

## TAYSIDE AND CENTRAL SCOTLAND TRANSPORT PARTNERSHIP

13 DECEMBER 2022

## A NEW REGIONAL TRANSPORT STRATEGY: 'A CONVERSATION ABOUT CHANGING HOW WE TRAVEL' CONSULTATION SUMMARY

## REPORT BY SENIOR STRATEGY OFFICER

Purpose

This report provides the Partnership with a summary of the responses to the second stage of engagement to inform a new Regional Transport Strategy and outlines the next steps for developing the strategy.

Summary

This report provides information on the responses to consultation and market research undertaken on the objectives and outcomes of the RTS, the scale of change required to meet national targets and the measures required to do so.

Stakeholders were generally supportive of the objectives, outcomes and potential measures. The market research work indicated the majority of the public is supportive of the objectives and most of the measures. Nonetheless, there was significant objection towards additional charges aimed at car users. The majority of all respondents supported improved public transport.

The next steps include holding member workshops to consider key themes such as the 20% reduction in car km target; electric and low emission vehicle targets; and increasing public or shared transport.

**1 RECOMMENDATIONS**

## 1.1 That the Partnership:

- (i) notes the responses to the second stage of engagement to inform a new Regional Transport Strategy
- (ii) notes the next stages for developing a new Regional Transport Strategy.

**2 BACKGROUND**

2.1 Regional Transport Strategies have statutory status, as provided for in the Transport (Scotland) Act 2005. The Act places a duty on constituent Councils, Health Boards and other public bodies to perform their functions which relate to, or which are affected by transport, consistently with their respective Regional Transport Strategy. The Act requires that Regional Transport Partnerships (RTPs) keep their strategies under review.

2.2 The Partnership meeting of 15 September 2020 approved the preparation of a new Regional Transport Strategy (RTS) (report RTP/20/32 refers).

- 2.3 Between June and August 2021 public and stakeholder engagement was undertaken to identify the issues that need to be considered when developing the strategy. This work informed the draft Objectives and Outcomes approved by the Partnership Meeting of 14 September 2021 (report RTP/21/26 refers).
- 2.4 At its meeting on 2 August 2022 the Partnership approved the second stage of public and stakeholder engagement (Report RTP/22/19 refers). This included
- Promoting consultation documents and website to public and stakeholders
  - Programme of presentations and discussions with stakeholders
  - commissioning market research work to gain a representative public view

### 3 DISCUSSION

#### **Second phase of stakeholder engagement: A conversation about changing how we travel**

- 3.1 The second stage of stakeholder engagement focused on discussing the scale of change likely to be required to achieve the national targets and to help understand the implications this scale of change could have for individuals, businesses and agencies (such as Councils). The consultation also enabled respondents to comment on the draft objectives and outcomes and also the potential implications of the different measures which could help deliver the strategy.
- 3.2 Responses were gained from:
- 26 organisations through responses or from consultation responses
  - 35 individuals responded to the questionnaire, 84 people commented via social media
  - 1002 individuals involved in the market research work

Appendix A quantifies the number and make up of respondents to the consultation.

Appendix B includes a summary of responses from organisations.

Appendix C summarises the public responses captured via the market research work.

Appendix D summarises the public responses received via email / the questionnaire / social media.

- 3.3 Members will note that the consultation strategy for the ‘Conversation about changing how we travel’ included the intention to have an ‘Opposing Opinions’ workshop to allow stakeholders to present and discuss conflicting opinions. Time constraints have not allowed this workshop to happen during the last consultation. Nonetheless, it is suggested such a workshop remains a useful concept and officers will endeavour to introduce this into the next RTS engagement exercise.
- 3.4 A presentation will be given to this Partnership Meeting to enable a fuller understanding and discussion of the responses received. Some headlines are included in paragraphs 3.6 – 3.14 below.

### **Comments on draft objectives and outcomes**

- 3.5 Following the main issues consultation in Summer 2021, the Partnership meeting of 14 December 2021 adopted draft objectives and outcomes. A primary focus of the outcomes being to focus attention on where, and for who, interventions are most required.
- 3.6 Stakeholders were generally supportive of the objectives and outcomes. Although whilst most accept the need to focus on where action is most required, there remains a feeling amongst some that the focus on specific areas might mean their communities are ignored.
- 3.7 The market research work seeking views from a representative sample of the population indicated that most people agreed with the objectives to take climate action (77%); improve health and wellbeing (82%) or reduce inequalities (80%) and help deliver inclusive and sustainable economic growth (77%). In all cases approximately 5% did not believe these objectives were important. Angus residents were the most supportive of the objectives, with Perth and Kinross residents being the least supportive.
- 3.8 Respondents to the public online questionnaire were tended to disagree with the objectives and outcomes. Some respondents opposed the climate change objective in principle, others highlighted it as being the most important, followed by the objective to reduce inequalities.
- 3.9 Respondents pointed out the difficulties faced by those living in rural areas to reduce their car travel.
- 3.10 The above was echoed by comments received via social media. While some respondents made the case to expand the public transport network (bus and rail) as a key measure to address both climate change and social inclusion, a considerable number of respondents did not support principles to discourage car use.
- 3.11 A number of comments on social media related to issues around freight transport and the increasing numbers of HGVs and LGVs being on the local roads, impacting on the quality of life of communities.

## Comments on the potential implications of the scale of the challenge

3.12 The focus of the recent engagement was to understand the potential implications on individuals, businesses and agencies of the scale of the change required to achieve national targets, including those relating to climate change. This information will help inform members views on the ‘reach and tone’ of the draft strategy.

3.13 Table 1 summarises some of the key issues raised by stakeholders:

Where is a step change required?	Comments
<p>Significant <b>change in travel habits</b> for individuals and businesses</p>	<ul style="list-style-type: none"> <li>▪ Those that we are asking to change the most for climate change reasons are those that drive the most i.e. the wealthiest in society</li> <li>▪ Many people lead complicated lives built around the flexibility the car provides. The change required is not simply changing modes, but about changing daily routines to enable a change of modes</li> <li>▪ there was a general assumption that 20% car km reduction target can only apply to urban areas because there are few alternatives to the car in rural areas. Across the region (and Scotland) approximately 75% of car km is generated to/from our rural areas</li> <li>▪ Strategy needs to 'speak' to both urban and rural areas</li> <li>▪ Changing habits requires confidence in the alternatives. The population has faced declining public transport services and reduced local services over most of their lives</li> <li>▪ Communicating the message about why change is required and how people could change requires consistent and co-ordinated messaging amongst partner organisations</li> </ul>
<p><b>Commercial public transport services alone may not be sufficient</b> to support modal shift and social inclusion</p>	<ul style="list-style-type: none"> <li>▪ Public and shared transport solutions are at the heart of addressing climate change and social inclusion</li> <li>▪ Operators are currently facing significant challenges</li> <li>▪ Public have lost confidence in public transport</li> </ul>
<p><b>Additional finances</b> (public and private) must be found to improve</p>	<ul style="list-style-type: none"> <li>▪ Must not only ask “<i>What is the cost of undertaking action, but what is also the cost of not taking action</i>”</li> <li>▪ Charging mechanisms can provide an income stream</li> </ul>

Where is a step change required?	Comments
alternatives to the car	<ul style="list-style-type: none"> <li>▪ Finances should be directed to where they are most required and where greatest proportion will be spent on delivery</li> </ul>
<p><b>Unlikely that carrots alone will encourage a sufficient modal shift</b>, and demand management measures that reflect people's realistic choices, will be required. This is likely to require discouraging car use by those who have alternative travel options</p>	<ul style="list-style-type: none"> <li>▪ Most stakeholders believe we must give people alternatives before asking them to change behaviour.</li> <li>▪ However, it is very unlikely that all desired alternatives will be in place before we will need to introduce restrictive measures to make significant progress towards the targets</li> <li>▪ To provide an alternative to the car facilities need to exist for the whole journey</li> <li>▪ Given inability to provide alternatives for the whole region by 2030, should we co-ordinate programmes (<i>walking and cycling improvements to public transport; interchange improvements; public transport improvements</i>) on corridors and in settlements where change is most required?</li> <li>▪ There must be a geographic link between charging and provision of alternatives</li> </ul>
<p>The <b>location of services and new development</b> must not be car dependent.</p>	<ul style="list-style-type: none"> <li>▪ Locating land uses to reduce travel, whilst the right thing to do, will contribute little to reducing car travel by 2030</li> <li>▪ Improving walking and cycling to local neighbourhoods is the right thing to do, but to either reduce distances travelled or improve access to facilities, more services locally are required</li> </ul>
<p>To maximise available resources, <b>greater collaboration and maximising the co-ordination</b> of partner activities is required</p>	<ul style="list-style-type: none"> <li>▪ Limited resources, need to focus activity on where investment will have greatest impact across key outcomes</li> <li>▪ The need to focus and co-ordinate investment and activity between partners to ensure that the 'whole journey' is provided for where a modal shift is required. Deliver integrated solutions</li> <li>▪ Co-ordination required across various partners</li> <li>▪ Opportunities to share services? Co-ordinate programmes? Share responsibilities in programme development</li> </ul>

3.14 The above points were largely echoed by those who responded to the public online questionnaire and comments on social media, with respondents highlighting that modern lives have become increasingly complex. The lack of confidence in alternative modes to the private car was also raised by respondents. While most of them recognised the important role of public transport to develop a sustainable transport system within the region, it was clear that significant improvements to the public transport services will be required.

- 3.15 Providing realistic alternatives both within the urban and rural areas within the region was considered key to achieve in alternative modes.
- 3.16 While respondents thought that it was important to provide them with alternatives before enforcing change, most of them recognised the urgency behind the measures. It was acknowledged that “there is a need to lead public attitudes on this rather than follow the most vocal opinions. Some of the changes that are needed will be unpopular with some – there is a need to show why we need to act and how it will make life better for more people.”
- 3.17 Some respondents to the public online questionnaire, though, claimed that “there is no climate emergency.”

### **Comments on the potential measures**

- 3.18 In early 2022, members and officers identified all the potential measures that could help deliver each outcome. These measures were summarised within ‘delivery themes’. The consultation gave public and stakeholders to comment on the potential implications of the delivery themes and individual measures.
- 3.19 Stakeholders largely supported the delivery themes and measures. Cycling Scotland suggested that journey times objectives (*Reliable inter and intra-regional journey times*) need to be considered within the context of sustainable, inclusive growth
- 3.20 The market research work seeking views from a representative sample of the population indicated strong support across most of the potential measures. Key points to note are:
- 4 of the measures garner almost universal support (90%+). These are: Promote Fair Fares, Improving public transport, Improved accessibility & security for all across public transport and Improved accessibility & security of the street environment.
  - The only measure which is not supported is additional charges for car drivers (such as congestion charges, toll roads or road user charging) which 48% of people object to. However, more than 1 in 10 object to wider parking controls (18%) and road space re-allocation and traffic management (e.g. lane closures, bus lanes, cycle lanes) (14%)
- 3.21 Public responses to the questionnaire largely supported the delivery themes and measures. Overall, respondents identified the delivery themes to address climate change as being the most important. This was followed by the delivery themes to reduce inequalities. Improved public transport was considered key in addressing both climate change and social inclusion.
- 3.22 Respondents felt, however, that measures being implemented to restrict car travel could be perceived as punitive by residents.

- 3.23 On social media the measures which received the most support were improving public transport, addressing road maintenance and improving conditions for motorists. A number of comments were against restrictions on car use, but this was countered in some cases by those arguing that some form of restrictions may be necessary.

### **Next Steps**

#### **Member briefing sessions**

- 3.24 Officers intend to produce a draft Tayside and Central Scotland Regional Transport Strategy for consultation over summer / autumn 2023. While the responses to the 'Conversation about Changing how we travel' will give members a feel for individual and stakeholders views on the scale of change and its implications, it is proposed that member workshops be held to enable discussion across the following major policy areas:
- 20% reduction in car km
  - Introduction of electric and low emission vehicles
  - A step change in public or shared transport provision
- 3.25 Members have previously agreed to a briefing session on the work considering how the national target of a 20% reduction in car km could be met in the Region. An introduction to this subject is included in paragraphs 3.27 - 3.29.
- 3.26 It is further proposed that prior to members considering a draft strategy that an 'away day' be held to pull together the various strands of RTS development and allow discussion of any conflicting issues.

#### **National 20% car km reduction target**

- 3.27 Members will recall that Jacobs was engaged to help inform the Partnership's opinion on how the target to reduce car km by 20% included in the Scottish Government's Climate Change Action Plan could be achieved.
- 3.28 The work identified who and where were the biggest generators of car km. Key messages include:
- 70.3% of car km is generated from or to rural areas
  - 73% of car km is generated by trips over 10km
  - The wealthiest in society generate 3 times the car km compared to the poorest in society
- 3.29 A presentation will be given to this Partnership Meeting to introduce members to the findings of the work to help inform consideration of the package of interventions which support all the objectives and outcomes in the draft RTS

## **4 CONSULTATIONS**

- 4.1 The report has been prepared in consultation with the Local Authority transport officers.

## **5 RESOURCE IMPLICATIONS**

- 5.1 As noted in Item 5 '2022/23 Budget Monitoring Report', allowance has been made within the RTS Revenue Budget in 2023 to undertake the storymap consultation website; 20% car km reduction work; modelling; target setting and graphic work.

## **6 EQUALITIES IMPLICATIONS**

- 6.1 This report has been screened for any policy implications in respect of Equality Impact Assessment and no major issues have been identified. The process of developing a RTS will include the following impact assessments:

- Equality and Human Rights Impact Assessment
- Fairer Scotland Duty Assessment
- Children's Rights Impact Assessment
- Health Inequalities Impact Assessment

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## **NOTE**

The following background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (and not containing confidential or exempt information) were relied on to a material extent in preparing the above Report:

Report to Partnership RTP/20/32, A New Regional Transport Strategy for the Tactran Region, 15 September 2020

Report to Partnership RTP/21/09, A New Regional Transport Strategy: Main Issues Report and Consultation Strategy, 16 March 2021

Report to Partnership RTP/21/15, A New Regional Transport Strategy: Update, 15 June 2021

Report to Partnership RTP/21/26, A New Regional Transport Strategy: Objective Setting, 14 September 2021

Report to Partnership RTP/21/32, A New Regional Transport Strategy: Option Identification, 14 December 2021

Report to Partnership RTP/22/09, A New Regional Transport Strategy: Some Big Questions, 15 March 2022

Report to Partnership RTP/22/17, A New Regional Transport Strategy: Update, 14 June 2022

Report to Partnership RTP/22/19, A New Regional Transport Strategy: A Conversation About How We Travel, 2 August 2022

Report to Partnership RTP/22/24, A New Regional Transport Strategy: Progress Report, 20 September 2022

## Appendix A

### A conversation about changing how we travel: Respondents

<b>Who we've engaged with and had input</b>
<b>Transport Authorities:</b> Network Rail; Sustran; Nestrans; Angus, Dundee, Perth and Kinross and Stirling Councils' transport officers; Fife Council; Perth and Kinross Mobility Board
<b>Public Bodies:</b> Tay Cities City Region Deal Management Group; Tay Cities Heads of Economic Development; NHS Tayside; NHS Forth Valley; NatureScot; Loch Lomond and the Trossachs National Park Authority
<b>Community Planning:</b> Angus CPP; Perth and Kinross CPP; Stirling CPP; Angus Transport Network; Dundee Transport Forum; Stirling Child Poverty Working Group ( <i>CPP meetings included Police; Fire; HSCPs; Scottish Enterprise; DWP; Skills Development Scotland</i> )
<b>Other transport bodies:</b> Sustrans; Cycling Scotland; Living Streets;
<b>Third Sector:</b> Royal Voluntary Service
<p><b>Public:</b></p> <ul style="list-style-type: none"> <li>• Blackford Community Council; Strathallan Community Rail Partnership</li> <li>• Members of the Scottish Youth Parliament; Youth Voices Stirling</li> <li>• 1002 members of the public via market research work</li> <li>• 35 individuals responded to the questionnaire, 84 people commented via social media</li> </ul>
<b>Ongoing Engagement</b>
University of Highlands and Islands (Perth); Community Transport Association, Cairngorms NPA
<b>Who else we've invited comments from</b>
Bus operators / Clacks / Falkirk Councils / Colleges
Community Councils; Equality networks (age / multi-cultural / disability networks / Dundee Health and Social Care / Dundee VVA); Community Rail Partnerships
<b>Groups suggested by partners for further engagement</b>
<p><b>'Main Issues' stage</b></p> <p>Young people; Angus Health and Social Care Partnership; Dundee Transport Forum; Angus Life; Perth and Kinross Equalities Strategic Forum and Communities Equalities Advisory Group; Forth Valley College Sustainability Committee; MSIP; Eden Project; Scottish</p>

Enterprise; Universities; Emergency Services; Stirling Business Ambassadors Programme;  
Working with Dundee CoC / Scottish Enterprise (sector groups and Enterprise Forum)  
**'Conversation about changing how we travel' stage:**  
Scottish Communities Climate Action Network; Chambers of Commerce

# A conversation about changing how we travel: responses from organisations

### Objectives and outcomes

There was general support for the draft objectives and outcomes. Comments related to:

- Strathallan Community Rail Partnership have concerns than the outcomes, which will focus action on where it is most required / will have greatest impact, may mean that there is no intention to make area wide improvements (*the draft strategy can explain that improvements are sought everywhere, but practicalities mean that this cannot all be achieved at once*)
- Blackford Community Council noted noise and safety issues arising from the A9 (Outcome '2.2.2 Reduce the impact of traffic on communities on strategic routes' will cover this)
- Cycling Scotland note that addressing Transport Poverty is key to supporting the Government's Child Poverty Targets (*during the consultation, a number of people have sought to understand the relevance of the Child Poverty Targets as a key driver. Explaining the relevance through 'transport poverty' could assist*)
- Cycling Scotland also suggest that journey times objectives (see 4.1 Reliable inter and intra-regional journey times) need to be considered within the context of sustainable, inclusive growth
- Nature Scotland suggest that the Climate Change objective should make links to the Biodiversity Crisis (*There is a balance in keeping the message as short as possible, whilst also highlighting how transport interventions can and should take account of the broader public sector objectives. This will be considered in the draft strategy*)
- Transport Scotland note that the four over-arching objectives are not objectives as they are not SMART (*the outcomes will be SMART. Nonetheless suggest reviewing the terminology used for the objectives and outcomes*)

## Implications of: Significant **change in travel habits** for individuals and businesses

### Who is change targeted at?

- Those that we are asking to change the most for climate change reasons are those that drive the most i.e. the wealthiest in society. Most (but not all) of our poorest areas are both closer to services and have better bus services (*PKC Mobility Board*).
- Nonetheless:
  - whilst the poorest may travel less, it is likely that they make less discretionary journeys (*Stirling CPP*). Also poorer communities more likely to be working shifts where there is likely to be few or no public transport options
  - there is also a need for modal shift for congestion, air quality and health promotion reasons. With regard to encouraging a modal shift, Cycling Scotland note that 70% regard roads as unsafe for children to cycle
- In most discussions there was a general assumption that 20% car km reduction target can only apply to urban areas because there are few alternatives to the car in rural areas. Across the region (and Scotland) 75% of car km is generated to/from our rural areas. The target will not be achieved simply through action in urban areas (*Transport Scotland 20% car km reduction route map / Jacobs 20% car km reduction report*) Suggest we need to show the best that partners in the region can achieve before national assistance is applied

### Barriers to change

- Many people lead complicated lives built around the flexibility the car provides. The change required is not simply changing modes, but about changing daily routines to enable a change of modes (*Dundee Transport Forum*). Where people need to go is not necessarily the nearest centre, transport choices need to recognise this (*Members of the Scottish Youth Parliament*)
- Changing habits requires confidence in the alternatives. The population has faced declining public transport services and reduced number of local services over most of their lives. Loss of buses and banks remain common local headlines. This is then compounded by an actual or perceived unreliability of public transport (*PKC CPP*). Integrated and reliable solutions are required to convince people to change habits.

- Car remains an aspirational goal, whether petrol/diesel or electric (*Active Travel Partners*)

### **Suggestions**

- Strategy needs to 'speak' to both urban and rural areas. Messages about modal shift seem irrelevant to rural localities (*Active Travel Partners*)
- Communicating the message about why change is required and how people could change requires consistent and co-ordinated messaging amongst partner organisations (*PKC Mobility Board / TayCities Heads of Economic Development*)

*“There is a need to lead public attitudes on this rather than follow the most vocal opinions. Some of the changes that are needed will be unpopular with some – there is a need to show why we need to act and how it will make life better for more people”*

- Impact assessments both identify potential impacts and should shape policy and programmes (*Active Travel Partners*)
- People require quicker public transport journey times (*MSYP*)
- Recognise need to support elected members on implications of change (*RTLG*)

Implications of: **Commercial public transport services alone may not be sufficient** to support modal shift and social inclusion

### Importance of public transport

- Public and shared transport solutions are at the heart of addressing the climate change and social inclusion agendas. There has been little enhancement in buses, which have best chance of supporting social inclusion objectives and addressing those medium distance trips (which generate significant mileage). Most rail and active travel spend currently benefits the more prosperous (*RTPs / RTLG*)

### State of the industry

- Public transport services currently insufficient to provide sufficient alternatives. Operators are currently facing significant challenges, with services consequently being cut. Fewer operators put e.g. school transport services at risk (*RTLG / Fife / CPPs*)
- Public have lost confidence in public transport (*most discussions*)

### Suggestions

- Public run public transport models may help better link car charging to infrastructure investment and affordability measures, as well as providing security for school transport provision etc. (*RTLG*)
- What role can Demand Responsive Transport play? (*Angus CPP*)
- Pricing:
  - Affordability of fares is essential for social inclusion
  - Needs to be competitive with the (incremental) cost of using the car to encourage a modal shift. In addition, rail pricing results in inequalities across the region (*e.g. it is half the cost to travel to Edinburgh or Glasgow from Stirling than Dundee despite similar travel times. favours travel to Edinburgh and Glasgow locations in central belt (HoED). Significant step changes between stations in fares mean people drive to the next station (Blackford CC)*)
  - Free travel for under 22s is good but only benefits those where there are bus services (*PKC CPP*)

Implications of: **Additional finances** (public and private) must be found to improve alternatives to the car

### **Context**

- Must not only ask “What is the cost of undertaking action, but what is also the cost of not taking action” (*Stirling CPP*)
- Supported public transport budgets continue to be cut. Active travel funding opportunities continue to increase. Bus fund provides opportunities for public transport infrastructure (*TRTLG*)
- Cannot ignore a key financial challenge is maintenance (and improving resilience) of networks (*PKC CPP / Cycling Scotland*)

### **Suggestions**

- Transport is a ‘service’ which enables people to access jobs, employment, education, services etc, yet consideration of its funding is often unrelated to the costs/benefits of society. The costs of supported public transport should be weighed against the benefits to society. Also need to ensure that development covers the costs of the travel demands it generates (*RTLG*)
- Charging mechanisms can provide an income stream (*RTLG*)
- Finances should be directed to where they are most required (*Active Travel Partners*) and where greatest proportion will be spent on delivery (*RTLG*)
- Opportunities for public/private sector partnerships may exist where there are shared or complementary objectives (*RTLG*)



Implications of: **Unlikely that carrots alone will encourage a sufficient modal shift**, and demand management measures that reflect people's realistic choices, will be required. This is likely to require discouraging car use by those who have alternative travel options

### **Sticks before carrots?**

- Whilst public responses recognised the need for change, there is a hostile response to change being forced on people (*Dundee Transport Forum / MSYP*) and no belief that it is practical in a rural area where it is perceived there are no alternatives to the car
- Most stakeholders believe we must give people alternatives before asking them to change behaviour. However, it is very unlikely that all desired alternatives will be in place before we will need to introduce restrictive measures to make significant progress towards the targets (*Active Travel Partners / RTLG*). To provide an alternative to the car improved facilities need to exist for the whole journey. Given inability to provide alternatives for the whole region by 2030, should we co-ordinate programmes (walking and cycling improvements to public transport; interchange improvements; public transport improvements) on corridors and in settlements where change is most required?
- Charging without solutions is unlikely to alleviate the problem, more likely to just add to the cost of travel.

### **Impacts**

- Cost of living crisis highlights the need to ensure that any restrictive measures are fair and equitable. It is important that measures do not exacerbate e.g. child poverty issues (*Stirling Child Poverty WG*)
- Volunteers and carers unlikely to have newer / cleaner vehicles and may clock up reasonable mileage (*RVS*)

### **Considerations**

- Charges at the destination (e.g. car parking; workplace parking levy; congestion charges) which can be implemented by local authorities are likely to have a limited impact on distance travelled. Measures that are more likely to have an impact on distance travelled (ie road charging) would be responsibility of Scottish Government (*RTPs*).
- Restraint measures will have an impact on those accessing from neighbouring areas. Equally authorities are often reluctant to introduce charges which they

perceive will put their centres at a disadvantage. Cross boundary co-ordination between areas is required (*Tay Cities HoED / Cycling Scotland / Fife*)

- Technology gives us opportunities to charge proportionally based on personal circumstances (road user charging and alternatives) (*RTLG*)
- Local authorities would have greater control over resources raised locally

Implications of: The **location of services and new development** must not be car dependent.

#### **Current position**

- Local facilities are continuing to decline (eg banks / post offices) (*CPPs*)
- Most communities will cite lack of public transport as a problem. Is the problem lack of local services? (*PKC CPP*)
- Which organisations are looking at providing services remotely or local? Colleges and NHS looking at what services can be delivered remotely (*PKC CPP*)

#### **Suggestions: land use**

- Locating land uses to reduce travel, whilst the right thing to do, will contribute little to reducing car travel by 2030 (*Active Travel Partners*). Greater priority to transport considerations in development planning and management processes required (*RTLG*)

#### **Suggestions: 20 minute/liveable neighbourhoods**

- 20min neighbourhoods require all services to work together, this is best explored and communicated with partners and communities via the Placemaking tool / framework (*PKC CCWG*). Improving walking and cycling to local neighbourhoods is the right thing to do, but to either reduce distances travelled or improve access to facilities, more services locally are required.
- Additional Cost to services of providing services locally (*PKC CPP EOG*).

Implications of: To maximise available resources, **greater collaboration and maximising the co-ordination** of partner activities is required

### **Prioritising action**

- Limited resources, need to focus activity on where investment will have greatest impact across key outcomes. Do we need to prioritise outcomes? (*TRTLG*)
- Stakeholders noted that changing behaviour requires improvements to alternatives for the whole journey (*i.e. walking or cycling to public transport interchange; improvements at the interchange; public transport service improvements; walking and cycling improvements to destination*). Given inability to deliver alternatives across the whole region by 2030, stakeholders recognised the need to focus and co-ordinate investment and activity between partners to ensure that the 'whole journey' is provided for where a modal shift is required. To provide integrated solutions (*TRTLG / Active Travel Partners*)

### **Co-ordination**

- Co-ordination required
  - both within region and on key routes crossing regional boundaries (*RTPs / Dundee Transport Forum*)
  - planning / electricity / broadband / service providers. Need to ensure development decisions don't increase unsustainable travel demands (*Dundee Transport Forum*)
  - within organisations. Need to be conscious of other council decisions (locational / service) running counter to these principles (*Tay Cities HoED*).
  - Public transport....services....ticketing....information (*most discussions*)
- Opportunities to:
  - Share services
  - 'one public estate' (e.g. electric vehicle charging requirements) (*PKC / Angus CPP*)
  - Efficiency: Separate organisations may be better placed to take responsibility for different stages within a process / Share responsibilities in programme development
  - Co-ordinate programmes (to deliver integrated solutions); build around major investment (*Network Rail*)

## Interventions

Measures are by and large supported. Strong themes include:

**Integration of modes** especially active travel and affordable public transport, and ticketing and information to support and promote such (Cycling Scotland / Sustrans)

**Active travel:** Sustrans is keen to promote the concept of developing Regional Active Travel networks. A regional commitment to an active travel network can also guide contributions from development gain and help developers and planners to identify optimal routes.

**Park and ride** (*Angus CPP / MSYP / Dundee Transport Forum*)

**Maintenance and resilience:** *Nestrans* noted the important of ensuring strategic routes are resilient

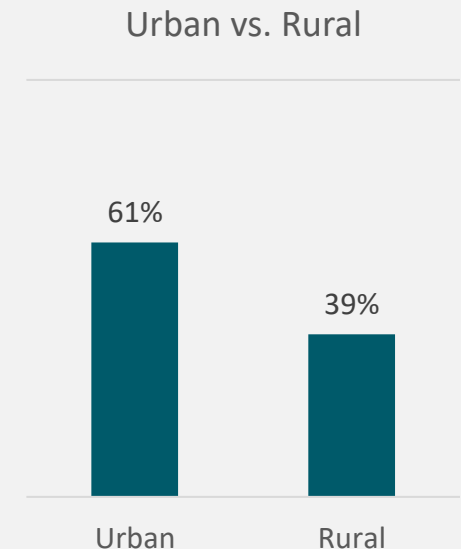
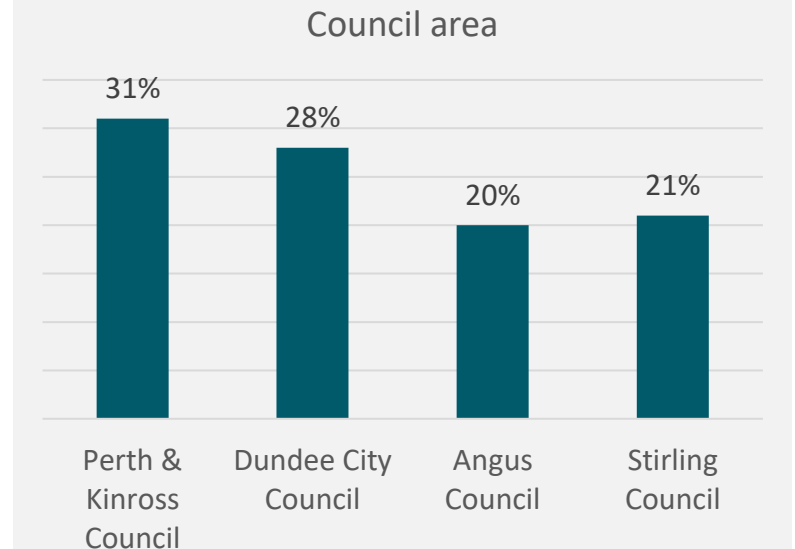
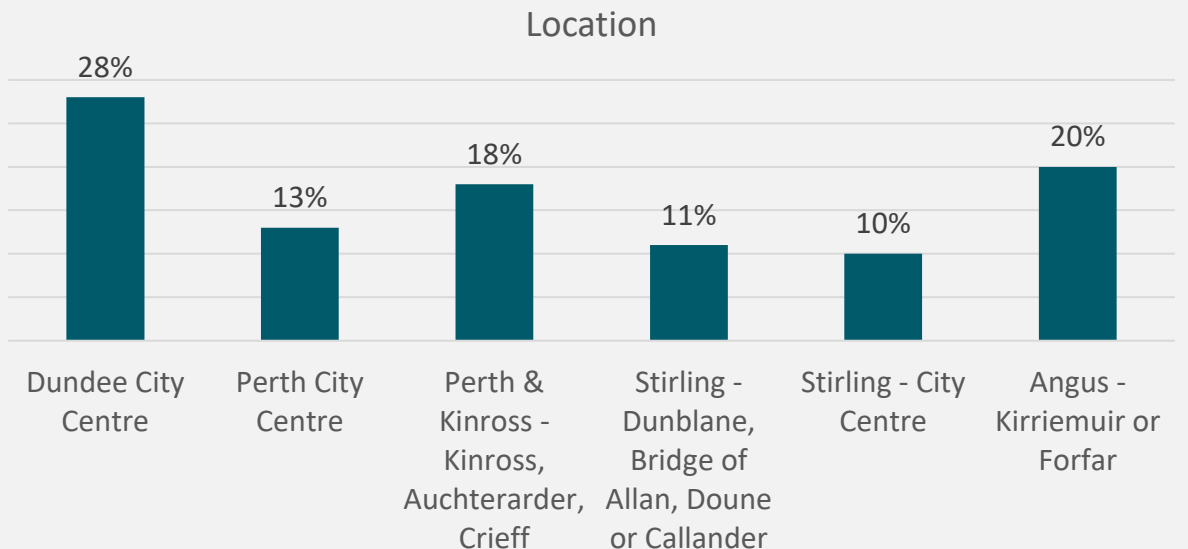
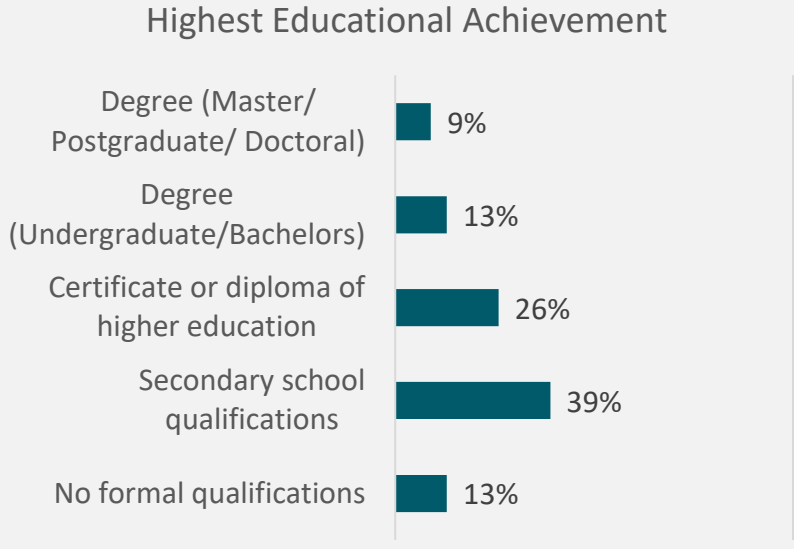
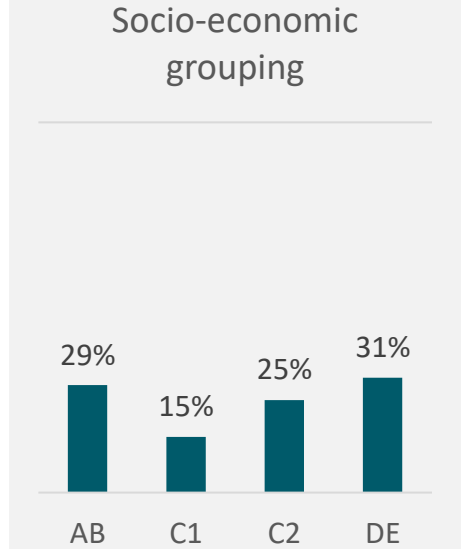
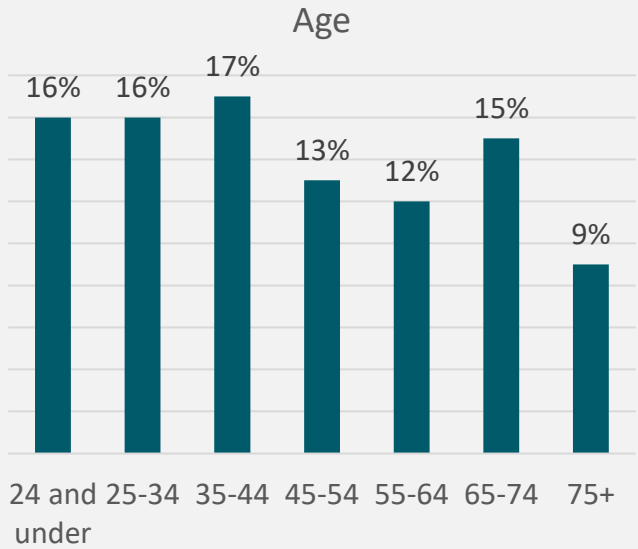
Cycling Scotland advise caution over placing the emphasis to reduce greenhouse gas emissions on electric vehicles given they still generate pollution and emissions (from construction)

*Nestrans* noted that the future role of new technologies (e.g. links to digital strategies and new uses for data, alternative fuels and the potential for connected and autonomous vehicles) do not appear to be reflected in the delivery themes.

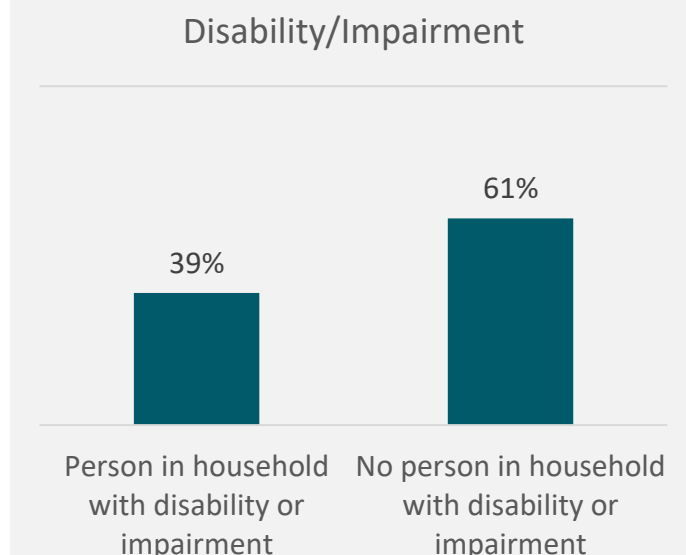
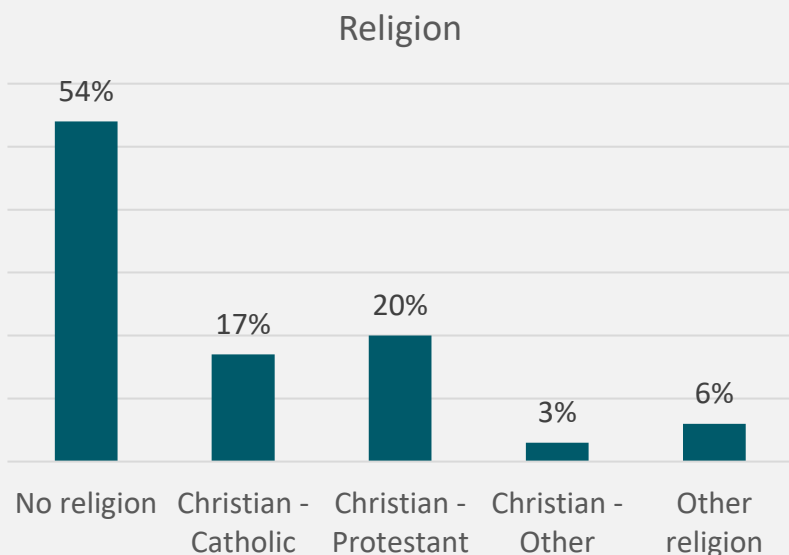
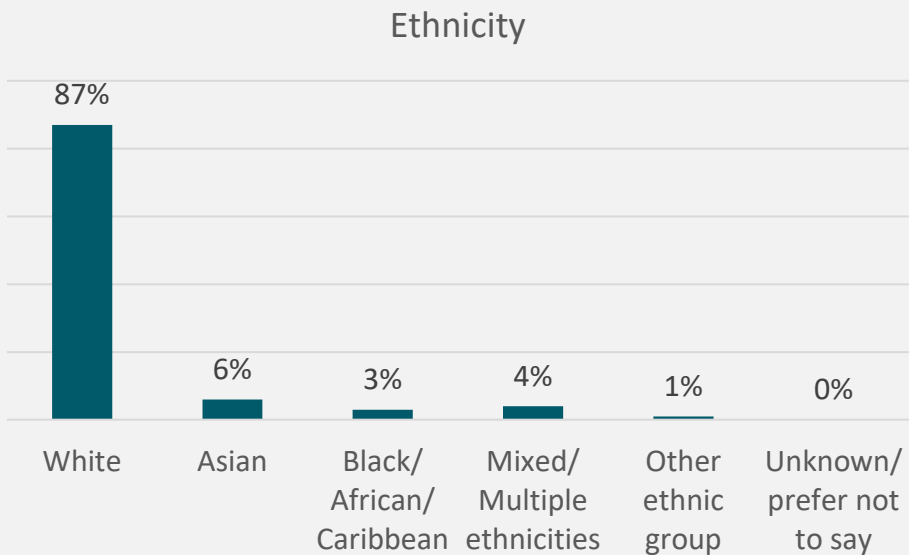
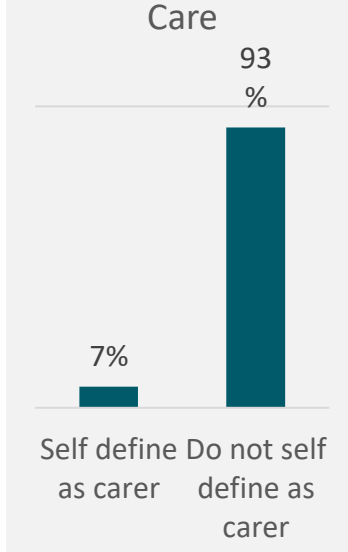
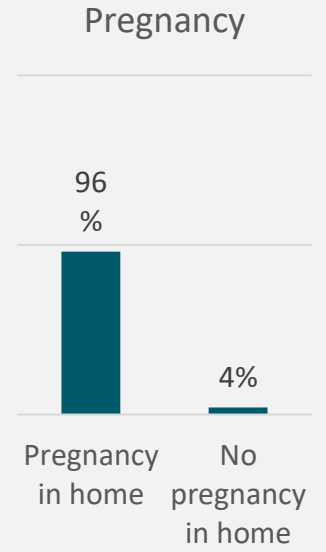
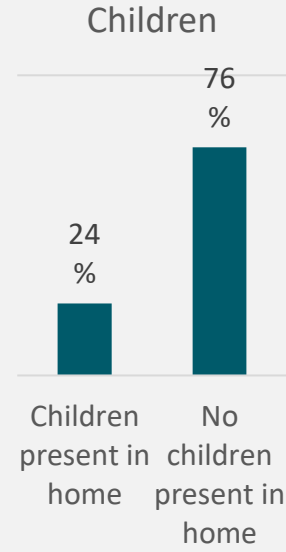
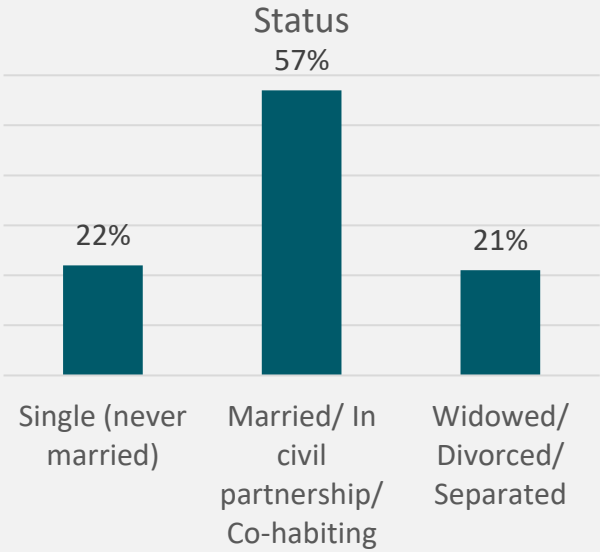
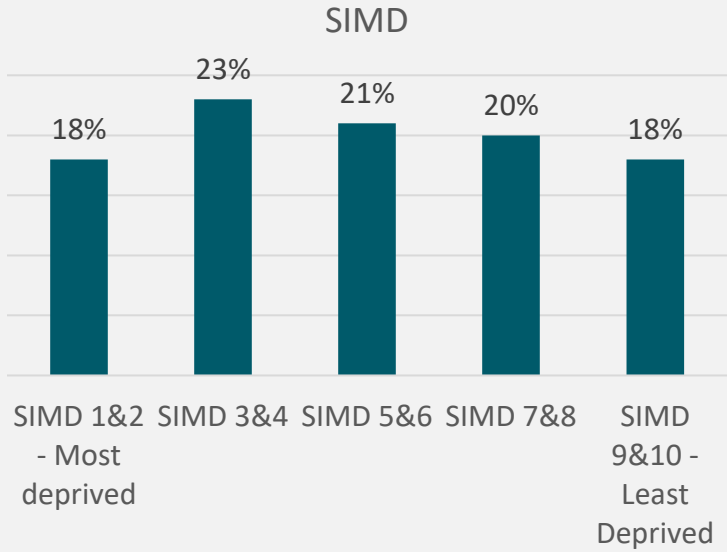
# **A conversation about changing how we travel: summary of market research work**

Taylor McKenzie were employed to gain a representative view of the issues being discussed in the consultation from a representative sample of the population. 1000 people participated in on-street interviews, whilst another 14 participated in focus group sessions. This appendix summarises some key stats relating to travel habits attitudes towards objectives.

# Who did we speak to? (1)



# Who did we speak to? (2)



# Summary – Objectives

- **All 4 objectives are deemed important by at least 4 out of 5 people in the area, with improving health and wellbeing being viewed as most important**
- **Residents in the Angus Council Area are more likely than the norm to place importance on all objectives and those in Dundee City to place importance on taking climate change action**



# Summary – Measures

- **4 of the measures garner almost universal support (90%+). These are: Promote Fair Fares, Improving public transport, Improved accessibility & security for all across public transport and Improved accessibility & security of the street environment.**
- **The only measure which is NOT supported is additional charging for car users (e.g. congestion charging, toll roads, road user charging) which 48% of people object to**
- **However, more than 1 in 10 object to wider parking controls (18% objecting) and road space re-allocation and traffic management (e.g. lane closures, bus lanes, cycle lanes) (14% objecting)**
- **Those in SIMD 1&2 (the most deprived) are more supportive than the norm of Road user charging (e.g. tolls for using roads), Road space re-allocation and traffic management (e.g. lane closures, bus lanes, cycle lanes), Measures in neighbouring authorities that could reduce car use, Wider parking controls and Improving network resilience (ensure transport networks in the region are resilient to any disruption, maintenance regime - ensuring access to services is maintained)**

**The findings of this research indicate a strong alignment of residents views with the key objectives of the proposed strategy and high levels of support for the majority of measures being considered. The following areas of priority are suggested:**

## **Priority Focus – Objectives**

- **Improving health and wellbeing**

## **Priority Focus – Measures**

- **Promote Fair Fares**
- **Improving public transport**
- **Improved accessibility & security for all across public transport**
- **Improved accessibility & security of the street environment**

**However, there is a strong degree of objection to new charges aimed at motorists such as road user charging, congestion charging, road tolls etc.**

# A conversation about changing how we travel: questionnaire and social media responses received from the public

## Introduction

This appendix summaries:

- the public responses to the questionnaire (35 responses)
- the themes raised on social media (84 people commented via social media)
- the responses to the Courier article (10<sup>th</sup> October 2022) (10 responses)

## Summary of questionnaire responses received from the public

<b>Will the proposed objectives and outcomes help address the issues identified?</b>	
Do you agree with the objectives and outcomes?	Overall, respondents (n=13) tend to disagree with the objectives and outcomes.
Do the outcomes help support the issues identified?	<p>Overall, respondents (n=13) tend to also disagree that the outcomes help to address the issues identified.</p> <p>Some respondents opposed the climate change objective in principle, others highlighted it as being the most important, followed by the objective to reduce inequalities.</p> <p>Respondents pointed out the difficulties faced by those living in rural areas to reduce their car travel. However, there was a desire to reduce both car ownership and car travel.</p> <p>It was felt that measures being implemented to restrict car travel could be perceived as punitive.</p> <p>Some respondents highlighted the role public realm improvements could have to reduce both car ownership and car travel and build a mutual understanding for any respective measures being brought forward.</p> <p>With regards to alternative and clean fuels, the costs of electric vehicles were identified as a barrier. So was a lack of a network to support the further uptake of hydrogen fuel cell electric vehicles.</p> <p>Respondents highlighted the advantages of rail travel and suggested the reopening of lines within the region.</p>
<b>Do you support the general approach to hit or better the interim climate change and child poverty targets by 2030?</b>	

<p>Do you support the general approach to hit or better the interim climate change and child poverty targets by 2030?</p>	<p><b>Overall, respondents (n=12) tend to strongly disagree with the general approach proposed to address targets</b></p> <p>This appears to be due to concern about the scale of change in a short time scale. Respondents also pointed out the disproportionate implications for rural communities.</p> <p>There was a feeling among respondents that - based on the current transport provision within the region - this approach impacts on their personal freedom and choice.</p>
<p><b>What are your views on the potential measures?</b></p>	
<p><b>Improving safety</b></p>	
<p>How strongly do you agree with the need to improve safety?</p>	<p><b>Overall, respondents (n=13) tend to strongly agree with the need to improve safety.</b></p>
<p>Do you agree with all the potential measures to improve safety?</p>	<p>7 respondents agreed with the potential measures while 6 respondents did not agree with them.</p>
<p>Respondents highlighted the need to reduce the number of cars on the road. This not only decreases the number of fatalities, but can have a positive impact on the public realm.</p> <p>Respondents were undecided over speed limits. Respondents were against the idea of blanket speed limit on urban and rural roads but support their targeted use, with respondents being supportive of lower speed limits outside schools. Enforcement was named as key to the successful use of speed limits to improve road safety.</p> <p>However, most respondents do not want speed restriction on rural roads.</p> <p>Re-education was also much more popular than prosecution.</p>	
<p><b>Influencing travel choices and behaviour</b></p>	
<p>How strongly do you feel we should be influencing travel choices and behaviour?</p>	<p>Overall, respondents (n=13) tend to agree with the need to influencing travel choices and behaviour.</p>
<p>Do you agree with all the potential measures to influence travel choices and behaviour?</p>	<p>9 respondents did not agree with the potential measures while 5 respondents did agree with them (n=14).</p>
<p>Respondents are being concerned about the scale of change which will impact on their lives. Respondents also pointed out the disproportionate implications for rural communities.</p> <p>There was a feeling among respondents that - based on the current transport provision within the region - this approach impacts on their personal freedom and choice.</p> <p>Respondents raised concerns about potential impacts on the viability of town and city centres if access by car was restricted.</p>	

Respondents not opposing the potential measures in principle, highlighted the need to reinvest any income from road user charging to improve alternatives to the car. Improving public transport services was specifically mentioned.

Respondents also suggested businesses need to sit up and rethink their business model and operations to enable a transition to more sustainable transport within the region.

Respondents also highlighted the need to introduce restrictive measures in an equitable and fair way.

The need for the strategy to be proactive rather than reactive was also highlighted. The role of the planning system to manage, control and regulate forthcoming developments, balancing the needs with the protection of amenity, and the public realm in the wider public interest was specifically mentioned.

**Improving access to public transport**

<b>How strongly do you feel we should be improving access to public transport?</b>	Overall, respondents (n=14) tend to strongly agree with improving access to public transport.
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<b>Do you agree with all the potential measures to improve access to public transport?</b>	12 respondents agreed with the potential measures while 3 respondents did not agree with them (n=15).
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Overall, respondents recognised the significance of public transport within the region. Suggested improvements included the improvement of public transport interchanges, reconfiguring access links and relocating bus stands to improve access to public transport for local people.

Active travel (walking and cycling) links to public transport interchanges were specifically mentioned.

**Improving sustainable travel opportunities**

<b>How strongly do you feel we should be improving sustainable travel opportunities?</b>	Overall, respondents (n=15) tend to strongly agree with improving sustainable travel opportunities.
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<b>Do you agree with all the potential measures to improve sustainable travel opportunities?</b>	13 respondents agreed with the potential measures while 2 respondents did not agree with them (n=15).
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Overall, respondents were supportive of the potential measures, highlighting the need to further develop the active travel network within the region. Urban active travel networks needed to better link origins and key destinations such as Dundee University and Ninewells Hospital.

The need to better integrate active travel with public transport was identified as key to provide an attractive and seamless alternative to the car. Improving the integration

of bus and rail timetables was also seen as a measure to improve sustainable travel opportunities within the region.

Some respondents reported of negative experiences regarding free bus travel.

Respondents also referred to the opportunities of Demand Responsive Transport services.

Some respondents, however, were concerned that while the potential measures are aspirational, the set ambitions were unrealistic for the set timescale.

### **Decarbonising transport and a just transition**

**How strongly do you feel we should be decarbonising transport?**

Overall, respondents (n=15) tend to agree with decarbonising transport.

**Do you agree with all the potential measures to decarbonise transport?**

9 respondents agreed with the potential measures while 5 respondents did not agree with them (n=15).

Overall, respondents were supportive of decarbonising transport. Respondents were concerned, though, about the costs of Ultra Low Emission Vehicles (ULEVs) which are still remarkably high compared to traditional petrol cars. The costs were perceived as a main barrier.

Respondents were also concerned about the publicly available charging infrastructure, especially in rural areas. Grid capacity was named as a concern with regards to the possibility to develop the charging network further.

With regards to the further development of the charging network and the installation of new chargers, respondents stated the need to consider the needs of other people, especially those walking, when it comes to locating charging infrastructure within the public realm.

It was further highlighted, that the transition to ULEVs should not be at the expense of ambitions to achieve mode shift to active travel and, most importantly, public transport. A reduction in the number of cars and the number of car journeys should still be the main objective. Such a reduction would mean that investment in roads could be reduced with the funds being used for further improvements to the alternative modes.

Respondents also highlighted the risk that with ULEVs carbon emissions are simply transferred as the vehicles are only as green as the electricity supply.

The risks of power cuts impacting the network was also mentioned.

There was also concern that the focus on ULEVs would lead to a redundancy of petrol vehicles when they are being replaced with ULEVs.

### **Improving the accessibility & security of our transport networks**

**How strongly do you feel we should be improving the accessibility and security**

Overall, respondents (n=14) tend to strongly agree with improving the accessibility and security of the transport networks.

<b>of our transport networks?</b>	
<b>Do you agree with all the potential measures to improve the accessibility and security of our transport networks?</b>	11 respondents agreed with the potential measures while 2 respondents did not agree with them (n=13).
<p>Respondents commented on the safety and fear factors with regards to the public realm. A safe and attractive public realm has a key role to play both during the daytime and evening. Street lighting was highlighted as an element to ensure the public realm feels safe.</p> <p>Respondents also suggested that they do not feel safe on trains and at stations.</p> <p>The need for more security personnel was highlighted.</p>	
<b>Reducing the need to travel by car through the location of development and services</b>	
<b>How strongly do you feel we should be reducing the need to travel by car through the location of development and services?</b>	Overall, respondents (n=15) tend to strongly agree with reducing the need to travel by car through the location of development and services.
<b>Do you agree with all the potential measures to reduce the need to travel by car through the location of development and services?</b>	10 respondents agreed with the potential measures while 5 respondents did not agree with them (n=15).
<p>While in support of the principle, respondents are sceptical whether the planning system would deliver such a change. Reference was made to major peripheral housing developments which would still be giving consent by local Councils.</p> <p>Respondents felt that measures such as the 20 minutes neighbourhoods may only be applicable for forthcoming developments as the principle could not be retrofitted in existing developments. Respondents further wondered whether developments without adequate car access would sell.</p> <p>Others commented that short local trips within their neighbourhoods are impacted on when drivers use residential streets not intended as shortcuts instead of main roads. They suggested to make the local road network(s) less permeable for cars and close certain roads to avoid cut-through traffic and improve the quality of life within neighbourhoods.</p> <p>Considerable difficulties to access medical services by public transport were also highlighted.</p>	

As was the fact that it is not always possible not to travel - many young people, for example, had no option but to travel for work or higher education, and entry-level jobs.

**Improving strategic connectivity**

<b>How strongly do you feel we should be improving strategic connectivity?</b>	Overall, respondents (n=11) tend to strongly agree with improving strategic connectivity.
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<b>Do you agree with all the potential measures to improve strategic connectivity?</b>	8 respondents agreed with the potential measures while 5 respondents did not agree with them (n=13).
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Respondents commented on required improvements to the rail network to improve connectivity within the region and further afield to the Central Belt. It was acknowledged that the network infrastructure needs to be significantly improved.

It was stated that there is a risk with addressing pinch points in the network only shifts the problem along the network to another location.

Respondents questioned the reasoning for measures to improve connectivity to airports. Respondents were undecided whether this should be a priority.

**Improving network resilience**

<b>How strongly do you feel we should be improving network resilience?</b>	Overall, respondents (n=10) tend to strongly agree with improving network resilience.
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<b>Do you agree with all the potential measures to improve network resilience?</b>	8 respondents agreed with the potential measures while 2 respondents did not agree with them (n=10).
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Respondents stated that both cycle lanes and pavements need to be maintained to a high standard as many emergency workers would use them if the roads were impassable. According to respondents, this became obvious in recent winter storms when doctors and nurses walking to hospital.

**Question 3: Do you agree with all the delivery themes? Which do you consider are the most important? Which potential measures don't you agree with, or which may assist you the most? What is the likely impact of the measure on you? Are there potential measures we have not included?**

Respondents who opposed climate change objective tended to oppose the delivery themes in principle. Respondents who supported the climate change objectives highlighted the delivery themes to address climate change as being the most important. This was followed by the delivery themes to reduce inequalities.

Respondents outlined the impacts on potential measures on them. Responses ranged from "don't think I would change my behaviour unless a much better infrastructure was in place that was affordable for all", to those who stated that "reducing traffic



*and pollution would impact my life for the positive. As an asthma sufferer [they] would less likely to have an attack and use more active transport modes."*

Respondents also highlighted that modern lives have become increasingly complex.

Concerns about the impact of the measures on small businesses were also raised again.

#### **Is there anything else that we should consider when finalising our approach?**

Some respondents denied any climate crisis and asked to *"just leave it the way it is"* as *"there is no climate emergency"* whilst others requested that Tactran should *"try actually listening to what people who live in the real world actually want."*

However, there were opposing opinions put forward. One suggested a *"strategy [that] needs a clear commitment on climate, health, and equality. A vision of making places better and lives better – not just moving traffic. There is a need to lead public attitudes on this rather than follow the most vocal opinions. Some of the changes that are needed will be unpopular with some – there is a need to show why we need to act and how it will make life better for more people."*

## **Summary of comments received via social media**

<b>Comments on issues</b>	<b>Number</b>
Process is a waste of time <i>Require a "noticeable outcome of actioning people's views and requests given in consultation like this"</i>	7
Action to reduce climate change is required, even if inconvenient	6
Recognition of the need for freight traffic	6
Centralisation / shifts of facilities mean little choice but to drive <i>"they used buses or trains to get into towns. Cars came along and became more affordable and convenient. People don't use town centres as much now, they go park and shop at retail parks, because it's convenient. Now people shop online, because it's convenient. See the common denominator here? Convenience. Public transport isn't convenient, it doesn't run to the time you want it, it doesn't go where you want it to go sometimes, it isn't safe at times, you might have a disability and the bus stop is further than you're able to walk to."</i>	3
Negative impacts of freight traffic	2
Reliability of public transport	2
Antisocial behaviour on public transport	1

<b>Comments on potential measures</b>	
More buses / trains required	17
Road improvements required (inc. more parking)	11
Address road maintenance	9
There should be no further traffic restraints	8
More cycling facilities are required	5
Less cycling facilities are required	4
Park and ride / more parking at stations required	2
More facilities for electric cars are required	1
More facilities for people with disabilities	1

## **Summary of the responses to the Courier article (10<sup>TH</sup> October 2022)**

- “the best way of reducing traffic would be to bypass Dundee”
- aircraft from Dundee airport contribute to noise pollution and carbon emissions
- invest in rail for passengers and freight
- resentment to being “pushed into a corner” / “attack on the rights of the individual” / “trying to control people’s movements” when alternatives don’t exist
- “let’s penalise the common man” rather than “big corps”
- Preventing traffic entering the city will be the death knell for Dundee and Perth City Centres
- Restricting car access will impact disproportionately on people with disabilities