

Reducing car use

What do people who live and drive in cities and towns think?

Tim Burns, Sustrans

Rationale

Reducing car use is controversial and challenging, but increasingly necessary in an urban context.

Aims

To better understand people who live and drive in cities and towns in Scotland, including:

- Existing behaviours and attitudes towards driving and travel
- What people think about reducing car use, and how we should do so

This work was funded by Transport Scotland

Understanding people who drive

What did we do?

1. Literature review
2. Two deliberative workshops in Edinburgh and Glasgow regions
3. A YouGov survey of 1,048 drivers living in cities and towns in Scotland

Deliberative Workshops are a form of facilitated group discussions that provide participants with the opportunity to consider an issue in depth, challenge each other's opinions and develop their views/arguments



The design of places and transport networks affects how we travel



We have designed most UK cities and towns around the car

In Scotland

- 72% of households have access to a car
- Cars have a 65% modal share
- 7.2% increase in car traffic between 2012 and 2017
- Cars make up to 50% of urban commutes



Cars have changed our lives

Cars are great and most people like driving

- Its convenient, offers freedom, its flexible
- I am happy, calm, and in control

However cars cause:

- congestion,
- air pollution,
- climate change
- Social inequality

+ can be damaging to tourism, the local economy, mental and physical health

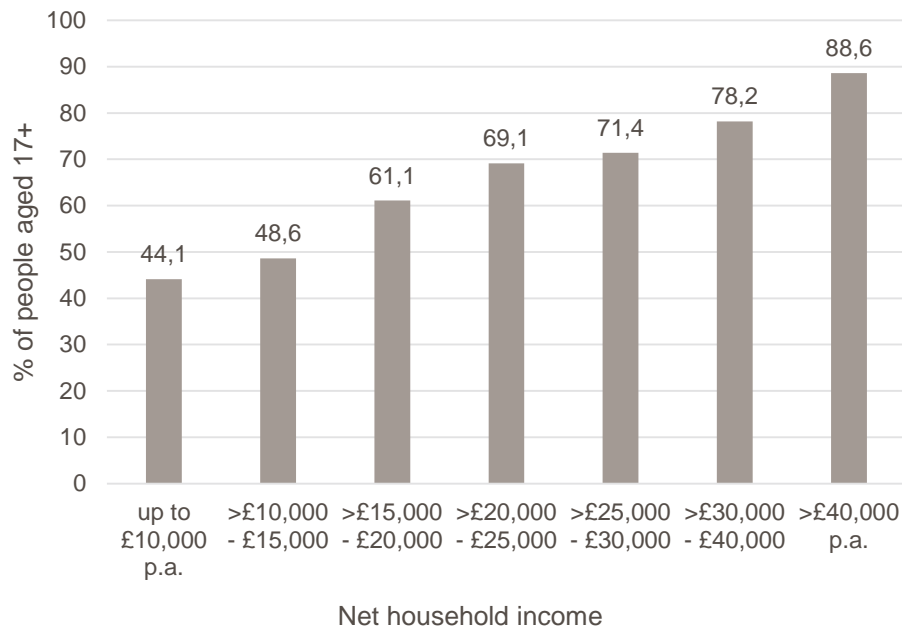
“its [driving] part of my personal freedom

“I don’t enjoy driving and would rather not drive if I could get away from it – I am considering alternatives but feel a bit stuck”

“It’s [car] just outside the house”

Driving is linked to social inequality

People from more deprived areas are less likely to drive, and more likely to suffer the impact of driving



People who drive five or more days each week are unlikely to be:

- Aged under 24
- Not work full time
- Come from lower socio-economic groups
- Rent their property
- Be disabled or have a long-term illness

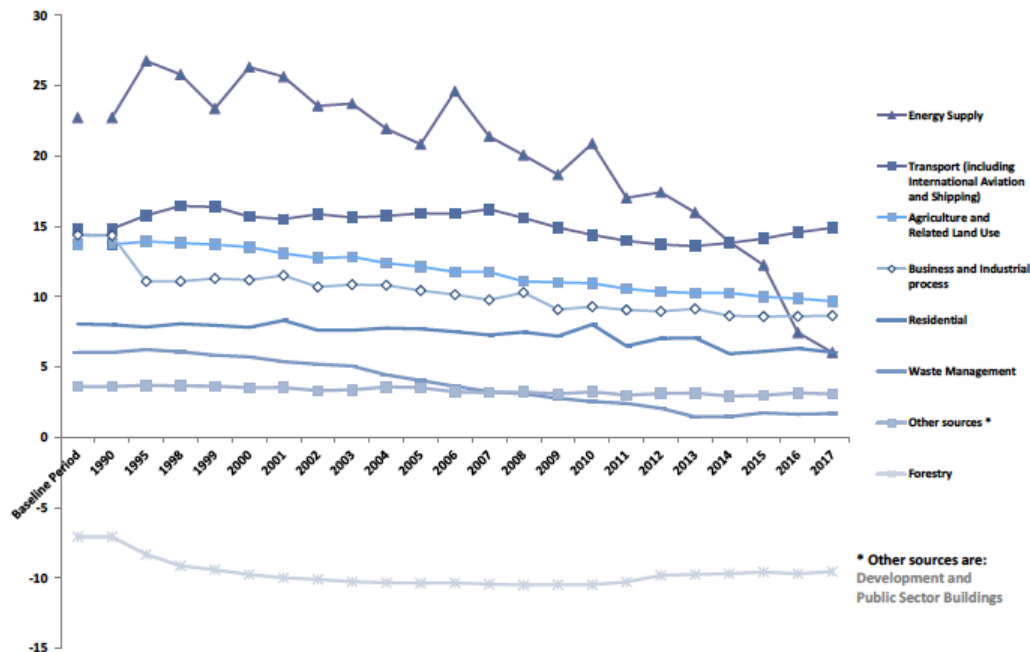
Transport is driving the climate emergency

Environment

Transport becomes most polluting UK sector as greenhouse gas emissions drop overall

'It is alarming that the Government is tearing up our communities and our precious environment for road building projects that will fail on their own terms, by actually increasing congestion and the number of cars on our roads, and continue driving climate-destructive emissions – at a huge cost to taxpayers'

Josh Gabbatiss Science Correspondent | @josh_gabbatiss | Tuesday 6 February 2018 14:30 |



	2017-2018 % change	1990-2018 % change
Energy supply (including power sector)	7%	59%
Business	0%	41%
Transport	3%	3%
Residential	3%	16%
Public	4%	39%

For the sectors not included here, provisional CO₂ estimates for 2018 cannot be made as they cannot be derived from the energy statistics. Final 2018 estimates for all sectors will be published in February 2020, which will include total emissions by sector.

Understanding people who drive

Workshops and YouGov Survey:

Priorities for reducing car use in cities and towns

NB: People who live and drive in cities and towns



We need to make other options more attractive than driving

Three ways to do this:

1. **Increase proximity**
2. Improve public transport, walking and cycling
3. Make it harder to drive



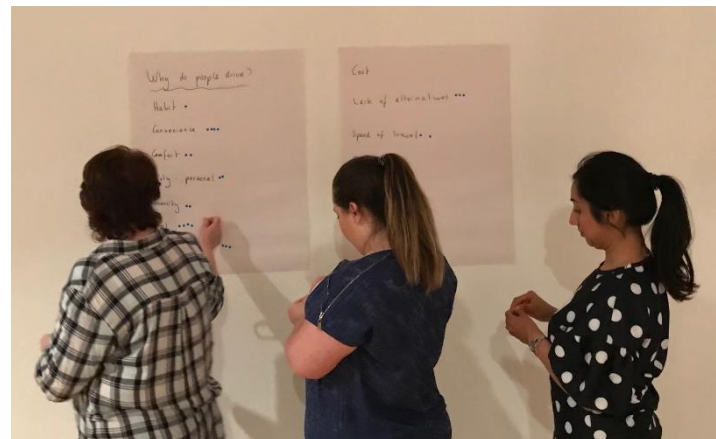
Proximity

People want to live near to:

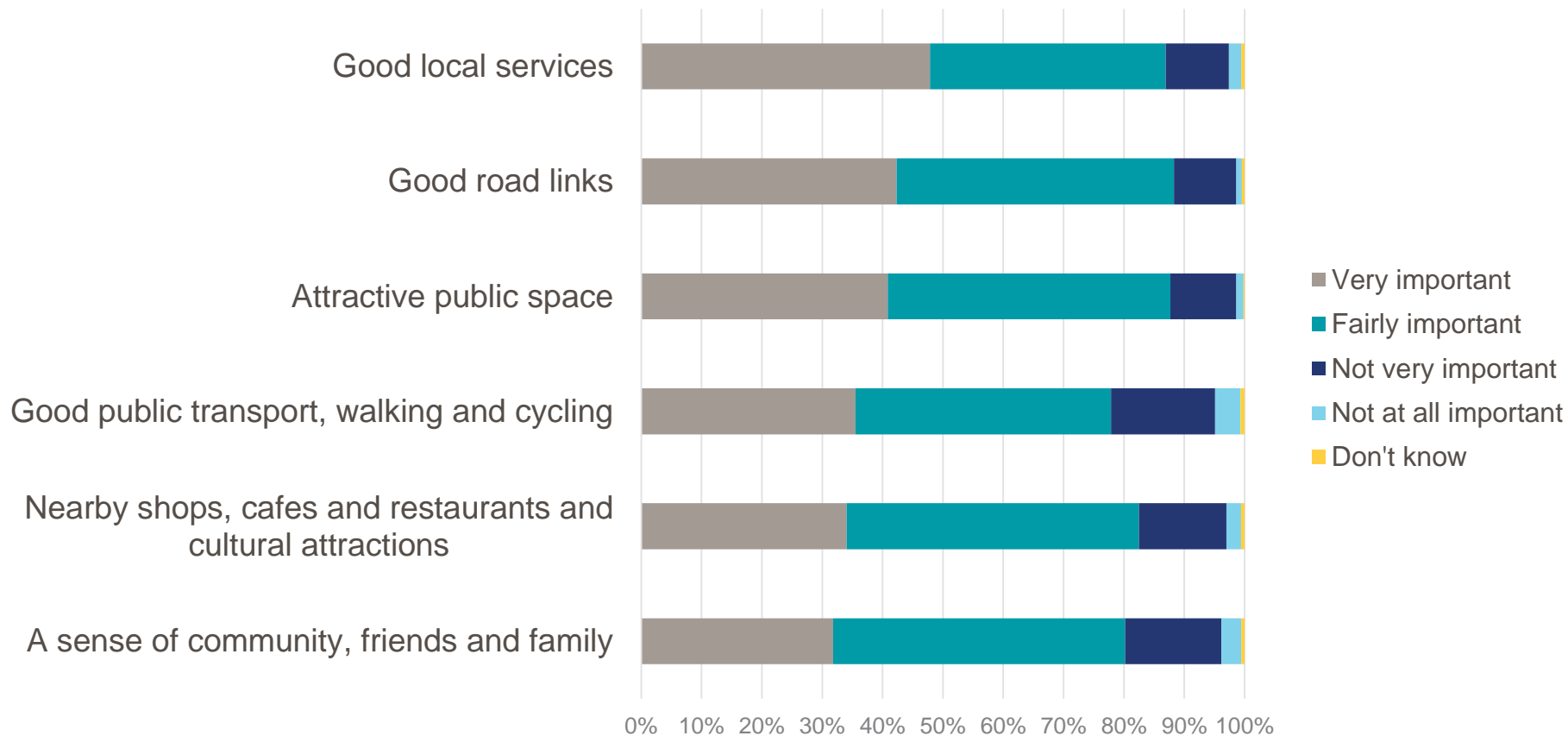
- shops and services
- a good integrated transport system
- green and public spaces
- somewhere safe
- good schools
- affordable housing
- family and friends
- employment

“it would be great to have everything on your doorstep, however the reality is different”

“too many cars make places less attractive to spend time in”



Where, ideally do people want to live? (YouGov)



Increase proximity

- Neighbourhoods not houses
- Higher density
- Connected to existing places



News Devon News Cranbrook

The town with no centre: Will new town Cranbrook ever realise its potential and finally be completed?

Signs advertising the town centre still stand tall, but the land remains empty

SHARE 5 COMMENTS By Daniel Clark Local Democracy Reporter 06:00, 24 AUG 2019

NEWS

A supermarket. A town hall. A library. An Auditorium. A skatepark. A youth centre. A children's centre. Retail units. And offices.

All were promised to be part of the town centre for Cranbrook, but despite nearly 2,000 homes in the town occupied, none of the promised facilities have yet materialised.

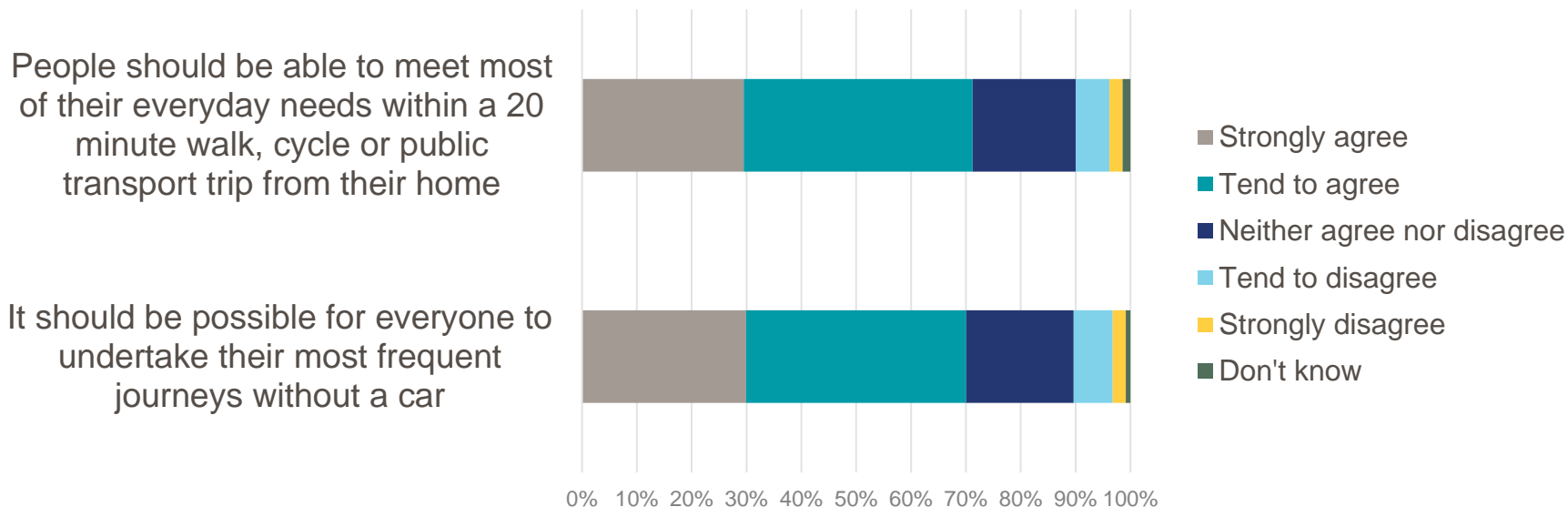
The Cranberry Farm pub, due to be the very centre of the town, still stands alone, surrounded by empty green fields.

Increase proximity

- Neighbourhoods not houses
- Higher density
- Connected to existing places



You shouldn't need a car to live well



80% of people think its important that the Scottish Government enables people to have a good standard of living in Scotland without needing a car

We need to make other options more attractive than driving

1. Increase proximity
2. **Improve public transport, walking and cycling**
3. Make it harder to drive



People choose transport based on what is most attractive

- People are happy to walk, cycle or use public transport, but only if it's more attractive than driving
- Walking and cycling is not seen as a viable alternative to the car
- Public transport is not competitive for most people

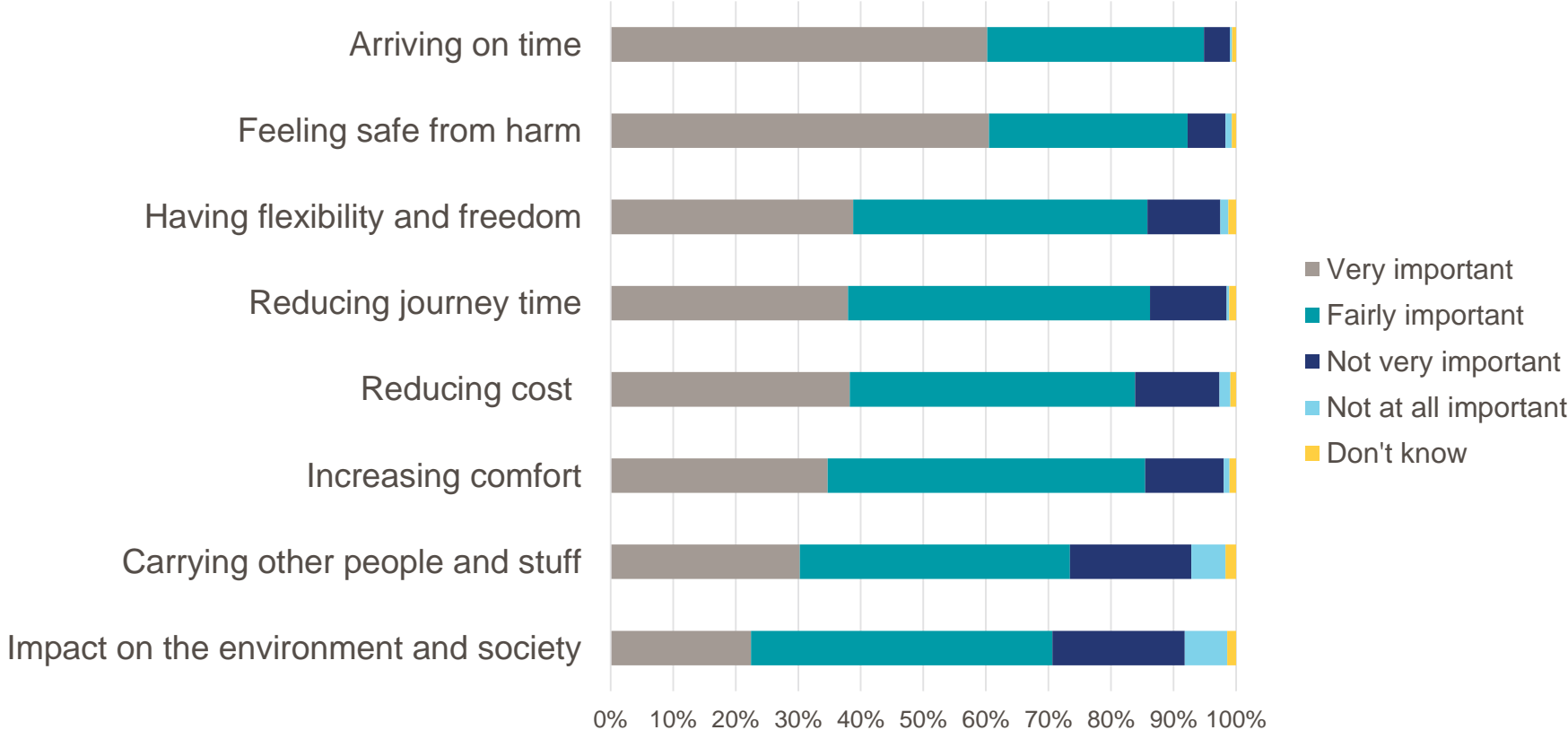
People are not committed to the car

"I would walk for a few miles, or with the dog, but if it's going to take more than 20 mins"

"There is only one bus service – by the end of Haymarket its full, hot, windows are steamy its horrible"

"I fear for my safety. The route that would take me into work is not worth it – a helmet is not going to save my life. There are no protected routes"

How important, if at all, are each of the following in helping you decide what type of transport to take for a journey? (You Gov)



We need to make other options more attractive than driving

1. Increase proximity
2. Improve public transport, walking and cycling
3. **Make it harder to drive**



Make it harder to drive

- People want to live in healthy places

What are the main issues associated with too many cars in cities (importance/behaviour change):

- climate change
- health
- air pollution

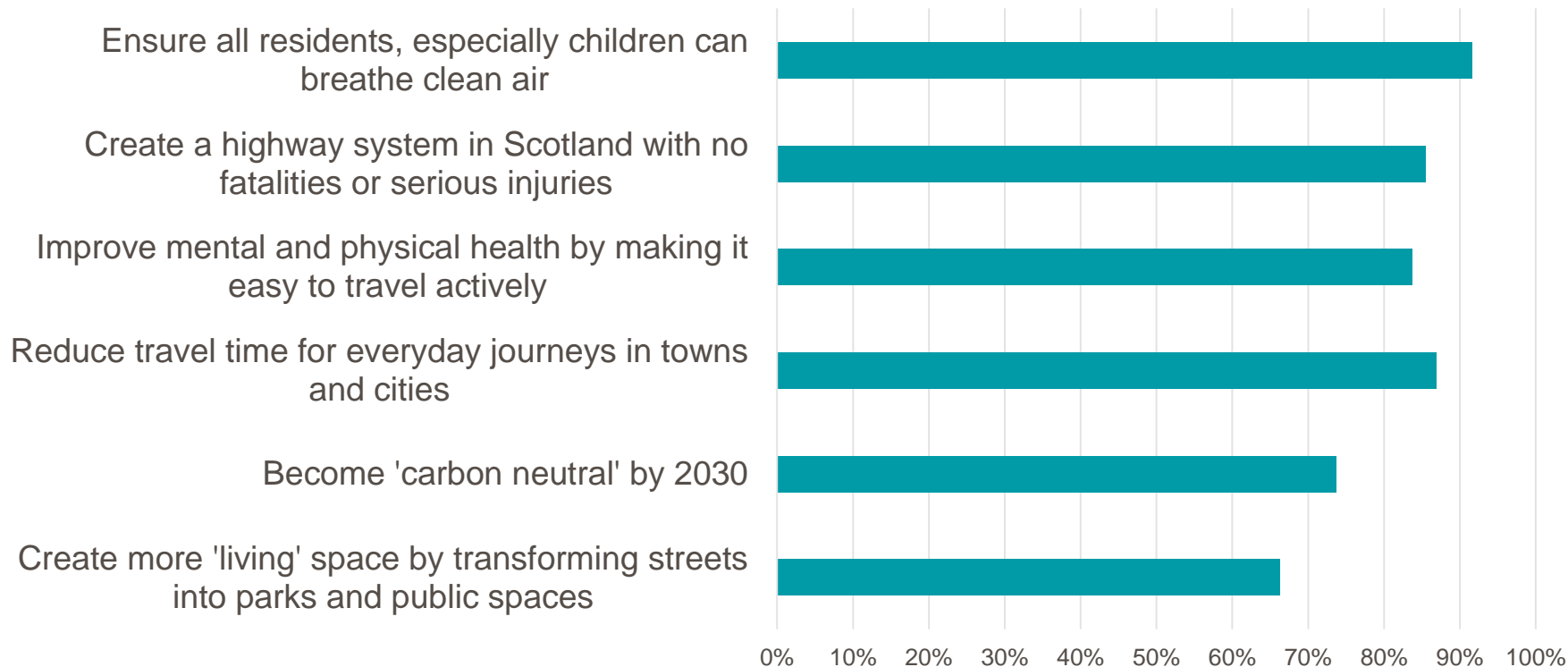
Edinburgh - congestion and parking

Glasgow - road safety

“It made me think about things – how to attract people back into the city and make it cheaper and more accessible.”

“I had a passionate discussion with my family last night. I think I will probably try to use a car less. It also made me think about how we have two cars in our household and if we really need them both?”

People think its important that the Scottish Government should:



What can we do to reduce car use?

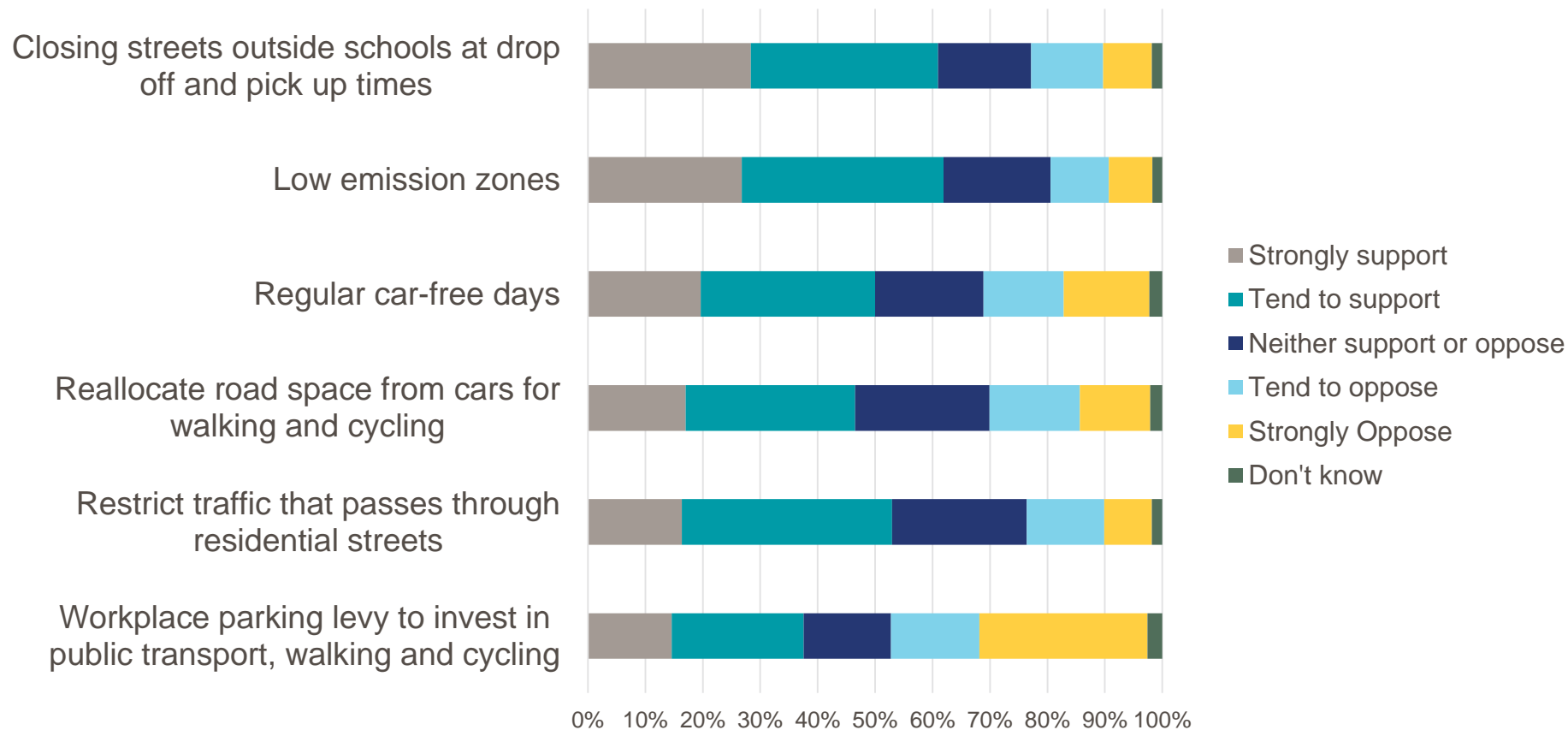
- Low Emission Zones
- Workplace Parking Levy's
- Reallocation of road space for walking and cycling
- Reducing traffic on residential roads
- School streets
- Car free Sundays



...○ Before and after example of Sauchiehall St and Avenues project



Designing solutions to reduce car use (YouGov)



There has never been a better time to act

- People are very open to reducing car use
- But we have to make it fair
- And we have to engage people, especially voices that are often ignored

“if somebody has a busy street their kids cannot play”

“you can see another side of the city without cars”

“where it operates people get used to it quickly”

“passing in a car you may think – oh yeah, I would like to do this [cycling]”

Sustrans is the charity making it easier for people to walk and cycle.

We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute.

Join us on our journey.

www.sustrans.org.uk

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