

Cambridgeshire County Council

Attitudes Towards Congestion

Presentation by Alison Blackwell



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AIMS AND OBJECTIVES

- **To gain views of residents on attitudes towards congestion in and around Cambridge**
- **To establish travel patterns in Cambridge**
- **To provide information on improvements needed to public transport in Cambridge**
- **Gauge public opinion on the principles of congestion charging.**

The research was not seeking to establish resident support or opposition for congestion charging in Cambridge.

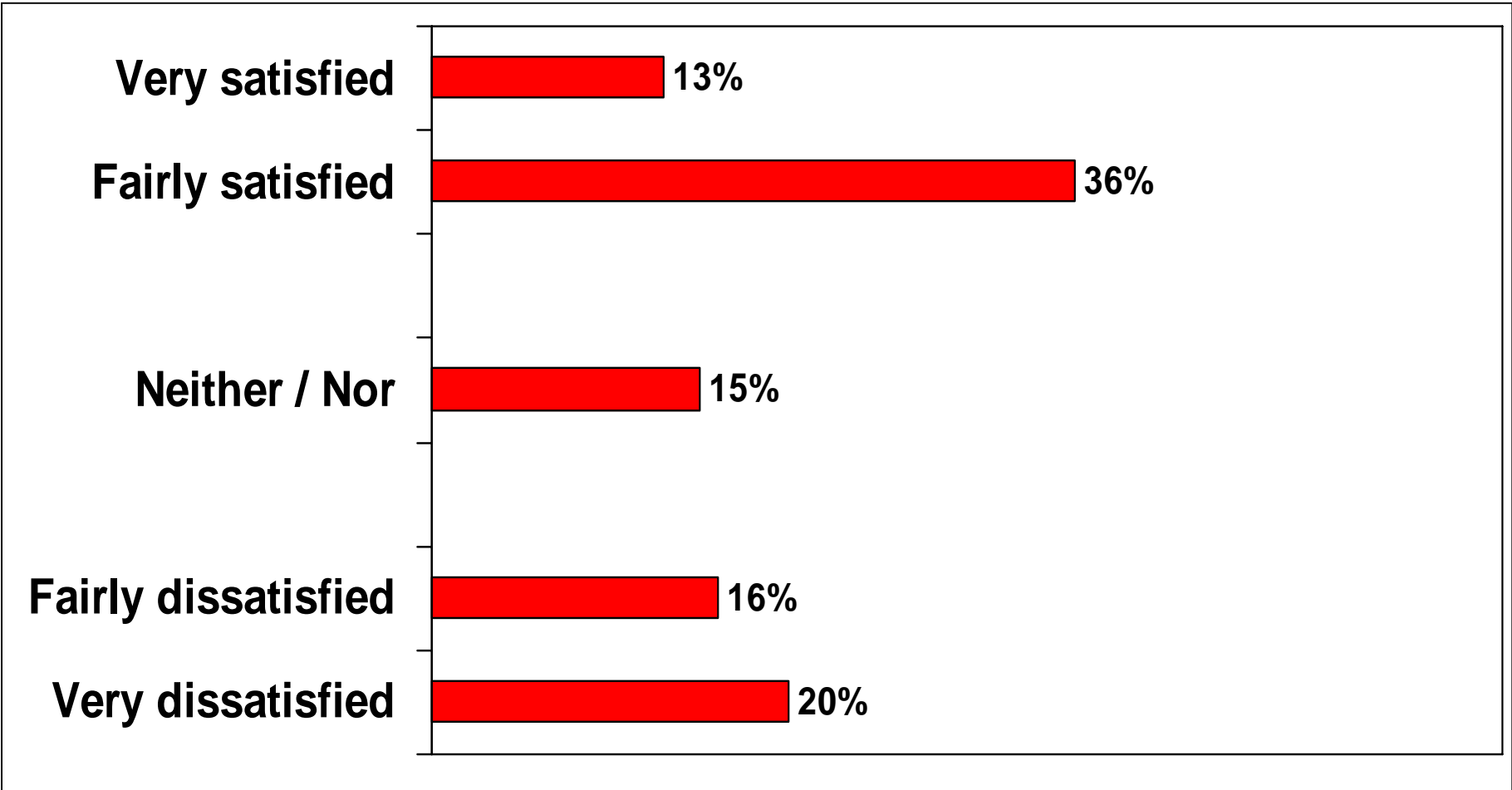
METHODOLOGY

<u>In-home Survey</u>	<u>Online Survey</u>	<u>Road Show Survey</u>
<ul style="list-style-type: none">▪ Face-to-face interviews▪ Random sample of addresses across Cambridgeshire▪ Stratified by district▪ Quotas set for gender and age▪ November – December 2007▪ 1,100 interviews▪ ±3% margin of error▪ Robust results	<ul style="list-style-type: none">▪ Online Survey▪ Open to residents outside Cambridgeshire▪ November 2007– March 2008▪ 3,200 completed questionnaires▪ Open Consultation▪ Self selecting	<ul style="list-style-type: none">▪ Face-to-face interviews at road shows▪ 37 road shows▪ November 2007 – March 2008▪ 676 interviews▪ Self selecting

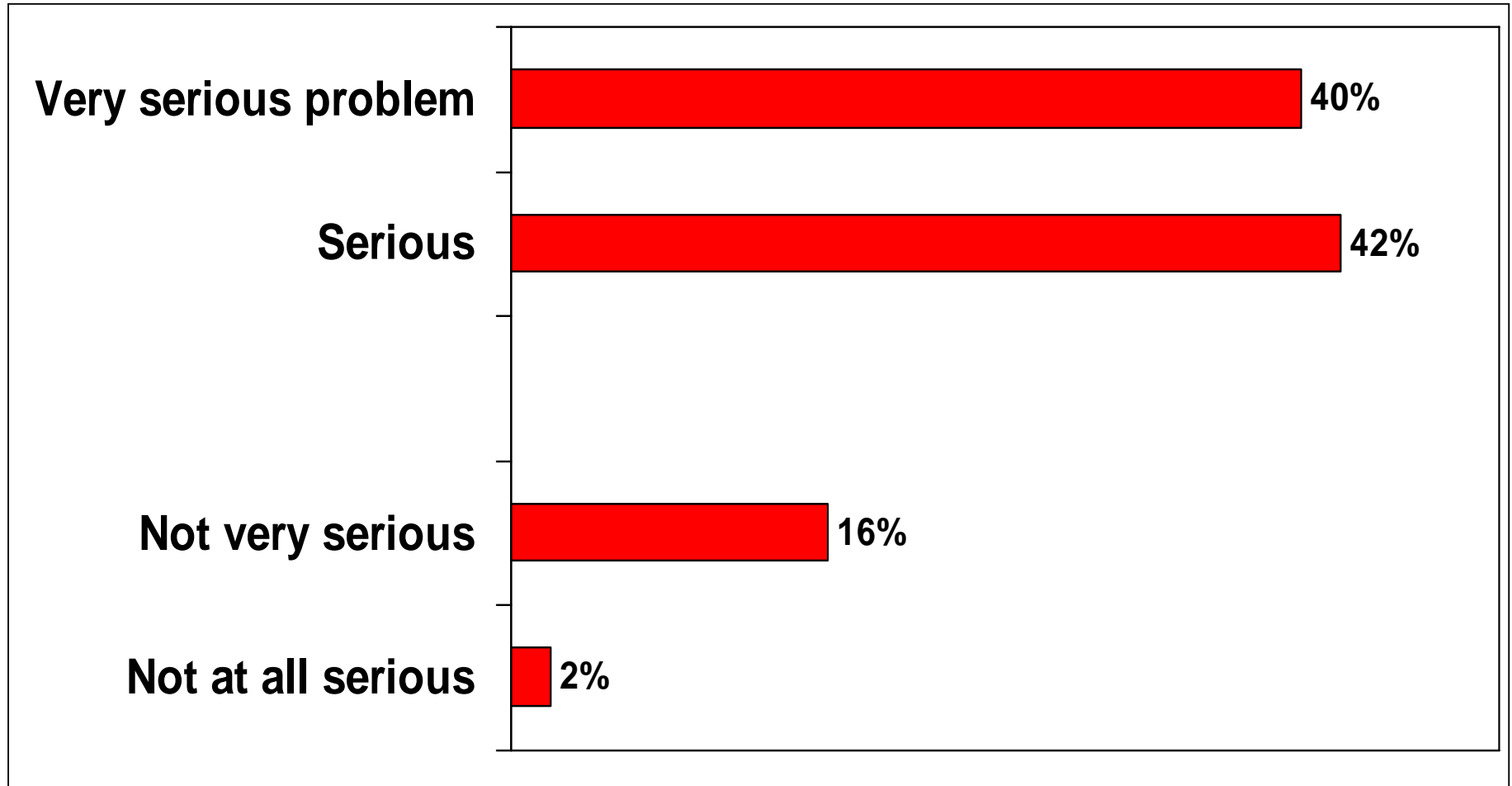
PROFILE

	In-home	Online	Road Show
Main method of travel	Car/Van (62%)	Car/Van (59%)	Car/Van (50%)
Reason for travel	Shopping (51%)	Work (71%)	Work (49%)
Frequency of travel	Once or twice a month (25%)	At least 5 days a week (70%)	At least 5 days a week (53%)

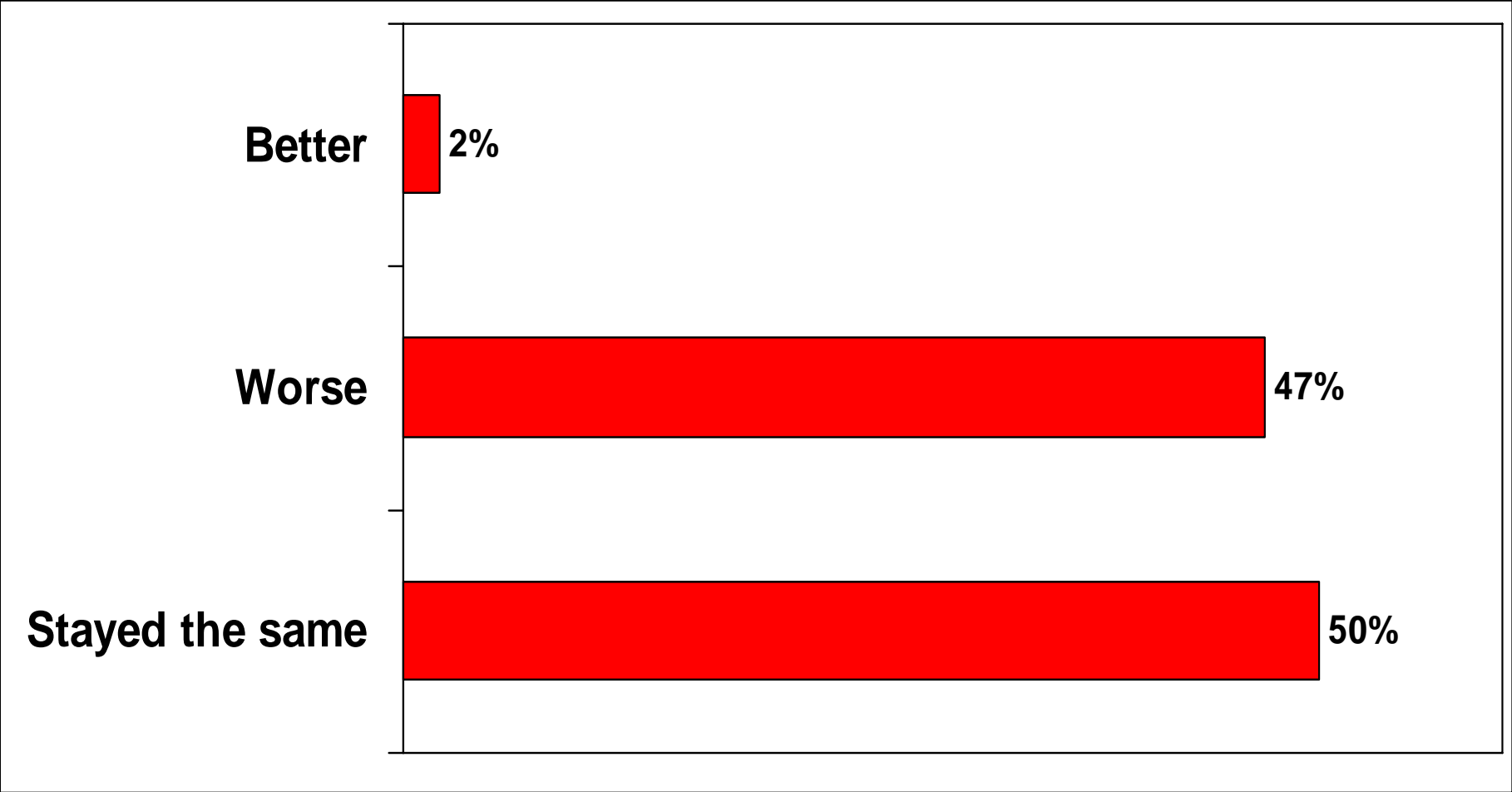
SATISFACTION WITH PUBLIC TRANSPORT IN LOCAL AREA



EXTENT OF CONGESTION IN AND AROUND CAMBRIDGE



HOW CONGESTION HAS CHANGED OVER LAST 12 MONTHS



MAIN WAYS TO REDUCE CONGESTION

PUBLIC TRANSPORT

- Cheaper fares on public transport (46%)
- More frequent public transport (40%)
- More reliable public transport (37%)
- More/better routes on public transport (32%)

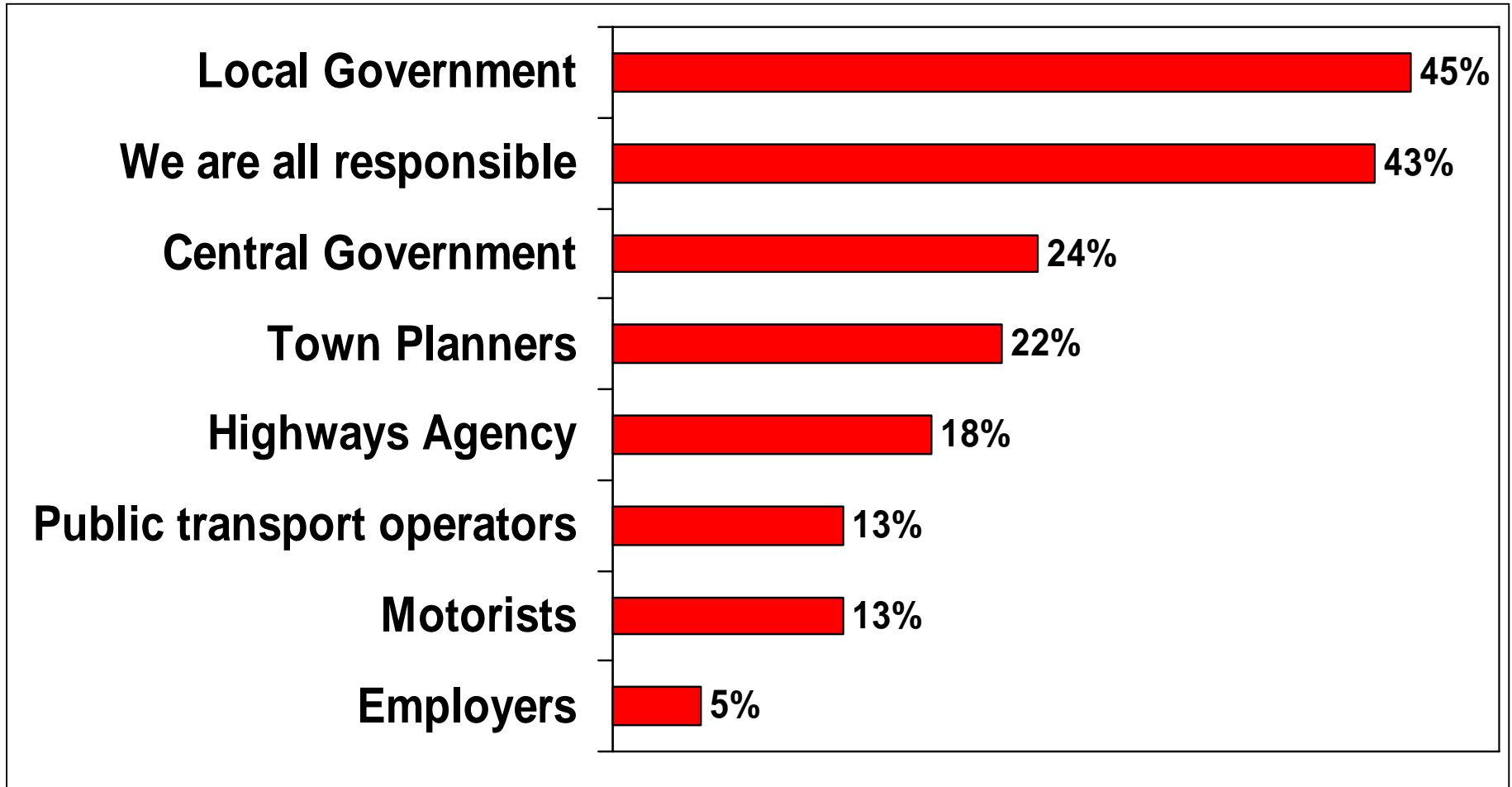
CAR USE

- Schemes to encourage people to use their car less (23%)
- Schemes to encourage people to car share (21%)

CYCLING

- Better facilities for cycling (21%)

RESPONSIBILITY FOR REDUCING CONGESTION



ATTITUDES TOWARDS TRAVEL: CHANGING BEHAVIOUR

In-home **Online** **Road Show**

Residents in Cambridgeshire need to change their travel behaviour to help ease congestion in Cambridge



I am worried about the effect of congestion on the environment



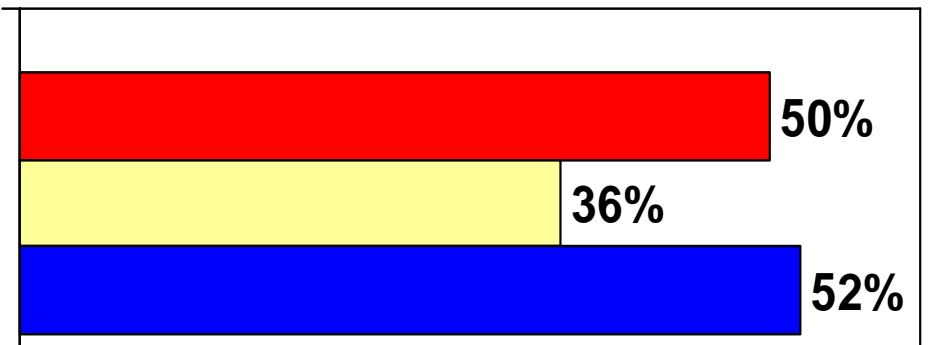
I limit the amount of journeys I make by car because of the effect car travel has on the environment



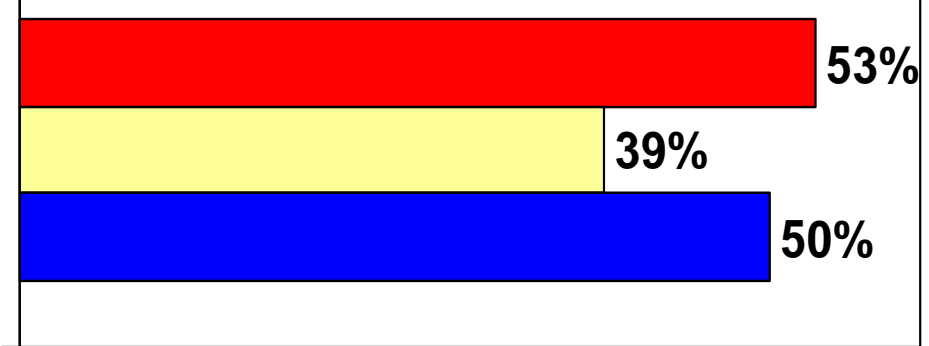
ATTITUDES TOWARDS TRAVEL: PERSUASION TO CHANGE BEHAVIOUR

■ In-home ■ Online ■ Road Show

I could be persuaded to reduce my car use if it helped ease congestion in Cambridge



I could be persuaded to reduce my car use if I was sure it would help reduce climate change



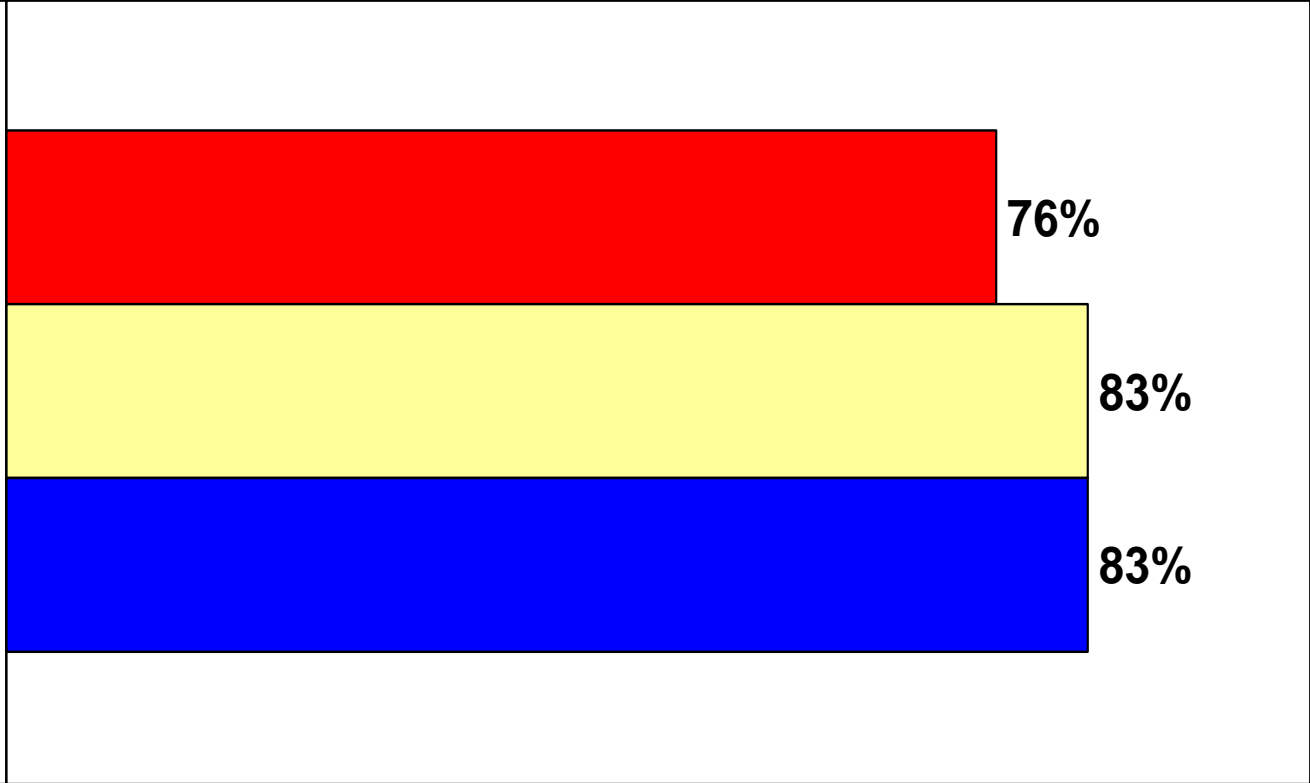
ATTITUDES TOWARDS TRAVEL: USING ALTERNATIVE METHODS OF TRAVEL

■ In-home

■ Online

■ Road Show

I would use my car less if there were suitable alternative ways to travel



PARK AND RIDE SCHEME

- **Open earlier in the morning (20%)**
- **Open later at night (46%)**

96% said the frequency of Park and Ride buses was about right

BUS SERVICES IN CAMBRIDGESHIRE

The three most important improvements to encourage more use of the local bus service in Cambridgeshire:

- **Cheaper bus fares (41%)**
- **More frequent bus services (35%)**
- **More reliable and punctual buses (33%).**

83% said they were likely to use buses to travel into Cambridge if these changes were made.

CYCLING IN CAMBRIDGE

The three most important improvements to encourage encouraging cycling in Cambridge:

- **More cycle tracks away from busy roads (44%)**
- **Improved cycle lanes (40%)**
- **More/ better secure cycling parking facilities (23%).**

21% said nothing would encourage them to cycle

WALKING IN CAMBRIDGE

The three most important improvements to encourage walking of short distances:

- **Improved condition of pavement (41%)**
- **Improved lighting (41%)**
- **More direct walking routes (36%).**

5% said nothing would encourage them to walk

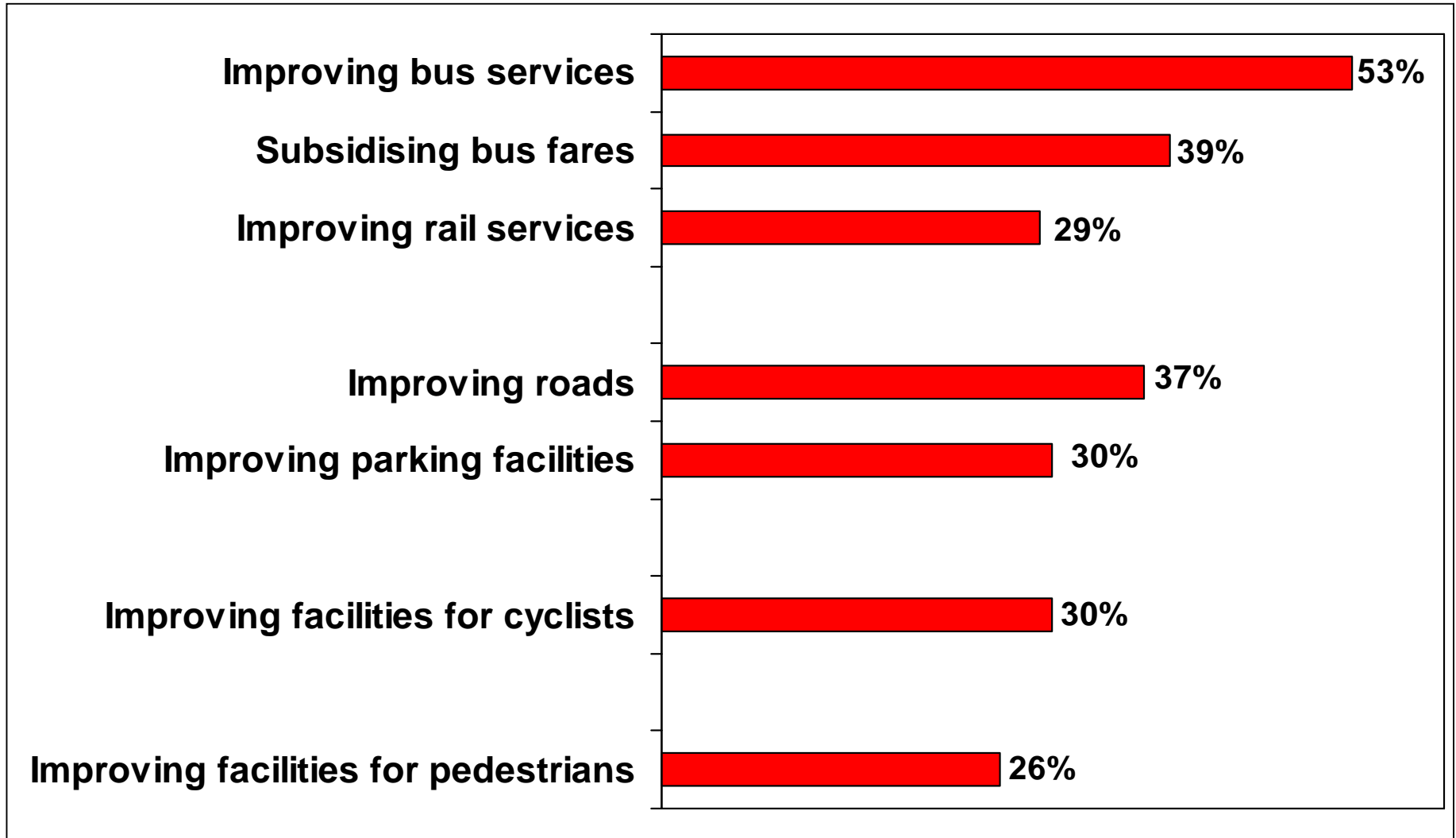
HOW CONGESTION CHARGE WOULD AFFECT RESPONDENT

- **Would not affect respondent/Would carry on as before (46%)**
- **Cost respondent more (21%)**
- **Inconvenience respondent (18%)**
- **Change the times they drive (15%)**

CONGESTION CHARGING IN CAMBRIDGE

- **63% said charging motorists £3 to drive in Cambridge during the peak times would have a great deal or some affect on congestion.**
- **83% said charging motorists £5 would have a great deal or some affect on congestion.**
- **48% did not think everyone should pay the same for a congestion charge operating between 7.30-9.30am, Mondays to Fridays.**
- **People who should pay less were residents in Cambridge and people with disabilities.**

HOW MONEY RAISED BY CONGESTION CHARGING SHOULD BE SPENT



EXTENT SUPPORT CONGESTION CHARGE (IN-HOME SURVEY)

■ Support

■ Neither

■ Oppose

Support principle of congestion charging

31%

19%

49%

Would support congestion charging if
charged introduced between 7.30-9.30am,
Monday to Friday

44%

18%

38%

Would support congestion charging if all
revenues raised were spent on improving
transport in Cambridgeshire

55%

15%

30%

Would support congestion charging if
attractive alternatives were in place for
travelling in Cambridge

59%

18%

24%

EXTENT SUPPORT CONGESTION CHARGE (ONLINE SURVEY)



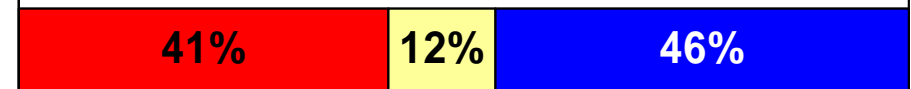
Support principle of congestion charging



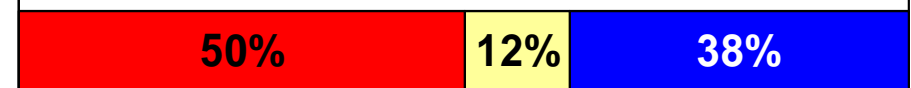
Would support congestion charging if charged introduced between 7.30-9.30am, Monday to Friday



Would support congestion charging if all revenues raised were spent on improving transport in Cambridgeshire



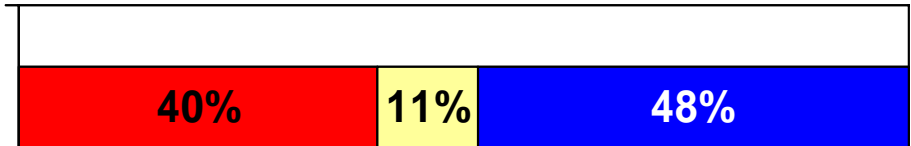
Would support congestion charging if attractive alternatives were in place for travelling in Cambridge



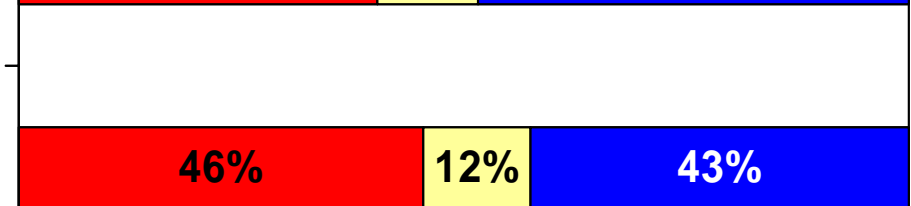
EXTENT SUPPORT CONGESTION CHARGE (ROAD SHOW SURVEY)



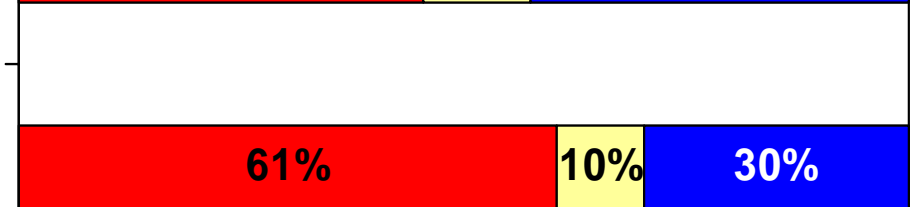
Support principle of congestion charging



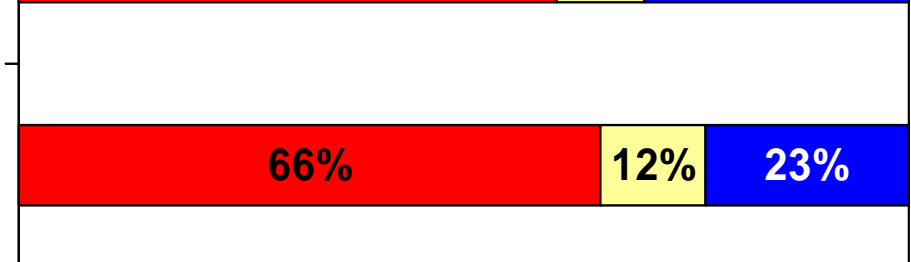
Would support congestion charging if charged introduced between 7.30-9.30am, Monday to Friday



Would support congestion charging if all revenues raised were spent on improving transport in Cambridgeshire



Would support congestion charging if attractive alternatives were in place for travelling in Cambridge



CONCLUSION

- **82% of residents say congestion is a serious problem**
- **47% say congestion has got worse in last twelve months**
- **A third of residents (31%) support the principle of congestion charging however support rises to 55% if all revenues raised are spent on improving transport and to 59% if attractive alternatives are in place for travelling in Cambridge.**