
Total VOC (pence)	Calculated from VOC and Distance		36
Parking Cost (pence)	0.5 x Current Parking Charges - 4 hours parking		440
Egress Time	Walk time from Car Park to Destination	5	10
<b>Car Generalised Time (mins)</b>			<b>38.36</b>
Transfer Time (mins)	Journey time by car from Main Road to P&R		3
Bus Fare (pence)	Assumed to be free		0
Parking Cost, pence	Assumed reasonable parking cost		300
Access Time (mins)	Walk time to P&R bus stop	2	4
Bus Travel Time (mins)	Assumed Value (from Oracle stop to Reading Station)		13
Bus Wait Time (mins)	0.5 x Assumed headway	3	6
Egress Time (mins)	Walk time from bus stop to final destination	6	12
Mode Constant (mins)			10
<b>P&amp;R Generalised Time</b>			<b>57.05</b>
Value of Time (£/hour)	WebTAG Figure - taken from Data Book Jul 16 v1.6, Working Car Driver 2019 (A1.3.2, col AJ)		19.90
Value of Time (pence/min)	Calculated		<b>33.16666667</b>
<b>Logit Model Calculations</b>			
Car Generalised Time			38.36
P&R Generalised Time			57.05
Lambda			0.04
Logit Utility			0.215549473
Logit Utility			0.102099337
Mode Share- Car			68%
Mode Share- P&R			32%

Walk time Weighted x2

Wait time Weighted x2.5

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VOC (pence/km)	WebTAG Figure		16.55
Distance (km)	Taken from Google Maps		2.2
Distance to final destination (km)	N/A		0
Total VOC (pence)	Calculated from VOC and Distance		36
Parking Cost (pence)	0.5 x Current Parking Charges - Based on monthly season ticket for 20 working days @ £150		375
Egress Time	Walk time from Car Park to Destination	5	10
<b>Car Generalised Time (mins)</b>			<b>46.36</b>
Transfer Time (mins)	Journey time by car from Main Road to P&R		3
Bus Fare (pence)	Assumed to be free		0
Parking Cost, pence	Assumed reasonable parking cost		350
Access Time (mins)	Walk time to P&R bus stop	2	4
Bus Travel Time (mins)	Assumed Value (from Oracle stop to Reading Station)		13
Bus Wait Time (mins)	0.5 x Assumed headway	3	6
Egress Time (mins)	Walk time from bus stop to final destination	6	12
Mode Constant (mins)			10
<b>P&amp;R Generalised Time</b>			<b>67.02</b>
Value of Time (£/hour)	WebTAG Figure - taken from Data Book Jul 16 v1.6, Non-Working Commuting 2019 (A1.3.2, col AX)		11.04
Value of Time (pence/min)	Calculated		18.4
<b>Logit Model Calculations</b>			
Car Generalised Time			46.36
P&R Generalised Time			67.02
Lambda			0.04
Logit Utility			0.156551607
Logit Utility			0.06850356
Mode Share- Car			70%
Mode Share- P&R			30%

Walk time Weighted x2

Wait time Weighted x2.5

## P&R Mode Share - Business Travel (7%)

Parameter	Comment	Un-Weighted	Weightings
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Access Time (mins)	Walk time to P&R bus stop	2	4
Bus Travel Time (mins)	Assumed Value (from Oracle stop to Reading Station)		13
Bus Wait Time (mins)	0.5 x Assumed headway	3	6
Egress Time (mins)	Walk time from bus stop to final destination	6	12
Mode Constant (mins)			10
<b>P&amp;R Generalised Time</b>			<b>58.55</b>
Value of Time (£/hour)	WebTAG Figure - taken from Data Book Jul 16 v1.6, Working Car Driver 2019 (A1.3.2, col AJ)		19.90
Value of Time (pence/min)	Calculated		<b>33.16666667</b>
<b>Logit Model Calculations</b>			
Car Generalised Time			38.36
P&R Generalised Time			58.55
Lambda			0.04
Logit Utility			0.215549473
Logit Utility			0.096124548
Mode Share- Car			69%
Mode Share- P&R			31%

Walk time Weighted x2

Wait time Weighted x2.5