

APPENDIX D  
MODE CHOICE MODEL INPUT DATA

ASHFORD PARK AND RIDE STUDY – MODE CHOICE MODEL INPUT DATA

Site 1 : M20J9 The Warren

Market Segment Ref	No of People in M-Seg	No of Cars in M-Seg	Car Generalised Cost Information			P&R Generalised Cost Information					
			Travel Time	Work Time	Parking Charge (per car)	Car Diversion Time	Bus Time	Walk Time	Frequency (buses per hour)	Mode Penalty	Fare (per person)
M20 Work	315	290	8	1	£2.50	0	10	4	4	From SP	£1.00
M20 Shop	2920	2030	8	2	£1.00	0	10	2	4	From SP	£1.00
A28 Work	110	100	8	1	£2.50	4	10	4	4	From SP	£1.00
A28 Shop	1450	840	8	2	£1.00	4	10	2	4	From SP	£1.00
East Work	140	110	8	1	£2.50	3	10	4	4	From SP	£1.00
East Shop	1560	890	8	2	£1.00	3	10	2	4	From SP	£1.00

Site 2 : M20J10 Sevington

Market Segment Ref	No of People in M-Seg	No of Cars in M-Seg	Car Generalised Cost Information			P&R Generalised Cost Information					
			Travel Time	Work Time	Parking Charge (per car)	Car Diversion Time	Bus Time	Walk Time	Frequency (buses per hour)	Mode Penalty	Fare (per person)
M20 Work	290	230	8	1	£2.50	2	10	4	4	From SP	£1.00
M20 Shop	3110	1780	8	2	£1.00	2	10	2	4	From SP	£1.00
A2070 Work	70	60	8	1	£2.50	3	10	4	4	From SP	£1.00
A2070 Shop	1260	660	8	2	£1.00	3	10	2	4	From SP	£1.00

Site 3 : A28 Chart Road

Market Segment Ref	No of People in M-Seg	No of Cars in M-Seg	Car Generalised Cost Information			P&R Generalised Cost Information					
			Travel Time	Work Time	Parking Charge (per car)	Car Diversion Time	Bus Time	Walk Time	Frequency (buses per hour)	Mode Penalty	Fare (per person)
A28 Work	60	50	10	1	£2.50	0	12	4	4	From SP	£1.00
A28 Shop	910	550	10	2	£1.00	0	12	2	4	From SP	£1.00