
Smarter Choices: changing the way we travel

Research for DfT by
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What are Smart Choices?

- techniques for influencing travel behaviour towards more sustainable options
- sometimes called 'soft' measures
- more psychology than engineering
- engage with people about their travel choices
- may involve:
 - better information about existing travel options
 - marketing and communication
 - new transport services, closely focussed on target market
 - carrots *and* sticks, working together



The Smart Choice measures we looked at

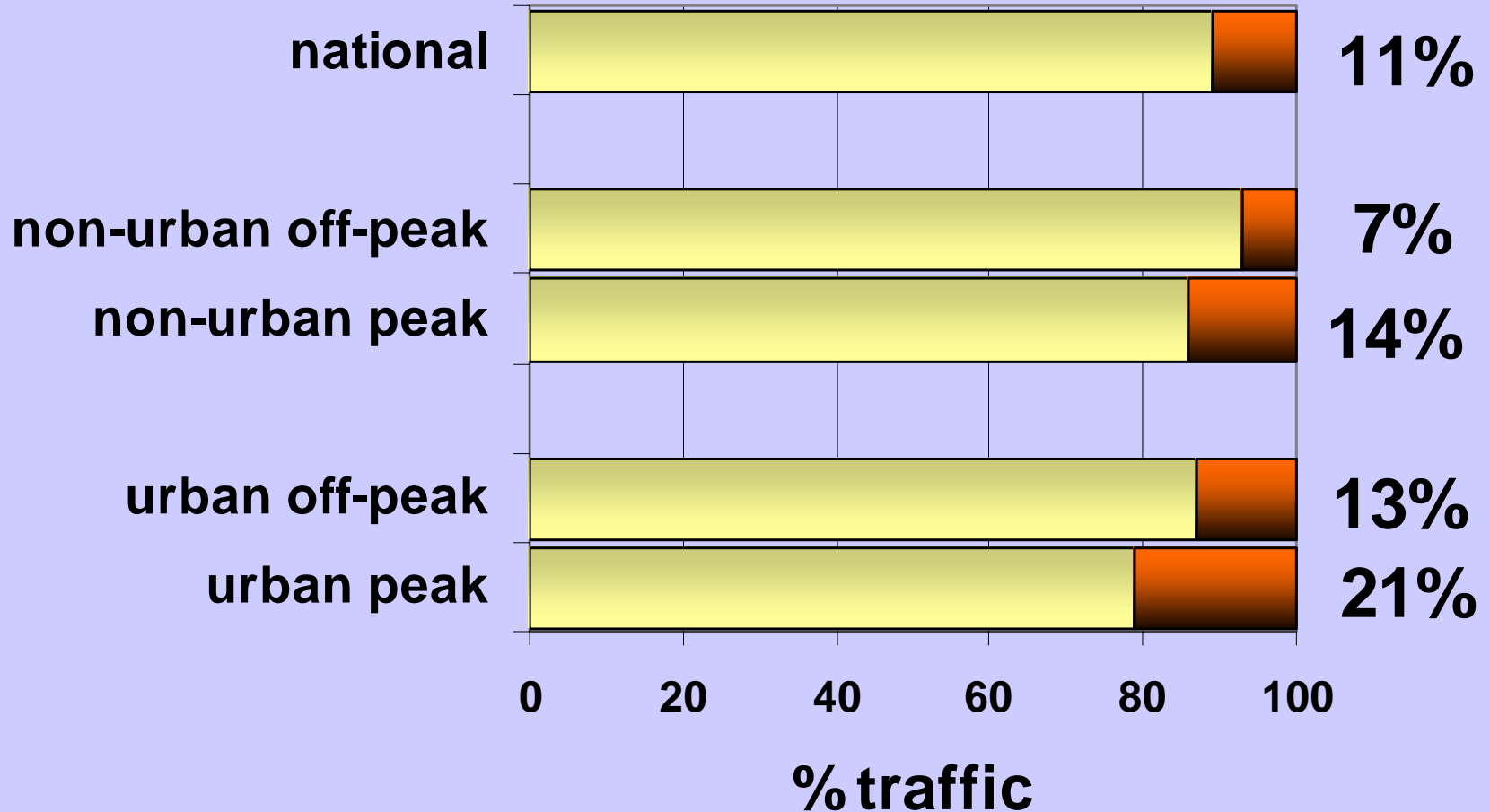
- Workplace travel plans
- School travel plans
- Personalised travel planning
- Public transport information and marketing
- Travel awareness campaigns
- Car clubs
- Car sharing schemes
- Teleworking
- Teleconferencing
- Home shopping

Why are they the smart thing to do?

- An intensive Smart Choices Programme could deliver large cuts in traffic
- It would have most impact in places where the problems are greatest (urban areas at peak times)
- These measures are excellent value for money



By how much could traffic be cut?



How were the figures derived?



- Based on worldwide literature review and 24 detailed case studies of what is being achieved *now* by local authorities
- Birmingham, Bristol, BT, Buckinghamshire, Cambridgeshire, Edinburgh, Gloucester, Merseyside, Milton Keynes, Nottingham, SYPTE, York

How were the figures derived?

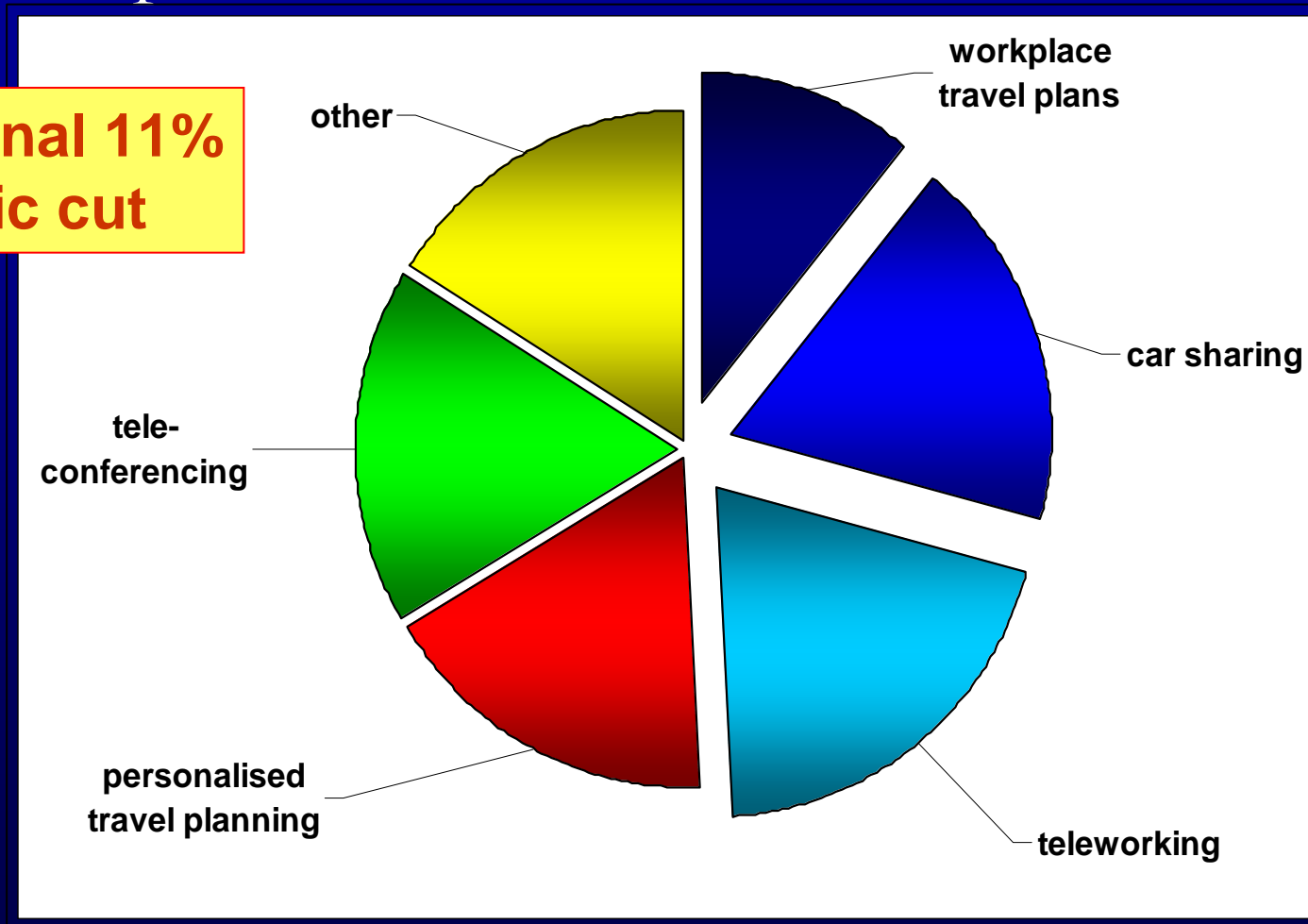
- ‘Journey change factors’ derived for each measure, based on average *effectiveness* in reducing car use and *potential scale* of implementation in 10 years time
- Applied these factors to traffic data from the National Transport Model
- Distinguished between urban and non-urban areas
- Distinguished peak hour traffic and off-peak traffic

How were the figures derived?

- Calculations allowed for overlapping effects of some measures (avoiding 'double counting')
- Two scenarios: low intensity and high intensity
- **High intensity scenario assumes step-change in activity and resources, but within limits of what is practically achievable**

Some measures had bigger effect...but *all* were important

**national 11%
traffic cut**



Value for money

- Average cost = £15 for each 1000 vehicle km of traffic removed
- Average benefit = £150 for each 1000 vehicle km of traffic removed (*only* taking account of congestion relief, not environmental or social benefits)
- **Benefit : cost ratio is at least 10:1**
- Higher BCRs (up to 30:1) in congested city streets



BUT.... Benefits will only be realised if traffic reduction is accompanied by ‘locking in’ restraint measures

**easy
to town**

As you can see, we've installed a bus lane along the busy bit of Oxford Road. This means buses simply whizz through, beating other traffic into town.

It makes using redroute a pretty smart choice, particularly if you work or shop in Aylesbury town centre and don't want to spend more time than you have to getting there.

a red carpet ride through town



Locking in

- **Re-allocate road capacity**

- bus priority measures
- more space for pedestrians and cyclists
- re-phase traffic lights: more time for pedestrians and buses
- replace pedestrian subways with surface level crossings

- **Parking control**

- low parking standards for new developments
- charging
- workplace parking levies
- re-develop car parks for more productive uses

Locking in

- **Pricing**
 - Congestion charging
 - Adjustment of transport prices and fares
- **Quality streets**
 - Traffic calming
 - Home zones
 - Pedestrianisation
- **Stronger speed regulation and enforcement**

With an intensive Smart Choices Programme, parallel policies of traffic restraint are likely to be more effective, and potentially meet with less opposition

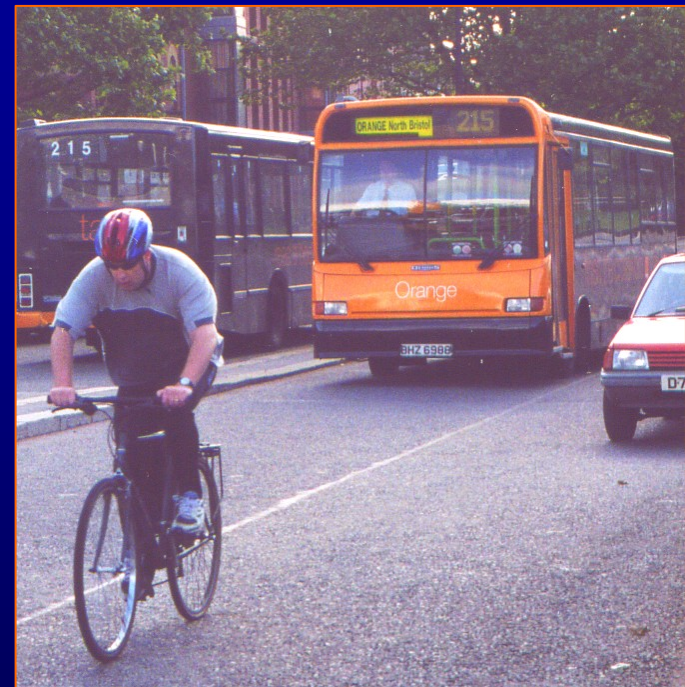
What would an intensive Smart Choices Programme in a mid-size town look like?

■ Workplace travel plan team

- covering WTP, car-sharing, telework, teleconferencing
- requires team of 7-10 people
- over 10 years, reach half the workforce

■ Personalised travel planning rolling programme

- target 5-10,000 people per year
- over 10 years, reach a third of households



- Partnership to **promote and market bus/rail**
 - sufficient to increase ridership by 2-3% per year
 - (half what is being achieved in Brighton)
- Rolling programme of **school travel plans**
 - over 10 years, cover every school



- Over-arching **travel awareness campaign**
- Experimental projects: **car clubs**, **home shopping** (prepare for next phase)



how far will you go...
for a fitter body?



Get about on York's 100km
of cycle lanes and paths



How much will an intensive Smart Choices Programme cost?

- It will require **step-change** in priority and resources
- (Guesstimate) annual revenue spend ~ **£1½ million** in medium-sized town
- Capital funding needed too
- Roughly same revenue needed as in Sustainable Travel Towns



Where will the money come from?

- New evidence (and glossy Smart Choices guide) will help sell Smart Choices to councillors and senior officers in preparation for next round of LTPs
- Smart Choice measures can assist social inclusion and increase physical activity. Potential funding from non-traditional sources e.g. regeneration budgets, health sector

Where will the money come from?

- York: 1% of capital integrated transport budget allocated to travel awareness campaign – with auditor's approval
- DfT now say they 'encourage local authorities [to explore] how 'revenue-type' transport activity, aimed at maximising the benefits of a particular infrastructure project, could be funded from capital allocations' (*LTP round 2 draft guidance*)

Conclusions....

- Pilot programmes have now proved the effectiveness of individual Smart Choice measures
- We have the evidence that they work, and can deliver large cuts in traffic
- ...But only if they become mainstream
- The next stage: large-scale local Smart Choice Programmes



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