

Smarter travel, seamless journeys

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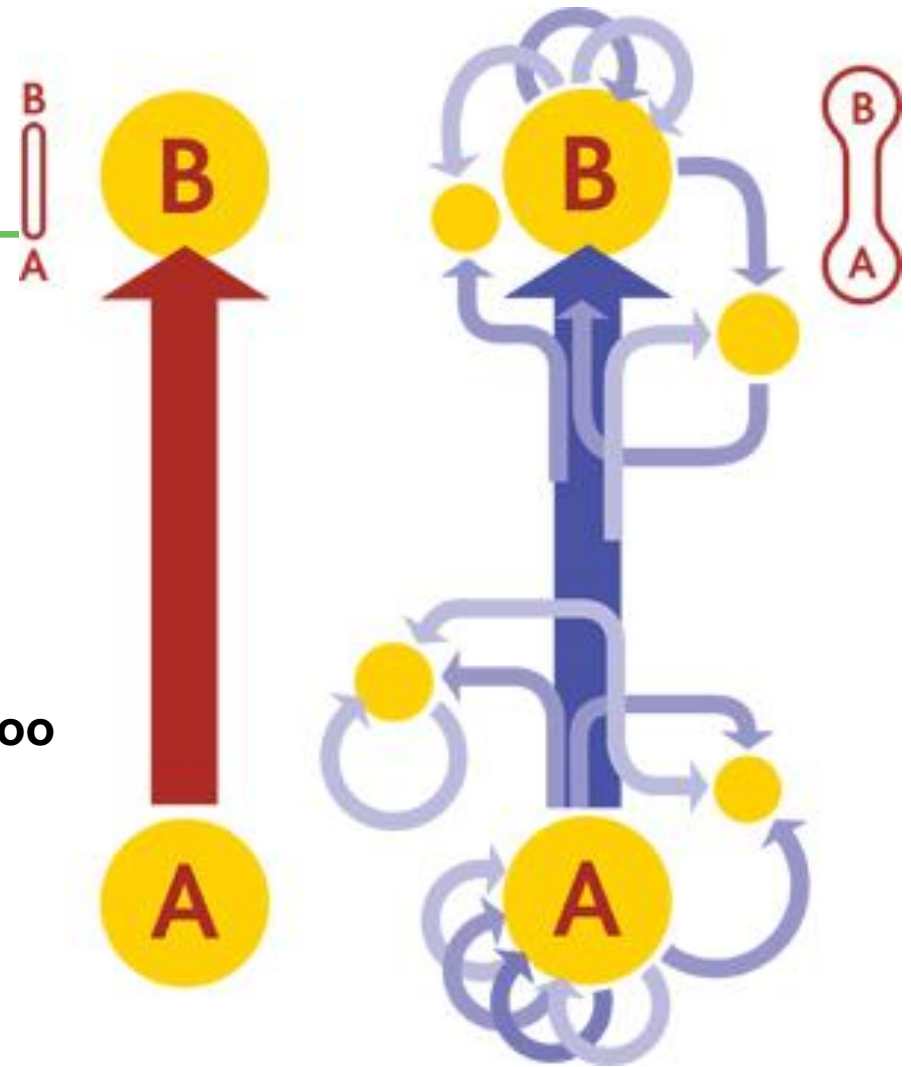
Sustainable Transport Campaigner

Campaign for Better Transport

Corridor planning

People don't just travel from A to B

Targeting shorter journeys in urban areas tackles trunk road congestion too (e.g. A14!)



A14 corridor

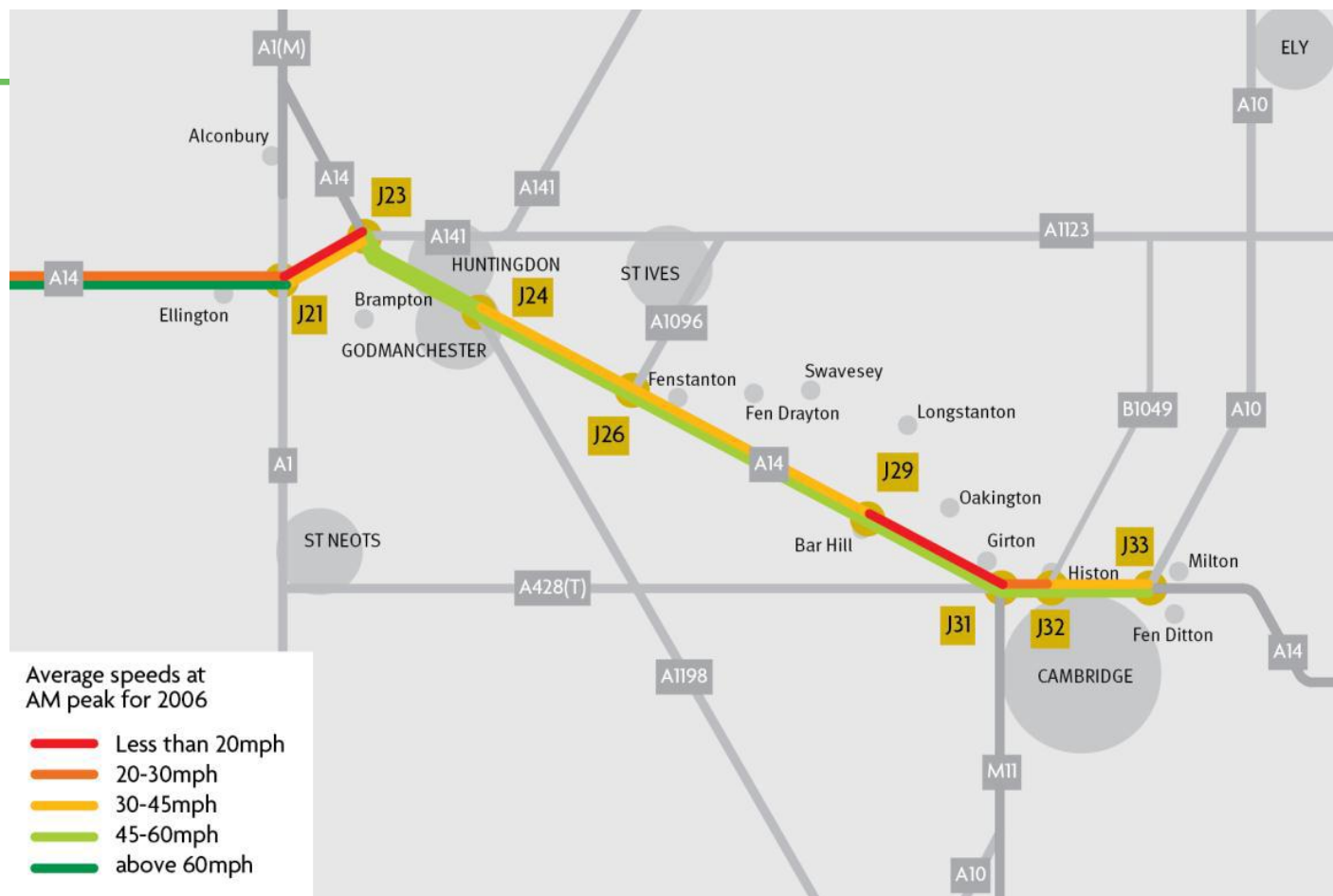
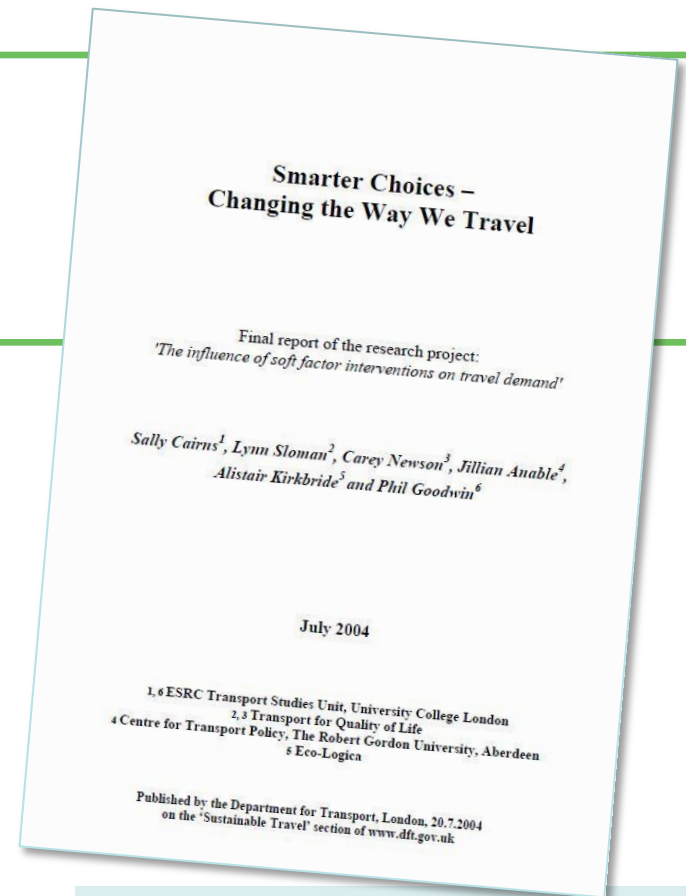


Fig 4.5 from A14 Study document by Steer Davies Gleave
<http://assets.dft.gov.uk/consultations/dft-20111212/a14-study.pdf>




Smarter choices

- ▶ **Smarter Choices: Changing the Way We Travel** (DfT, 2004)
- ▶ Smarter Choices measures are simple and cheap and encourage people to travel more sustainably, using travel planning, information and marketing.
- ▶ On the basis of this research, the DfT launched the **Sustainable Travel Towns** project to test this out in the real world.



£10 million between three towns to implement large-scale Smarter Choices programmes

Which led to: Sustainable Travel Towns projects 2004 - 2009

| | | |
|--|---|---|
| <p>Darlington</p>  | <p>Car trips Bus trips Cycling</p> | <p>-10% + 11% +113 %</p> |
| <p>Worcester</p>  | <p>Car trips Bus trips Cycling</p> | <p>-10% + 24% + 23%</p> |
| <p>Peterborough</p>  | <p>Car trips Bus trips Cycling</p> | <p>-10% + 43% +17%</p> |

Resulted in: Local Sustainable Transport Fund

Small projects up to £5m and large projects up to £50m for 'smarter choices' type schemes

- ▶ £560m over four years
- ▶ Round 2 decisions just made in May 2012



£4m more for Darlington 'Local Motion' plus £2m to include Durham



£2.8m more for Worcester 'Choose how you move 2'



£5m more for Peterborough Travelchoice Plus



£4.1m for Bike North Birmingham

£2.3m for Kent 'Growth Without Gridlock' integrated transport strategy

£2.9m for ITSO smart ticketing throughout SW England



S.W.I.F.T Swindon Travel Plans

£4.4m for Swindon Workplace Initiative for Transport (SWIFT)



Transition Cambridge

Seamless journeys from door to door

▶ High quality interchanges

- ▶ reliable connections, with different modes close together, linked with cycle parking etc.
- ▶ good personal security: CCTV popular
- ▶ Good signage and INFORMATION

▶ Marketing: “metro” maps, branding etc



Seamless journeys – information

Poor information is #1 barrier to changing habits

Key info needed before and during travel:

- ▶ departure and arrival times (before travelling)
- ▶ ability to compare journey options
- ▶ fares – info that's simple, understandable, flexible
- ▶ real-time information when on a journey, particularly about delays and effects on connections



Access to more tailored information:

- ▶ open up data for developers to innovate and cater for specific groups

Seamless journeys – smart tickets

Passengers want:

- ▶ Through ticketing from origin to destination on a single ticket
- ▶ Simple options like zonal fares for clarity, in advance, of what will be paid

Smart tickets like Oyster make it easier to use public transport – and speed up access for more reliable services.



In London, 3% of bus users pay cash, versus 29% across the six English PTE areas

Sources of funding for smarter travel ideas

- ▶ **Directly from private developers and companies**
- ▶ **Workplace Parking Levy**
 - ▶ used in Nottingham to help extend tram
- ▶ **Community Infrastructure Levy**
 - ▶ a local charge on developers
- ▶ **Out of normal transport budgets**
 - ▶ they are relatively cheap, and really good value for money!

Hertfordshire – Network St Albans

- ▶ A comprehensive, integrated plan of bus improvements, maps, information, zonal tickets, etc etc
- ▶ Partnership between St Albans City & District Council, Hertfordshire County Council, the city's public transport providers & the University of Hertfordshire.
- ▶ Plan to extend across Hertfordshire is subject of large LSTF bid (decisions due soon)



Cambridgeshire

- ▶ LSTF small project bid failed in R1, awarded £5m in R2 for a range of improvements in two corridors (Alconbury and Ely to Cambridge via the Science Park)
- ▶ Large bid submitted in late 2011, not shortlisted
- ▶ Has a reasonable Travel for Work programme of travel planning
- ▶ Cambs spends a tiny amount on smarter travel measures from its main transport budget - just £250,000 in 2011/12 (FoE/Halcrow study, 2011)
- ▶ **Only 7% of the equivalent level of spending in the Sustainable Travel Towns**

More information

Our A14 Challenge submission with lots of ideas for better ways to solve congestion than new roads:

<http://www.bettertransport.org.uk/blogs/roads/030212-a14challenge>

Network St Albans presentation at our LSTF event:

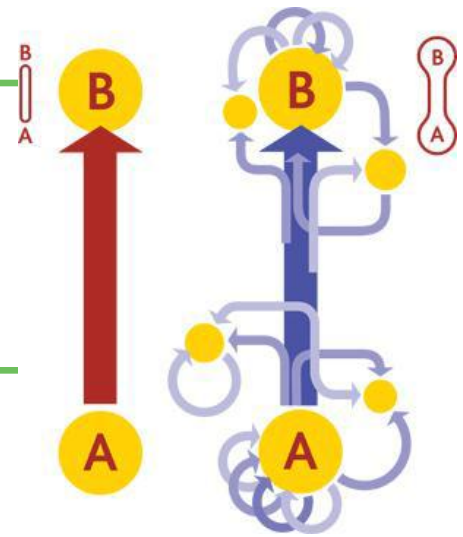
<http://www.bettertransport.org.uk/campaigns/local-transport/lstf/event>

LSTF guidance and tips from DfT:

<http://assets.dft.gov.uk/publications/local-sustainable-transport-fund-guidance-on-the-application-process/lstf-presentation.pdf>

CfBT research page:

<http://www.bettertransport.org.uk/campaigns/research>



Thanks!

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