

Institute for Transport Studies

FACULTY OF EARTH AND ENVIRONMENT



UNIVERSITY OF LEEDS

Changing Behaviour in Passenger Transport: strategies and barriers

Professor Tony May, ITS Leeds

President, WCTRS

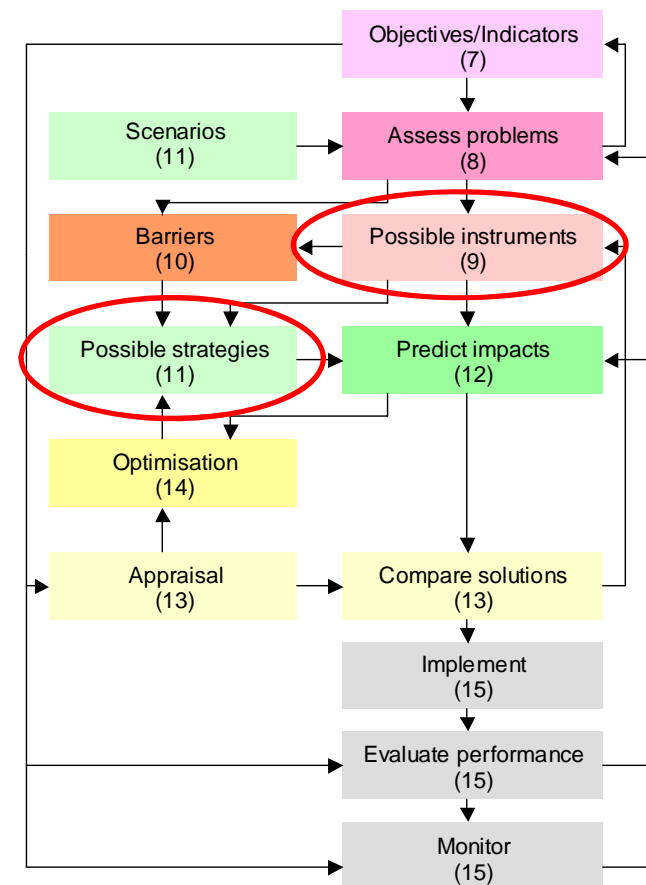


Developing a strategy



UNIVERSITY OF LEEDS

- An effective strategy (package)
 - Uses the full range of policy instruments
 - Ensures that each policy instrument reinforces the others
 - Uses one policy instrument to help overcome the barriers to using another
- Synergy and complementarity
 - Synergy is unlikely to occur
 - But complementarity (package benefits > benefits of any individual instrument) should be



The PROPOLIS results

[Seven European cities]



UNIVERSITY OF LEEDS

- Public transport speed, service and fare improvements contribute well
 - But encourage longer distance travel
- Pricing of car use achieves significant benefits
 - But may encourage relocation
- Alternative land use policies have little impact alone
 - But higher density mixed development linked to public transport can support public transport and pricing measures
- Infrastructure schemes can provide benefits
 - But only if designed to be cost-effective
 - And consistent with the overall strategy



ITS

The Optimal Strategies

Study results [Six UK cities]



UNIVERSITY OF LEEDS

- Optimal strategies typically involve
 - Substantial reductions in fares area-wide
 - Increases in service frequency within urban areas
 - Peak period city centre cordon charges
 - Low cost increases in road capacity
- Optimal strategies typically cost more
 - But strategies with no net financial outlay can be achieved for only 15% lower benefit
 - Typically involve a 15% reduction in car use
 - And have benefits of €6000 to €12000 per capita by comparison with current strategies



The ECMT barriers to implementation



UNIVERSITY OF LEEDS

- Institutional
 - Split or duplicated responsibility
- Process
 - Identifying objectives, specifying problems
 - Selecting possible solutions, appraisal, implementation
- Political and public acceptability
- Information and skills
- Financial
- Legislative and regulatory



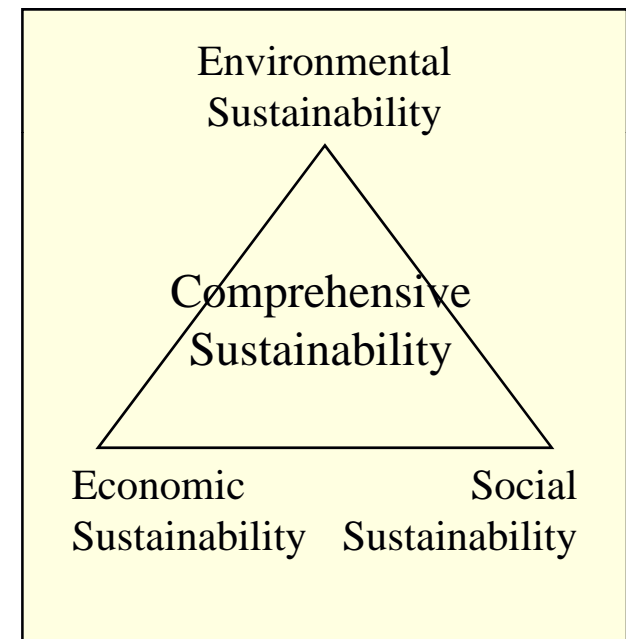
[Source: May and Crass, 2007]

Overcoming the barriers



UNIVERSITY OF LEEDS

- Overcoming those barriers requires
 - More coordination between the tiers of government, and between agencies at each level
 - Consistency in planning over the long term
 - A problem-led approach to developing solutions and strategies
 - Political champions and more positive involvement of the public and media
 - More effective use of data, models and appraisal methods
 - Financial support for strategies, without inducing policy bias
 - Legislation and regulations to support these requirements



[Source: May and Crass, 2007]]

DISTILLATE Objectives



UNIVERSITY OF LEEDS

Design and Implementation Support Tools for Integrated Local Land Use, Transport and the Environment



- Vision:
 - supporting a step change in the development and delivery of sustainable transport and land use strategies
- Principal objective:
 - developing ways of overcoming the barriers to effective development and delivery of sustainable transport and land use strategies
- www.distillate.ac.uk

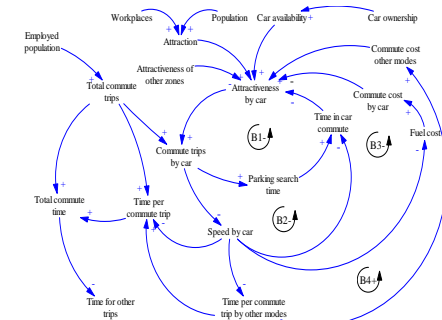
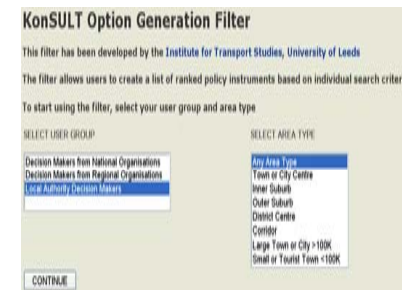
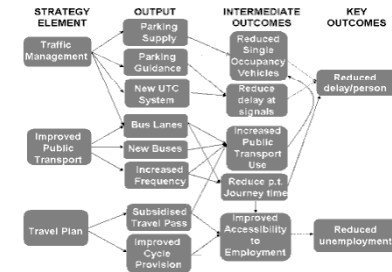


The DISTILLATE products



UNIVERSITY OF LEEDS

- 18 products: 10 tools; 8 guides
 - Advice on specifying indicators and targets
 - Option generation tools for strategies and schemes
 - Guidance on the effective use of different sources of finance
 - Simpler models and better representation of more policy instruments
 - Simpler, more consistent appraisal methods
 - Good practice in collaboration within and between institutions and stakeholder groups
- And a web-based tool to encourage use



IITS