Changing Behaviour in Passenger Transport: strategies and barriers

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Developing a strategy

• 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]

- 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
The Optimal Strategies

Study results [Six UK cities]

• 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

- 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

- 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

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

- 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