Shaping Efficient Travel Patterns through Cross Sectoral Policy and Service Planning

Derek Halden

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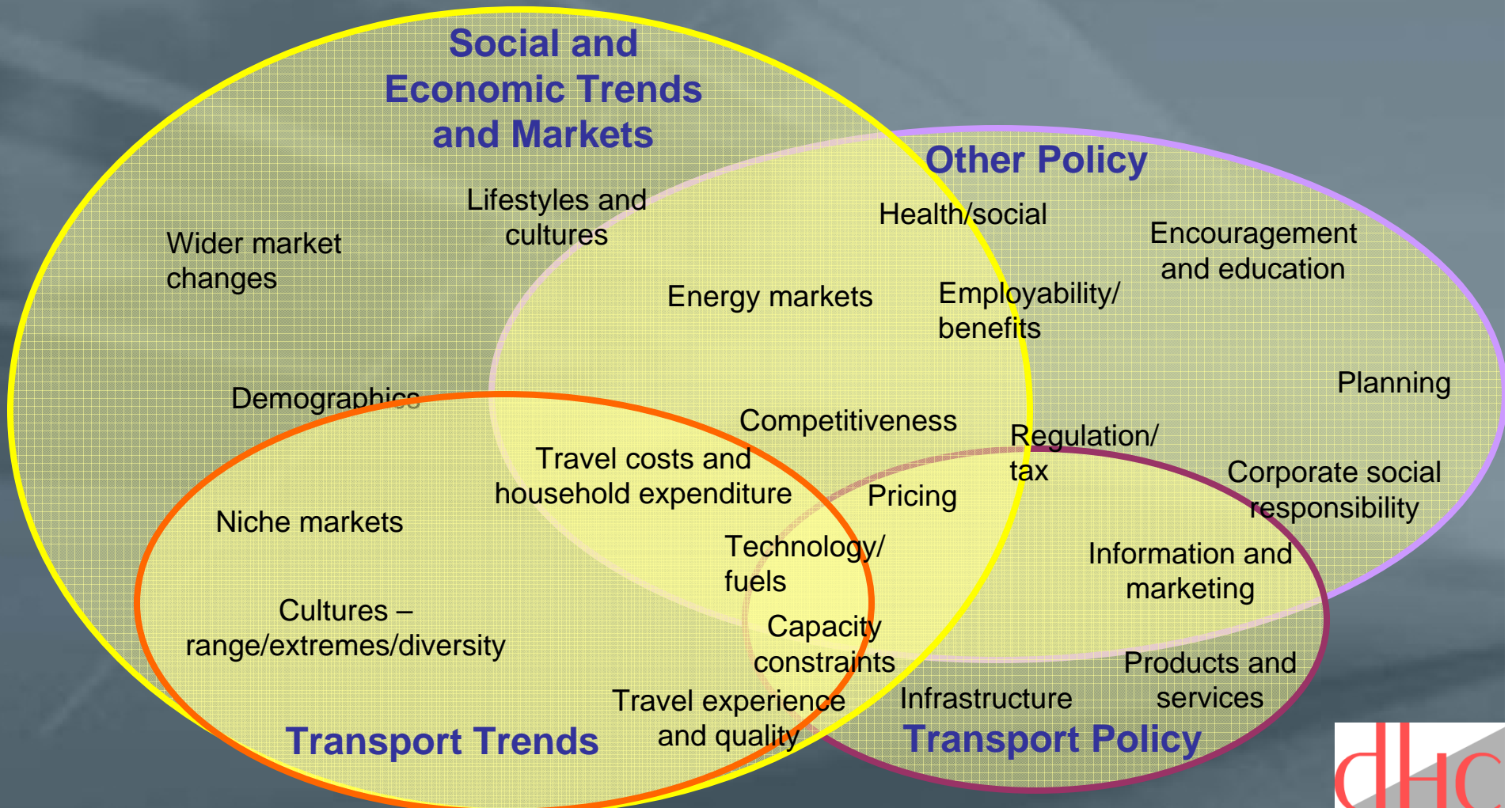26 Palmerston Place, Edinburgh EH12 5AL

derek.halden@dhc1.co.uk

www.dhc1.co.uk

Joining up the Transport Economy

- Transport policy impacts are relatively low
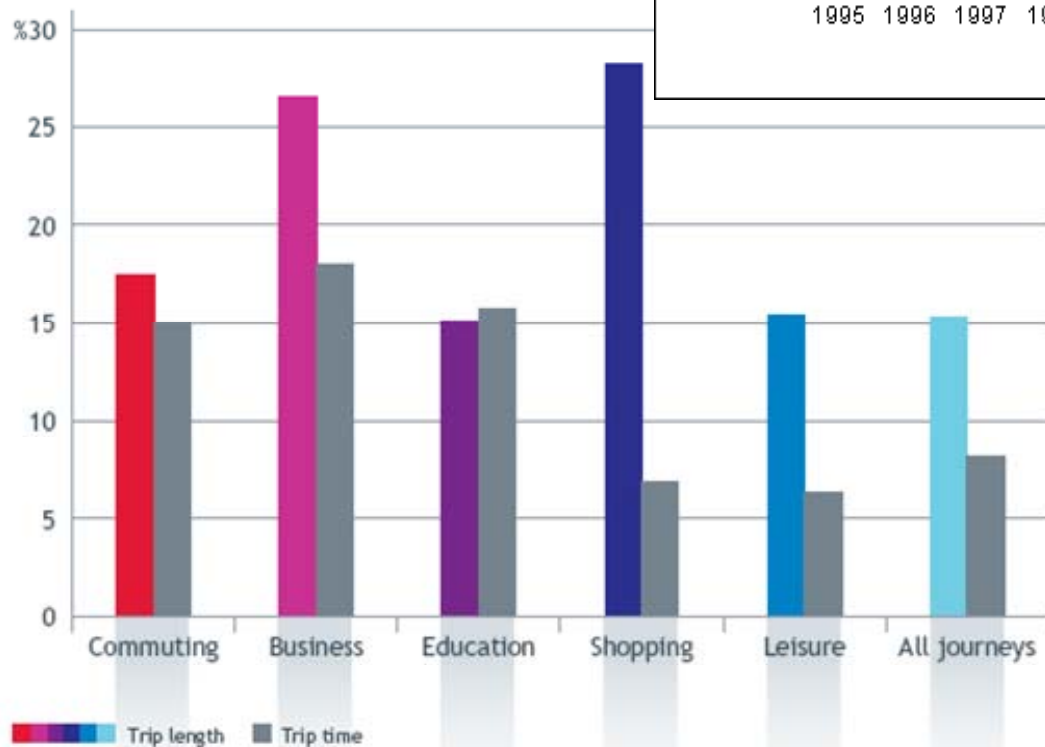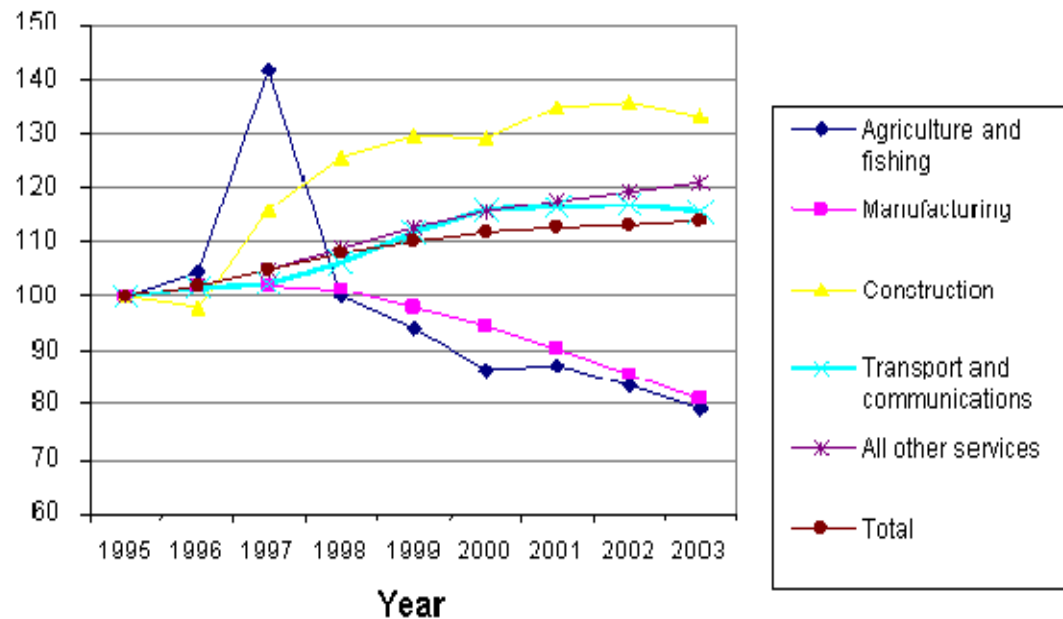 - £20billion out of £200+billion

Social and Economic Trends and Markets

Other Policy

Lifestyles and cultures

Health/social

Encouragement and education

Wider market changes

Energy markets

Employability/ benefits

Demographics

Planning

Competitiveness

Travel costs and household expenditure

Regulation/ tax

Corporate social responsibility

Pricing

Niche markets

Technology/ fuels

Information and marketing

Cultures – range/extremes/diversity

Capacity constraints

Travel experience and quality

Infrastructure

Products and services

Transport Trends

Transport Policy

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What is Efficient Travel?

- How much travel demand do we want?
  - More or less?
  - A larger transport economy?
    - Car economy, transport economy
  - Or the glue for the wider economy
- Sustainability
  - Structure not just the connections
  - Diversification of transport planning
  - Towards the future

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The Glue - Joining up the Economy

Index of Employment, England (1995 = 100)

- Agriculture and fishing
- Manufacturing
- Construction
- Transport and communications
- All other services
- Total

- Understanding why people make longer trips

Closing the Policy Gap

- What is the shared transport vision?
- What are the needs of people/businesses?
- Public views change rapidly
  - Infrastructure takes decades – new vehicles?
- Policies for voters, citizens and consumers

Unstable gap between transport aims and public understanding – delivery?

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Policy for Sustainable Transport

Conventional transport planning	Sustainable travel planning
Mobility	Accessibility
Traffic focus	People focus
Road and rail links	Connecting people and places
Forecast demand	Planned demand
Travel time minimisation	Accessibility maximisation
Separate modes	Integration
Segregation	Sharing
Single sector	Cross sector
Improved vehicle efficiency	New types of efficient vehicles

Access, Efficiency, Information and Flexibility

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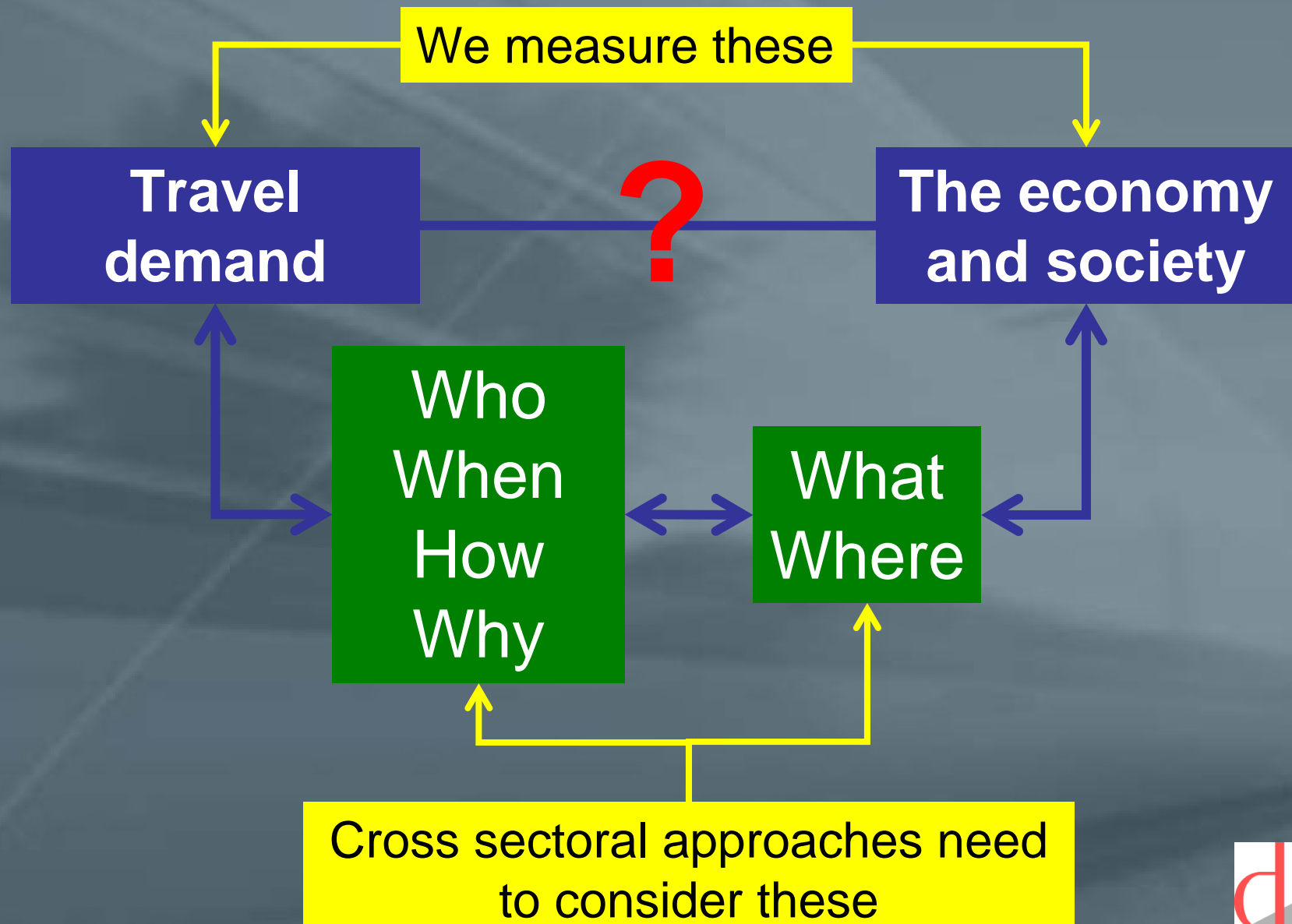
A Focus on People

People

Journey planners

Accessibility

Social groups
Residents, 0 car households, Mobility impaired, Unemployed people, people in poor health

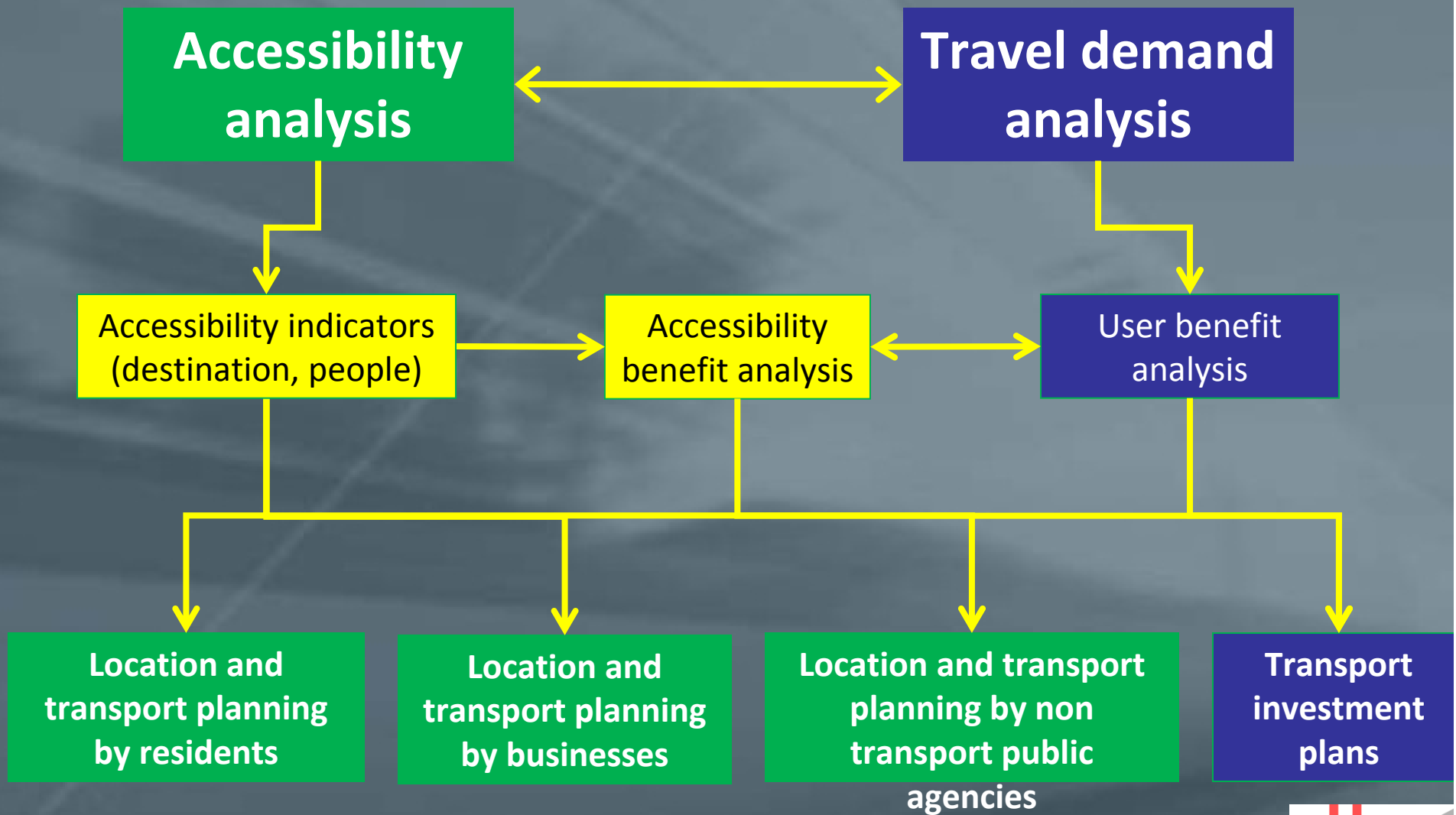Networks
Physical
Environmental
Safety
Cost
Environment

Facility provider/ catchment tools

Transport/ land use demand models

Markets Agencies

Transport providers

Destinations
Jobs, Hospitals, Pharmacies, Cash machines, Post offices, Legal advice, Medical centres, Food shops, Supermarkets, Regional centres, Transport hubs, Schools, Colleges

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Transport and Accessibility Planning

Accessibility analysis ⟷ **Travel demand analysis**

Accessibility indicators (destination, people) → Accessibility benefit analysis ⟷ User benefit analysis

Location and transport planning by residents

Location and transport planning by businesses

Location and transport planning by non transport public agencies

Transport investment plans

National Accessibility Statistics

- Origin (neighbourhood)
  - Travel times to shops, jobs, GPs, hospitals
  - Opportunities accessible
    - number of jobs, choice of schools, etc
- Destination (authorities/areas)
  - % of population within catchments of essential services
    - Employment centres, hospitals, gps, foodstores, schools, colleges

http://www.dft.gov.uk/pgr/statistics/datatablespublications/ltp/coreaccessindicators2008

A Key Resource?

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Monitoring and Policy

- Deprivation - Identifying gaps in transport networks
- Health service planning – locations of pharmacies and GPs
- Legal aid – network of providers
- Rural services – post office and cash machines
- Travel time analysis does not provide all of the answers – but is a major step
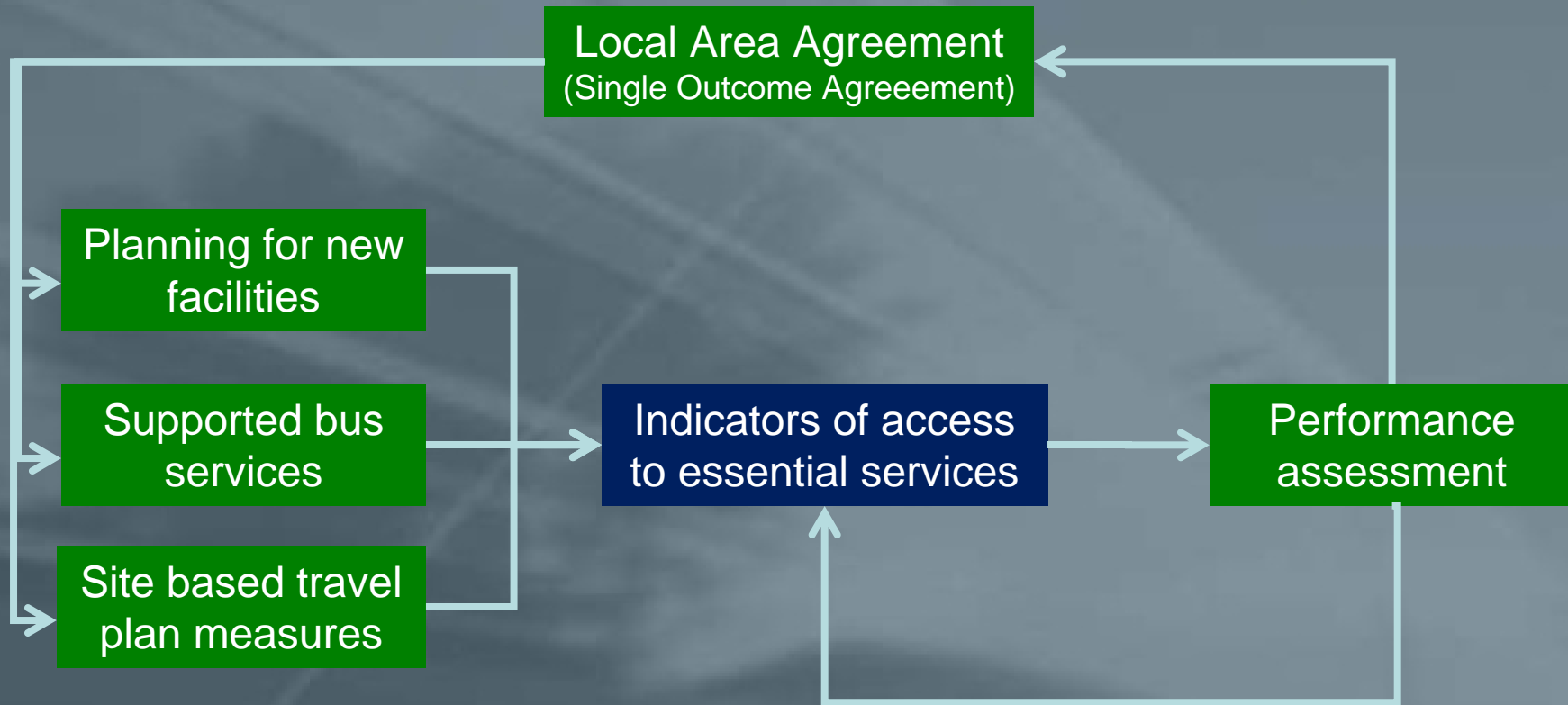
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Pharmacies

- Charting the policy change
- Modelling the market
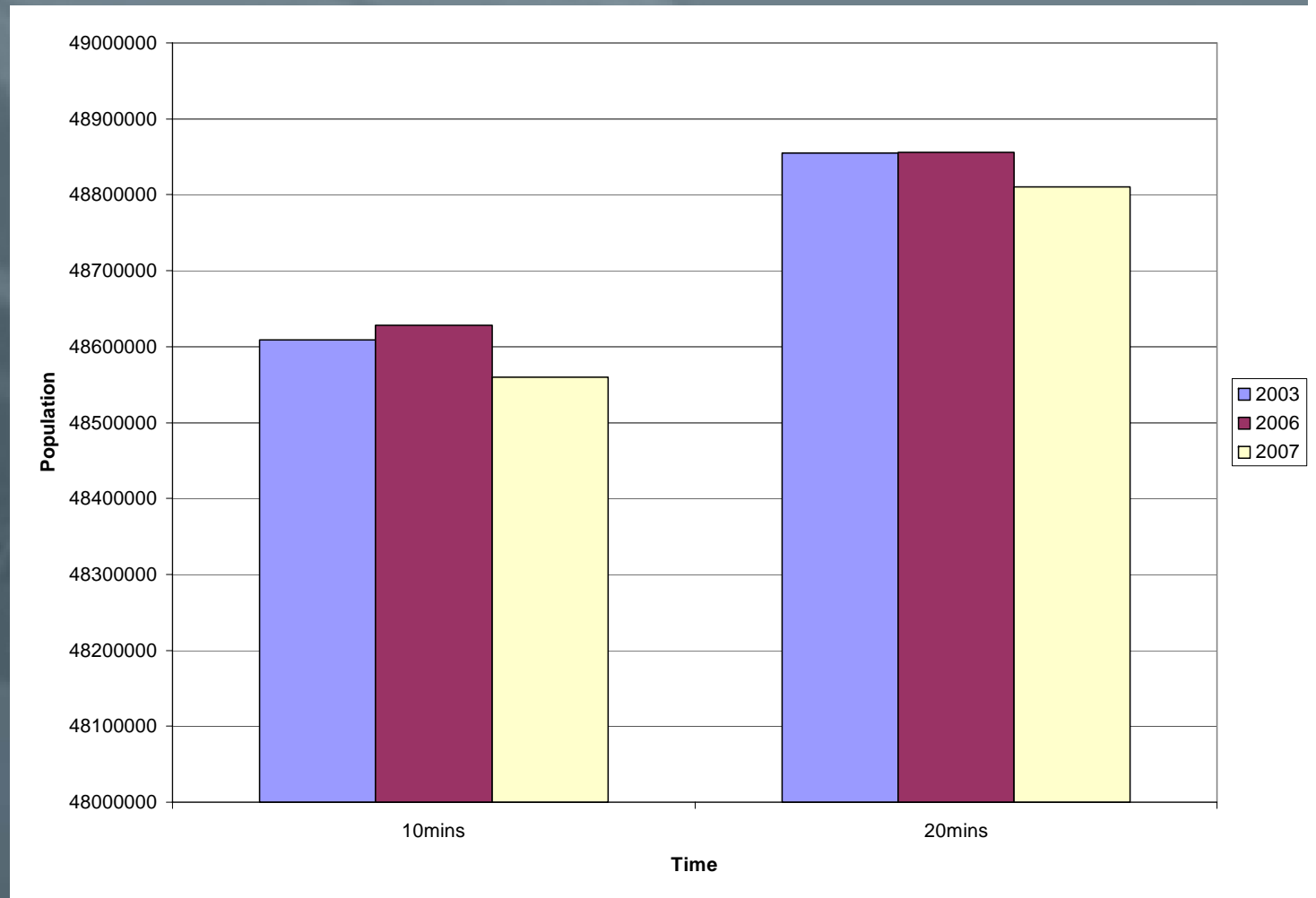
Land Use Planning

- Tackling the drift to inaccessible locations
  - Land has a value – and so does accessibility
- Recognising competing demands on planners
  - A quantitative approach
  - Comparable assessments
    - Competition for development
  - Transparency – impacts on people
- Still more failure than success
  - Measures a tool for those who want them

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Accessibility and Funding

Local Area Agreement
(Single Outcome Agreeement)

Planning for new facilities

Supported bus services

Site based travel plan measures

Indicators of access to essential services
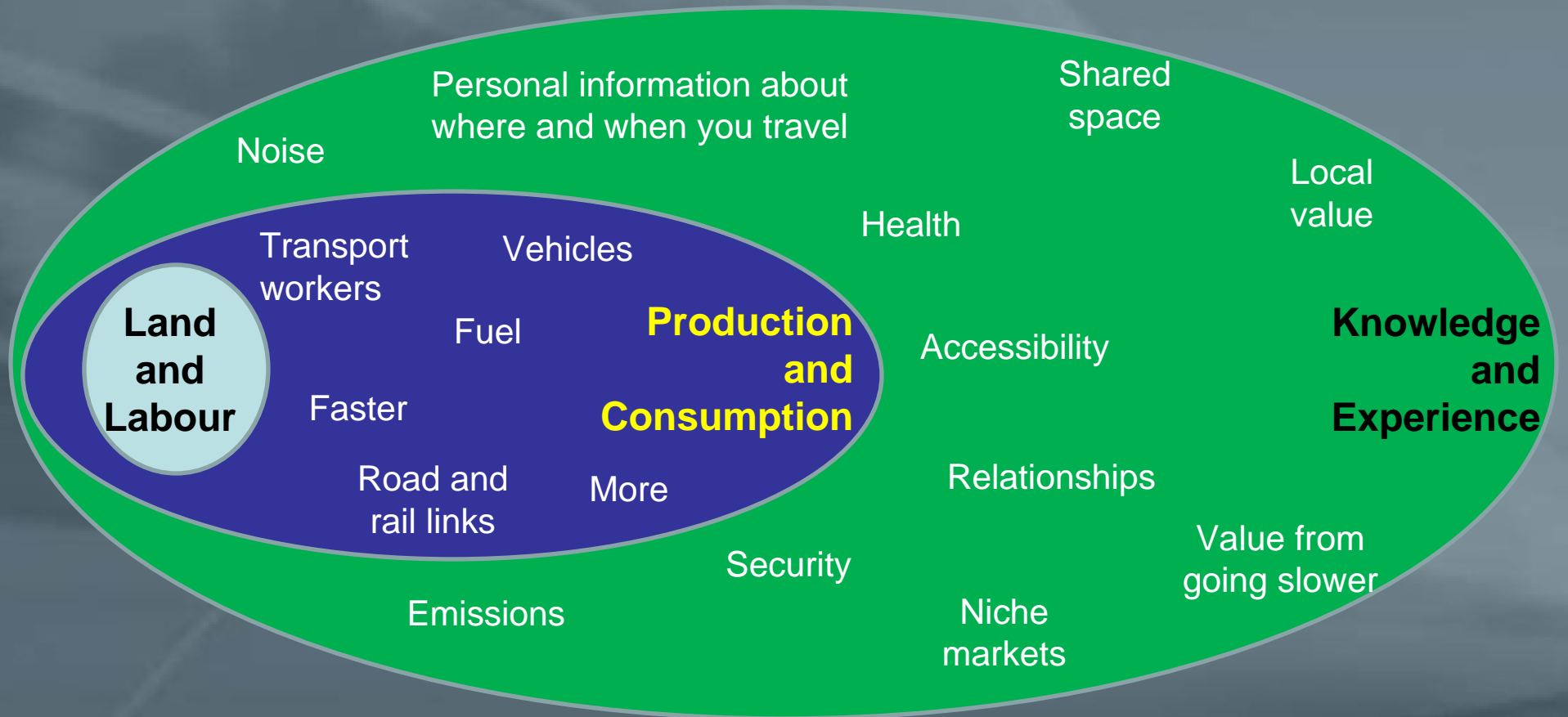
Performance assessment

- National and local measurement
  - Core national time based accessibility indicators
  - Local data issues

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The best way to predict the future is to shape it

- Pre 1800 - Land and Labour
  - People and places, social networks
- 1800-2000 – Energy/production/ consumption
  - Corporate and business information structures
- 2000 onwards - Knowledge and Experience
  - Links between people, places and opportunities
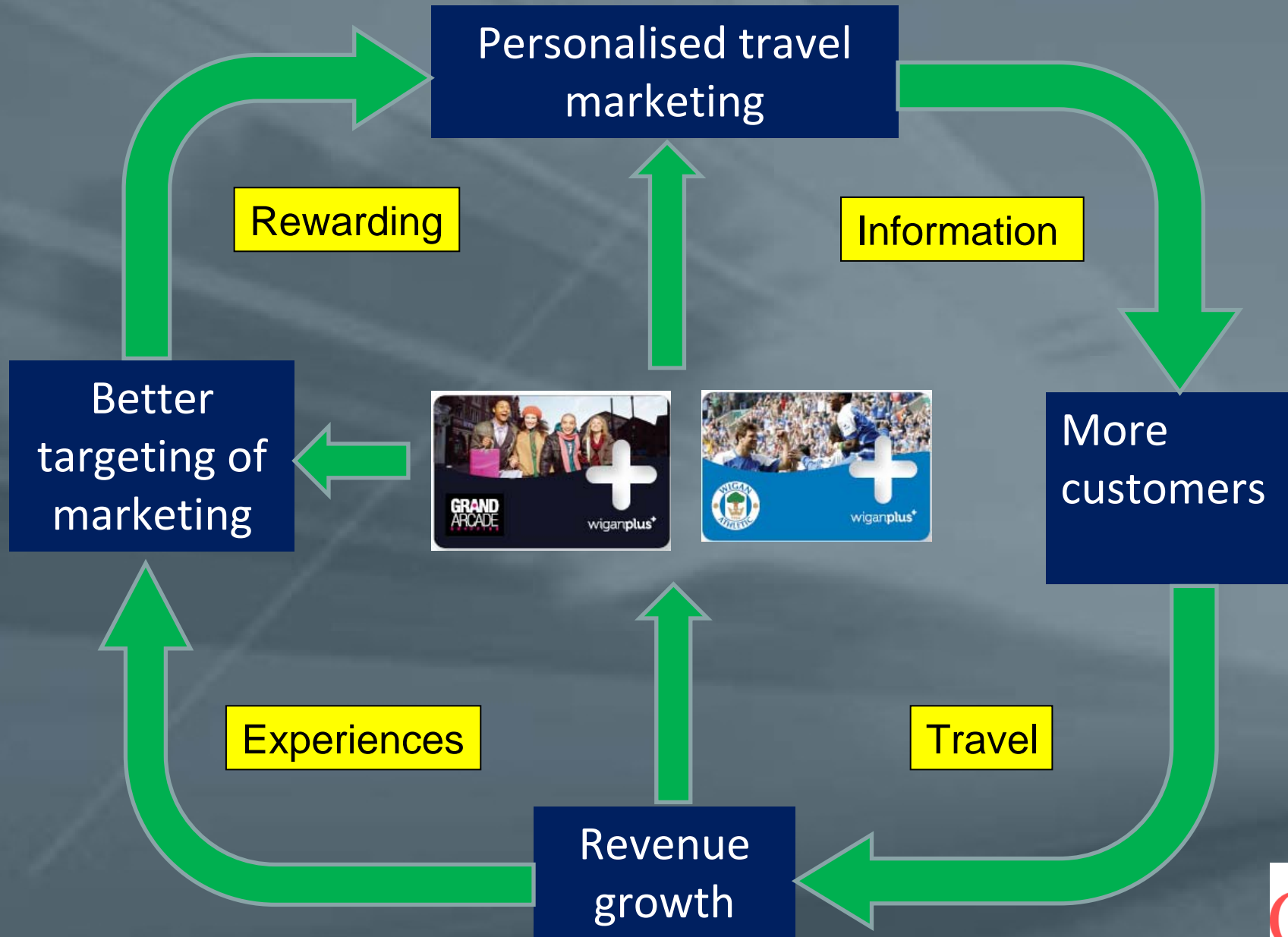 - Personalisation and electronic networking

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Transport Market Failure

It is getting noisier, people are getting less healthy, personal security and freedom are threatened, emissions are increasing

Personal information about where and when you travel

Shared space

Noise

Local value

Transport workers

Vehicles

Health

Land and Labour

Fuel

Production and Consumption

Accessibility

Knowledge and Experience

Faster

Road and rail links

More

Relationships

Security

Value from going slower

Emissions

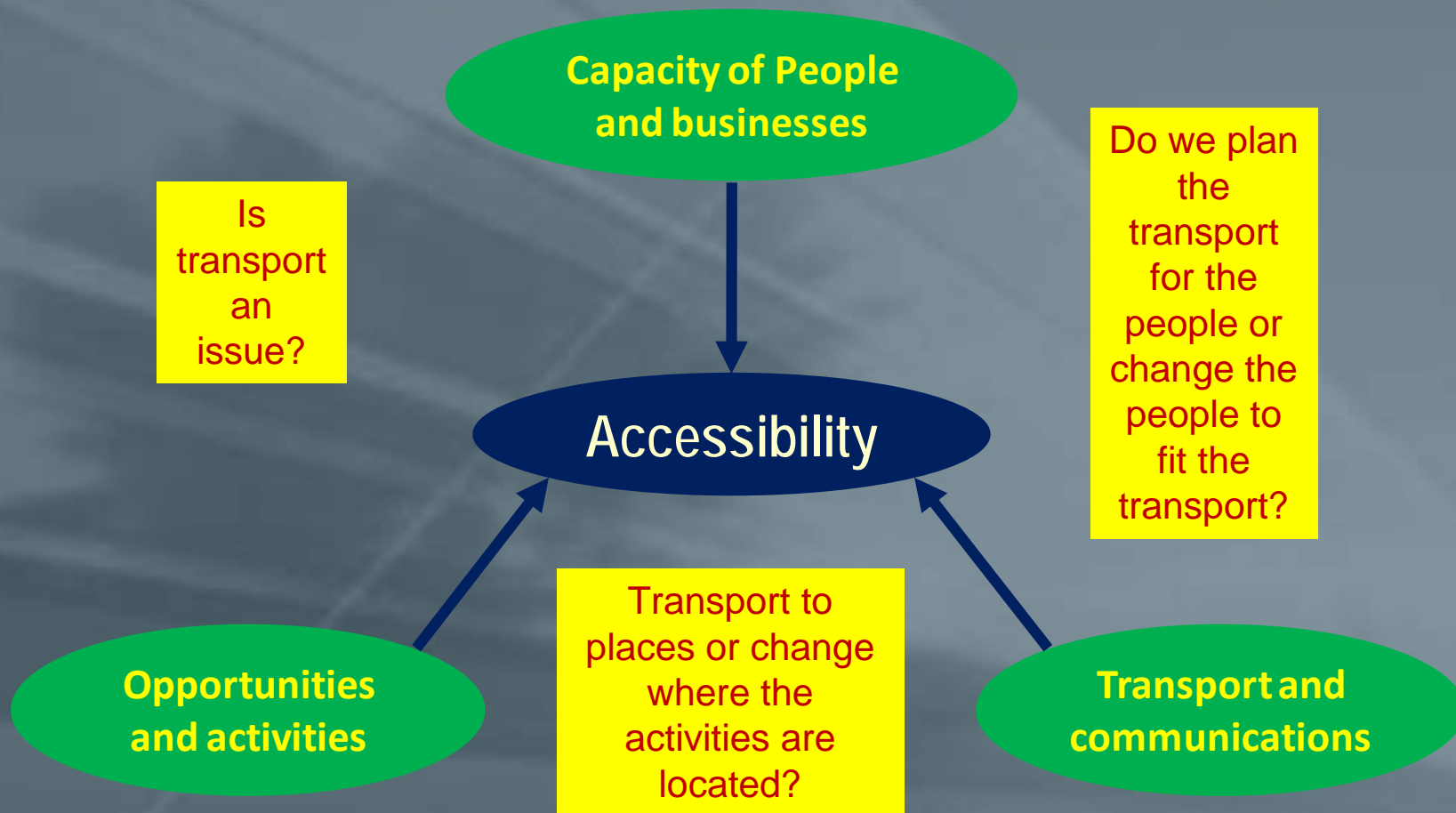Niche markets

Trading in New Transport Markets

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Evidence to Deliver

- Beyond the mitigation culture
  - More than travel patterns - viable markets
  - Congestion, noise, emissions……
- What do we want to achieve
  - Accessibility, employability, social capital, health……
- Use stakeholder knowledge
  - 'How can we help' – derived demand

Shaping a Sustainable Future

People, Places and Connections

Capacity of People and businesses

Is transport an issue?

Do we plan the transport for the people or change the people to fit the transport?

Accessibility

Opportunities and activities

Transport to places or change where the activities are located?

Transport and communications

Integrating Transport – A Joint Approach to Planning the Dimensions of Access

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