

# NATIONAL ROADS AND GREENWAYS CONFERENCE 2023

*Thursday 28<sup>th</sup> and Friday 29<sup>th</sup> September 2023*

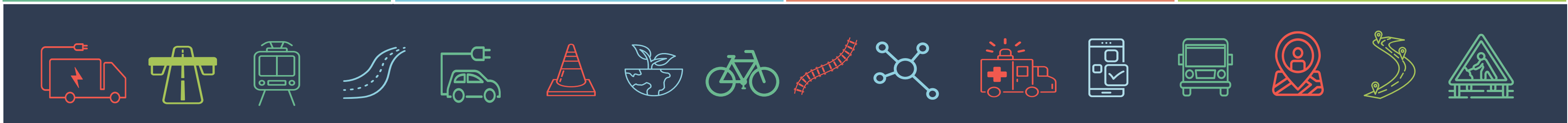
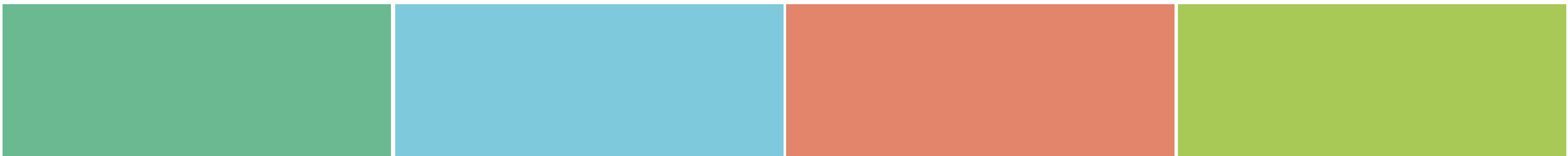


# Designing roads, streets and places for everyone - Getting people involved in the planning process

*Georgie Wells and Peter Wright (AECOM)*

*Thursday 28<sup>th</sup> September 2023*

*Session 3: Mobility of people and goods in urban areas*





Georgie and Arthur's walk to nursery

**Dalton Street – Georgie's street**

**Georgeham Street – Peter's street**



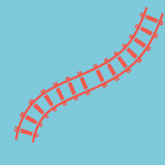
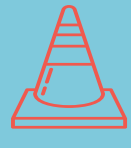
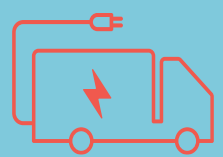
Molly on her way to school



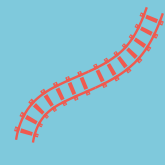
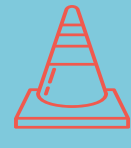
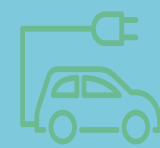
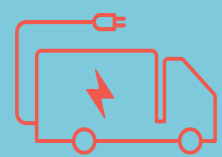
# Some questions to get to know you...

## PLEASE STAND\*

\*if you are able



# Why do we need people to walk and cycle more?

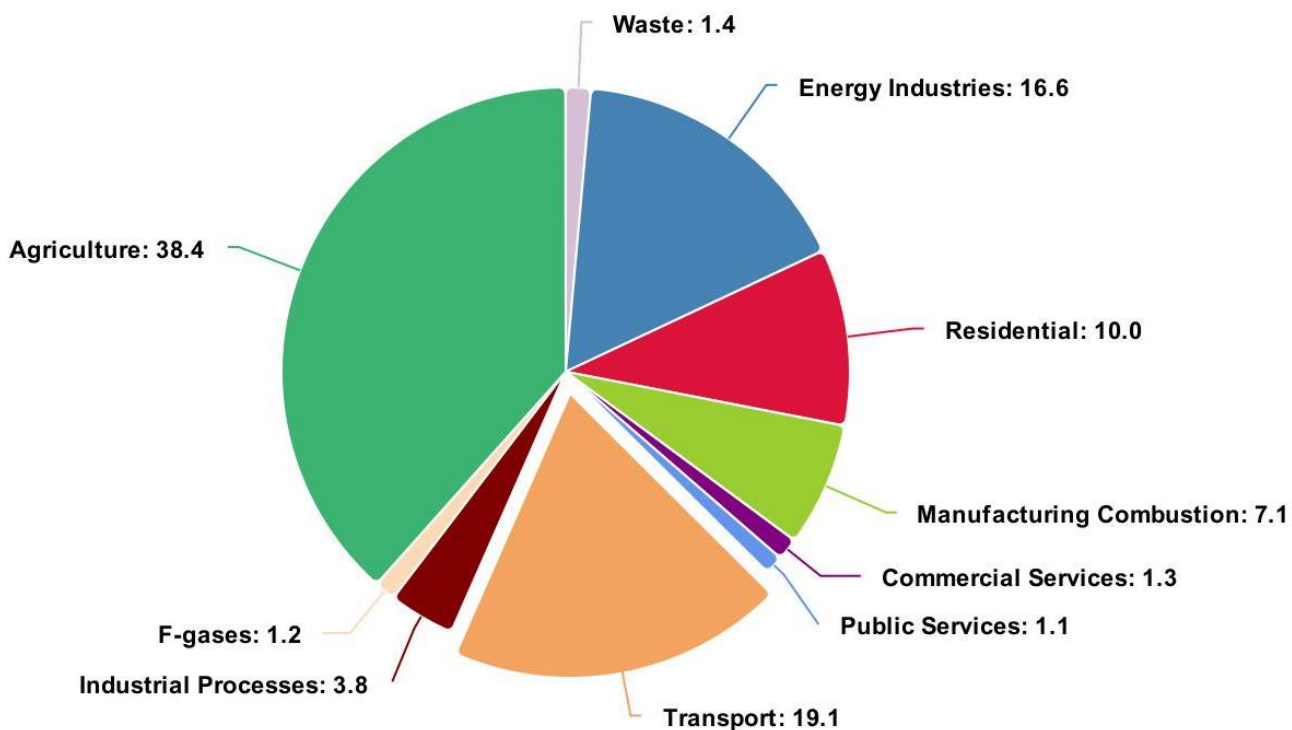


# Net Zero commitments

## • Sector emissions targets e.g

- -20% vkm (2030)
- -50% fuel usage (2030)
- +125k sustainable journeys (2023)
- +130% daily PT journeys (2023)
- +8% AT mode share (2030)
- +11% PT mode share (2030)
- -19% car mode share (2030)

Greenhouse gas emissions share by sector in 2022



Rialtas na hÉireann  
Government of Ireland

## CLIMATE ACTION PLAN 2023 CAP23

Changing Ireland for the Better

Table 15.6 - Key Metrics to Deliver Abatement in the Transport Sector

Theme	2025 Abatement/KPI	2030 Abatement/KPI
<b>Avoid (encompassing a range of behavioural change and sustainable transport measures)</b>		
	<b>Total abatement -0.72 MtCO<sub>2</sub>eq.</b>	<b>Total abatement -2.09 MtCO<sub>2</sub>eq.</b>
Vehicle Kilometres	n/a	20% reduction in total vehicle kms 20% reduction in total car kms 20% reduction in 'commuting' car kms
Fuel Usage		50% reduction in fuel usage
<b>Shift (encompassing a range of behavioural change and sustainable transport measures)</b>		
	<b>Total abatement -0.72 MtCO<sub>2</sub>eq.</b>	<b>Total abatement -2.09 MtCO<sub>2</sub>eq.</b>
Sustainable Transport Trips	<ul style="list-style-type: none"> <li>Additional 125,000 sustainable journeys</li> <li>Roll-out of sustainable demand management measures informed by National Demand Strategy</li> </ul>	<ul style="list-style-type: none"> <li>50% increase in daily active travel journeys</li> <li>130% increase in daily public transport journeys.</li> <li>25% reduction in daily car journeys.</li> </ul>
Daily Journeys Modal Share	<ul style="list-style-type: none"> <li>Delivery of Pathfinder Programmes</li> </ul>	<ul style="list-style-type: none"> <li>Shift in Daily Mode Share 2018: 72% (car), 8% (PT), 20% (AT) 2030: 53% (car), 19% (PT), 28% (AT)</li> </ul>
Escort to Education Journeys		<ul style="list-style-type: none"> <li>30% shift of all E-to-E car journeys to sustainable modes</li> </ul>
<b>Improve</b>		
	<b>Total abatement -1.96 MtCO<sub>2</sub>eq.</b>	<b>Total abatement -4.74 MtCO<sub>2</sub>eq.</b>
Fleet Electrification	<ul style="list-style-type: none"> <li>175,000 passenger EVs</li> <li>20,000 commercial vans</li> <li>700 low-emission HGV</li> <li>300 EV buses in PSO bus fleet</li> <li>Expansion of electrified rail services</li> </ul>	<p><b>Private Car Fleet</b> EV share of total passenger car fleet (30%) EV share of new registrations (100%) 845,000 Private EVs<sup>46</sup></p> <p><b>Commercial Fleet</b> 20% EV share of total LGV fleet. 95,000 commercial EVs 30% ZE share of new heavy duty vehicle registrations 3,500 HGVs</p> <p><b>PT Services</b> 1,500 EV buses in PSO bus fleet; Expansion of electrified rail services.</p>
	<b>Total abatement -0.53 MtCO<sub>2</sub>eq</b>	<b>Total abatement -1.08 MtCO<sub>2</sub>eq</b>
Biofuels Blend Rate	E10:B12	E10:B20



# 59% of the carbon benefit we need will have an element of behaviour change



**national highways**

Our roads | Our work | Road safety | Suppliers

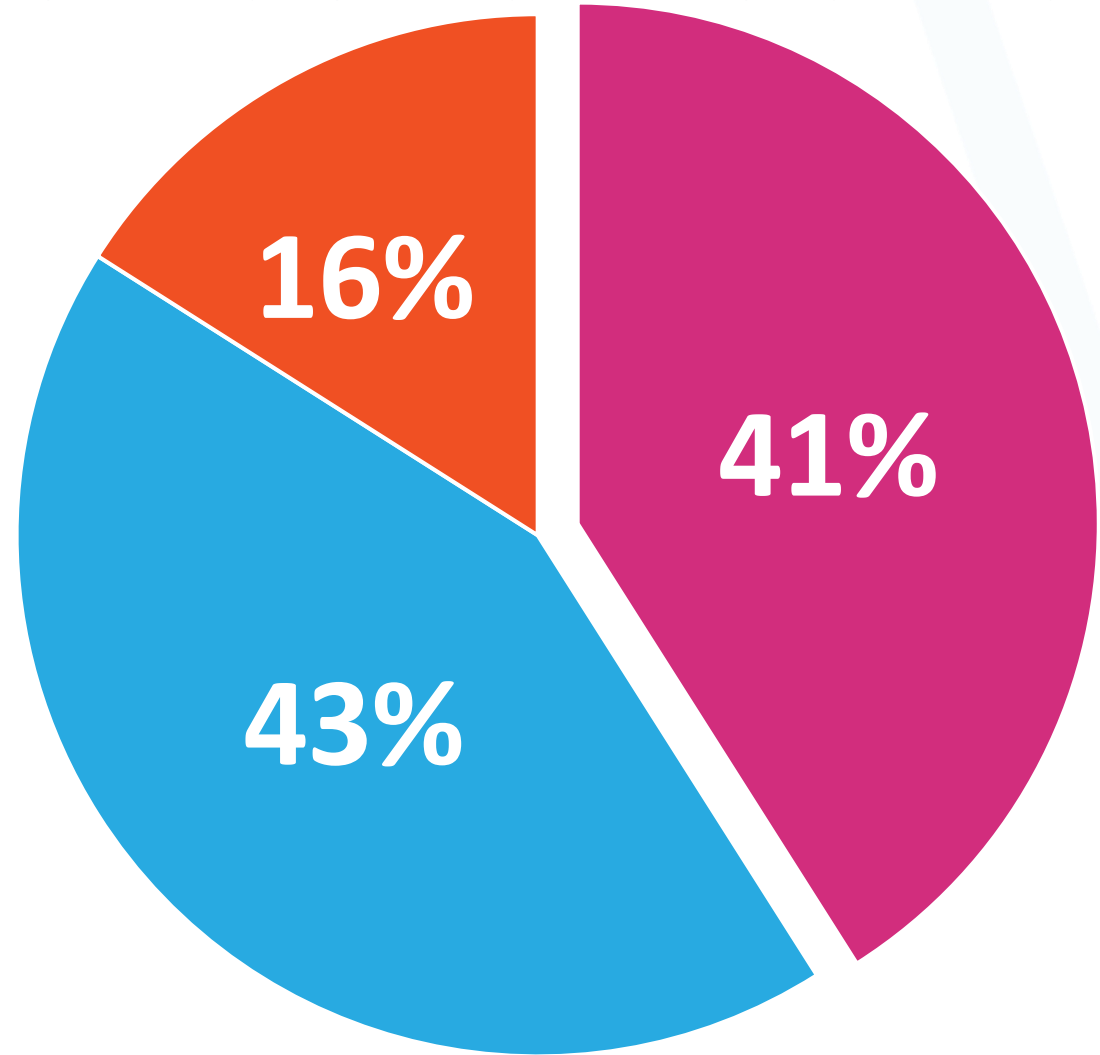
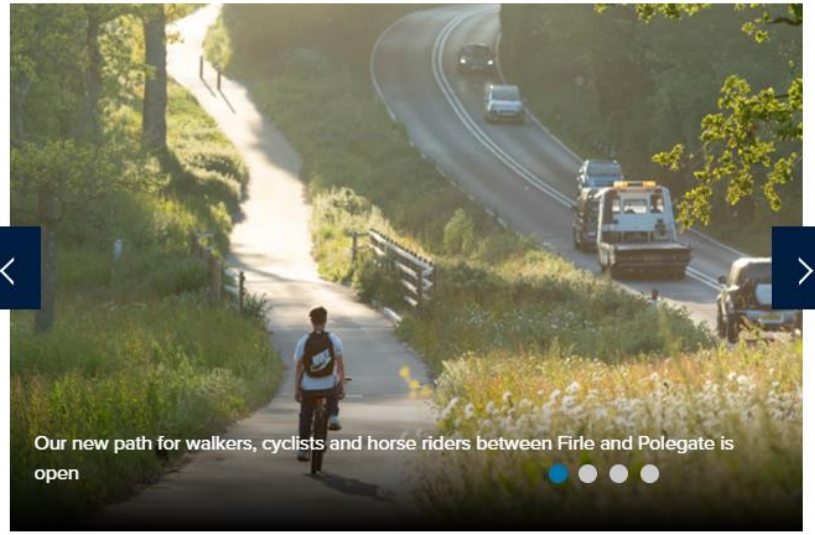
Home > Our roads > South East > A27 East of Lewes

## A27 East of Lewes

Creating safer and more reliable journeys between Firle and Polegate.

Start date Spring 2020 | End date Spring 2023 | Cost £75 million

Latest updates | Overview | Documents



- Low carbon technologies or fuels, not societal / behavioural changes
- Measures with a combination of lowcarbon technologies and societal / behaviour changes
- Largely societal or behaviour changes

**Revealed: The two Irish cities ranked among 10 ten worst in Europe for traffic in new report**



Stock image

Paul Hyland

Fri 27 Jan 2023 at 16:05



Source: Sixth Carbon Budget - The Path to Net Zero, Climate Change Committee, <https://www.theccc.org.uk/wp-content/uploads/2020/12/The-Sixth-Carbon-Budget-The-UKs-path-to-Net-Zero.pdf>

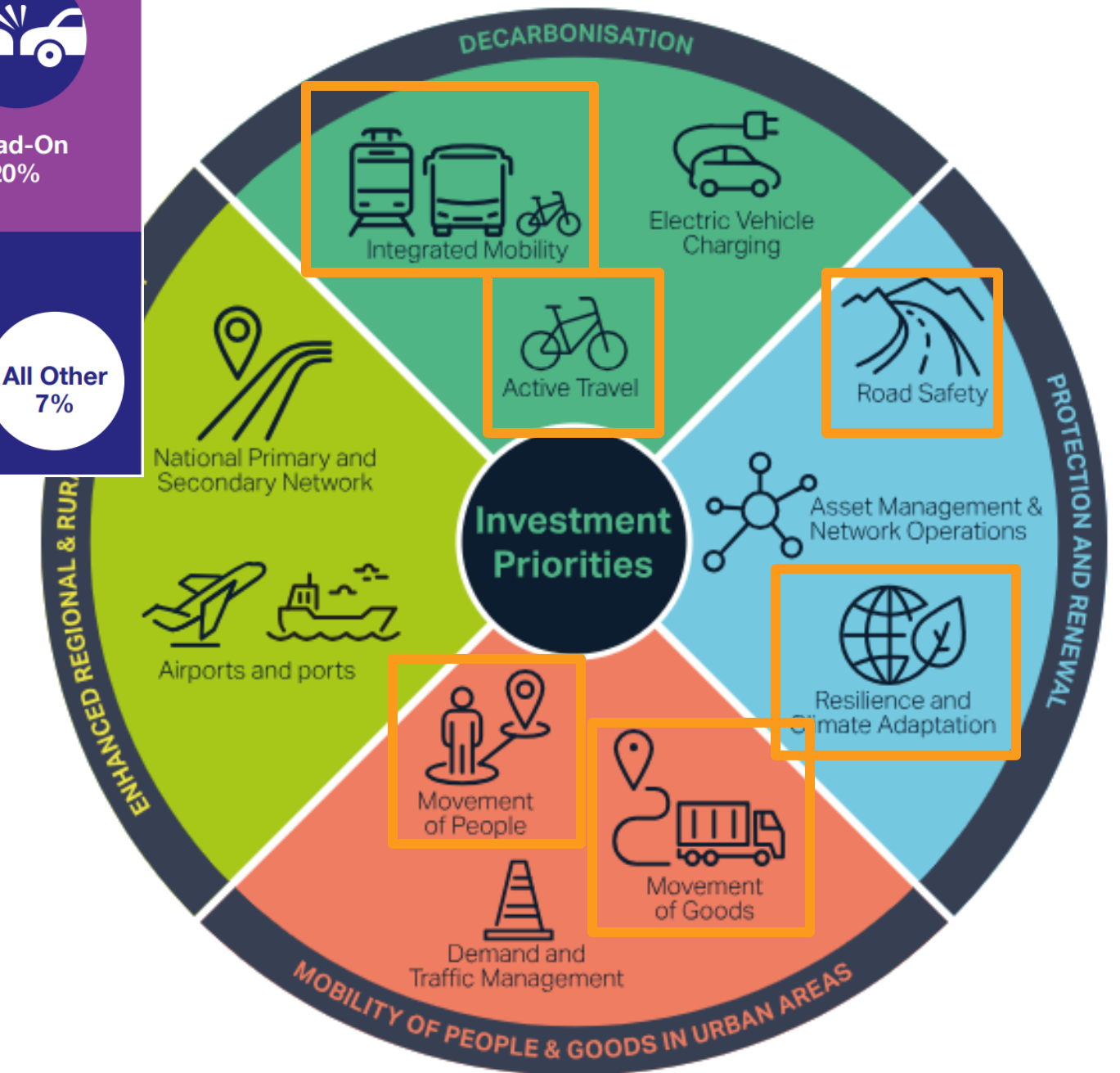
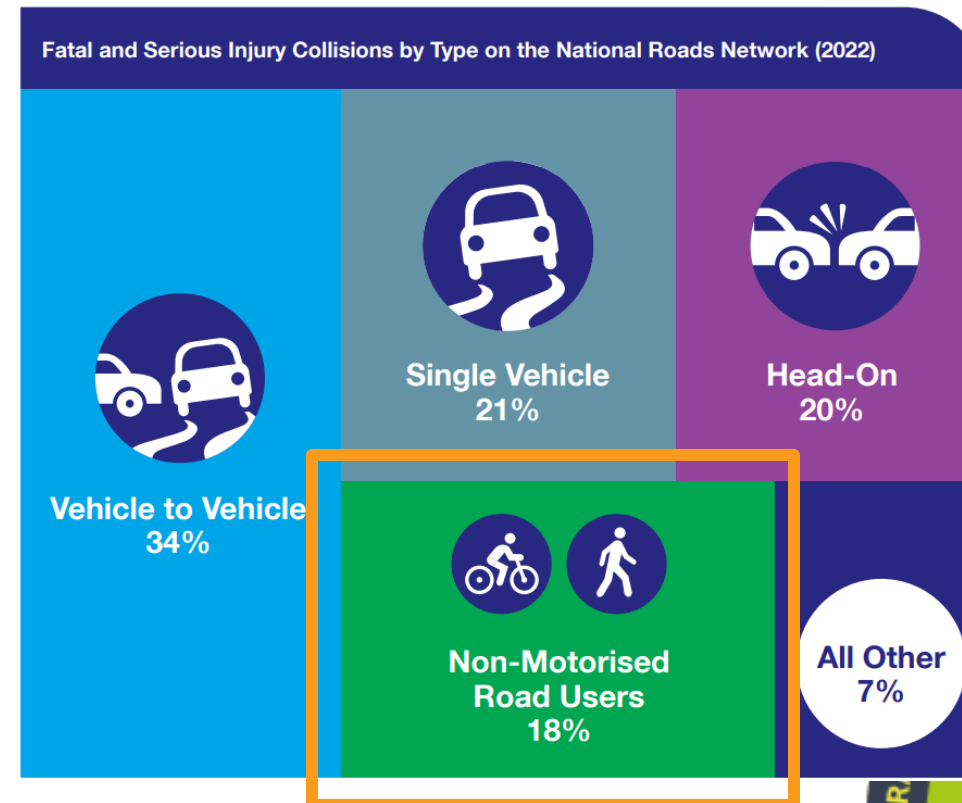


# Investing in Active Travel is at the heart of NR2040

*“Transport Infrastructure Ireland has a vision to lead in the delivery and operation of sustainable transport, enabling our networks to drive inclusive growth, create job opportunities, enhance the well-being of all persons including vulnerable groups, strengthen our resilience to address climate change, maintain our commitment to the environment and continue to prioritise safety.”*

## 5.1.3 Active Travel

TII is committed to delivering improved active travel provision in all its projects, such as improving the safety of the National Roads network for active travel users and reducing the severance caused by some National Roads in urban areas. TII will collaborate with stakeholders to progress the National Cycle Network plan to cater for more active trips and expand the Greenway network nationwide, on behalf of the Department of Transport. Provision of safe, high quality and active travel infrastructure will encourage modal shift and may result in reductions in carbon emissions.



NIFTI Intervention Hierarchy	NIFTI Modal Hierarchy
Maintain	Active Travel
Optimise	Public Transport
Improve	Private Vehicles
New	



# Carbon savings from modal shift



7 in 10 trips

by car

(Ireland, 2018)

One more cycling trip per day (and one fewer driving trips) would decrease CO<sub>2</sub> emissions by 0.5 tonnes per year

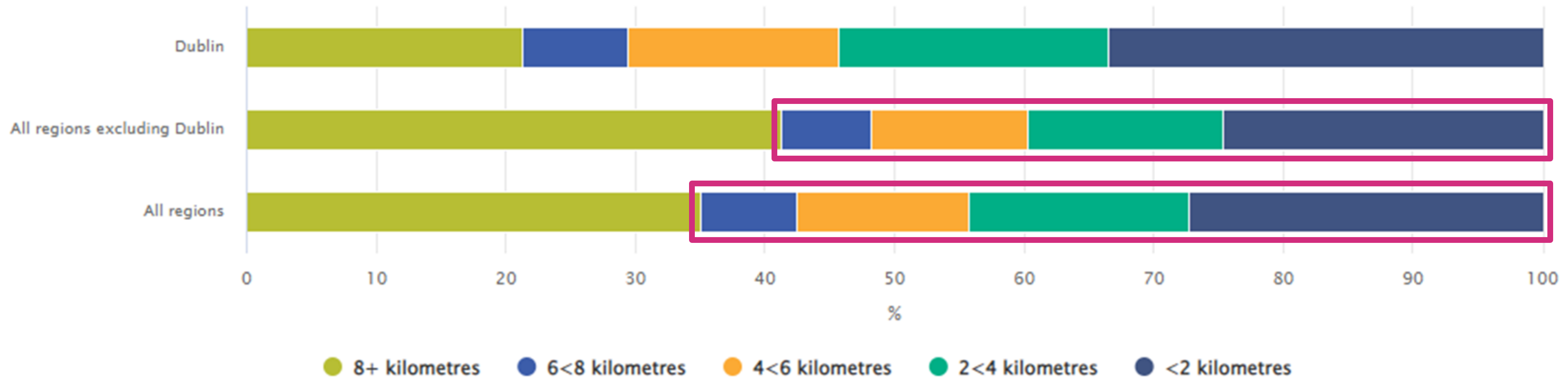
*“If just 10% of the population were to change travel behaviour, the emissions savings would be around 4% of lifecycle CO<sub>2</sub> emissions from all car travel.”*

Source: [https://www.nationaltransport.ie/wp-content/uploads/2019/01/National\\_Household\\_Travel\\_Survey\\_2017\\_Report\\_-\\_December\\_2018.pdf](https://www.nationaltransport.ie/wp-content/uploads/2019/01/National_Household_Travel_Survey_2017_Report_-_December_2018.pdf)

Source: <https://www.imperial.ac.uk/news/214235/ditching-walking-biking-just-week-cuts/>

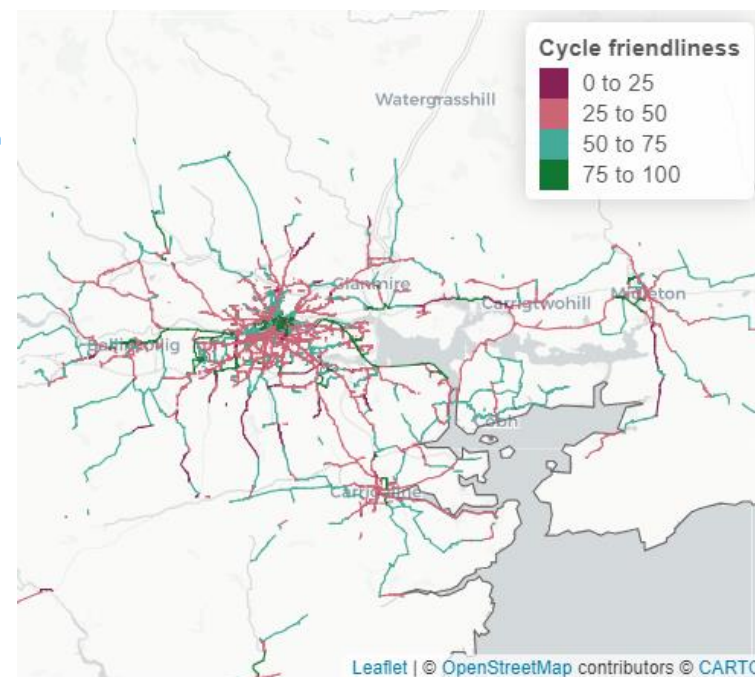
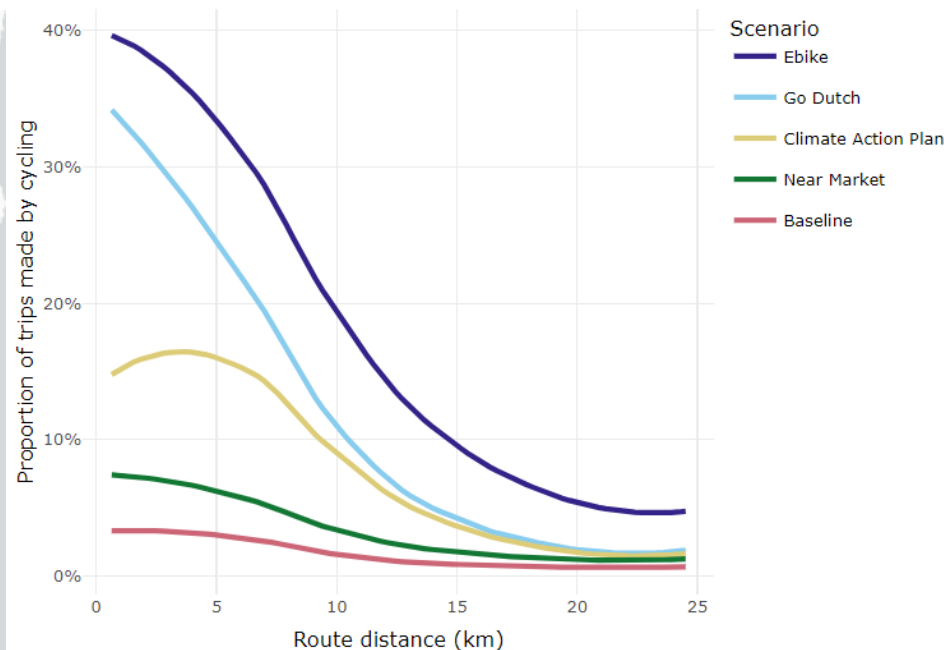
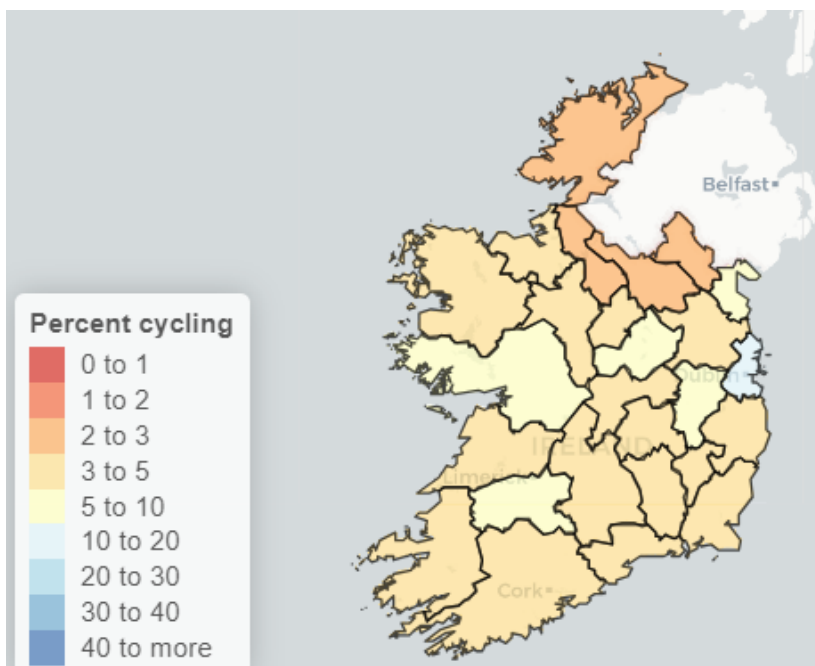


# Percentage distribution of journeys by distance in Ireland, 2021



<https://www.cso.ie/en/releasesandpublications/ep/p-ntstb/travelbehaviourtrends2021/distanceandduration/#:~:text=The%20average%20journey%20distance%20in,the%20same%20period%20in%202019.>

Source: CSO Ireland  
Highcharts.com



Aside...  
TII's CRUSE Tool presents cycling potential and routes for different uptake scenarios (including Climate Action Plan)...useful evidence for engagement.

See <https://cruse.bike/>



# So, what are our reasons for not walking and cycling more?

TRAFFIC SPEED

NOT PHYSICALLY ABLE

DISTANCE

NO INTEREST

SAFETY

TRAFFIC

BAD WEATHER

THINGS TO CARRY

TOO DIFFICULT

NO SPACE

40%

“traffic” &  
“safety”

- “distance too far > 2 km” (69.5%)
- “no reasons” (6.5%)
- “luggage not easy to carry” (6.2%)
- “journey considered too long to walk < 2 km” (6%)
- “usually too uncomfortable” (3.8%)
- “usually too slow” (3%)
- “was taken as a passenger instead” (2.7%)
- “don’t want to walk” (2.3%)

Belden Ressonello and Stewart (2003) surveyed a national sample of 800 Americans by telephone to obtain their attitudes towards walking. The reasons selected for not walking more were:

- “things are too far to get to and it is not convenient to walk” (61%)
- “not enough time to walk” (57%)
- “laziness” (33%)
- “it is hard to walk where I live because of traffic and lack of places to walk” (30%)
- “it is hard to walk where I live because there are not enough sidewalks or crosswalks” (26%)
- “physically I am unable to walk more” (20%)
- “I do not like to walk” (17%)
- “there is too much crime to walk where I live” (13%)

In the UK – through National Travel Survey (in 2019) reasons given were

- “No interest in cycling” (28%)
- **“Road safety concerns” (24%)**
- **“Too much traffic/ traffic too fast” (16%) and**
- The weather (15%)

*I am not comfortable at all with cycling. I am always scared of the traffic around me. (Molly, Leicester)*

*As a cyclist you’re not really recognized as a road user but you can’t use the foot-paths so its bit frustrating. (Raj, Leicester)*

*My ideal would be if it were possible, transport wise, for cycle paths to be absolutely physically removed from roads as in a proper kerb separating cyclists from traffic so that cyclists didn’t have to use the pavement but weren’t sharing the road with cars then cycling would definitely be an option and I’d find ways around the other inconveniences of cycling. But as I say, with cyclists having to mix with traffic it just seems crazy. (Holly, Lancaster)*

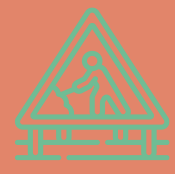
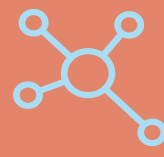
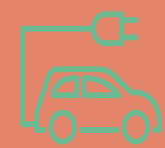
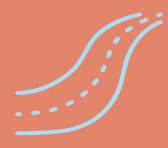
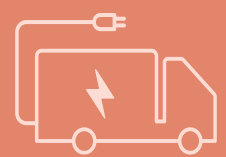
*I wouldn’t tend to go walking at night generally. (June, Worcester)*

*I feel safer going through that street where there’s a lot more people around, rather than that road where you’ve got the cars but you don’t really have many people walking it. (Patrick, Leeds).*

*I feel very vulnerable walking some places because I can’t run. (Jen, Worcester)*

*There’s some places I wouldn’t go on my own. And there are some places I perhaps would go if I was in a car. (Dick, Leicester)*

# Why are cycling and walking schemes so hard to deliver?



# (1) Reallocation of road space: challenging the status quo

## INCLUSIVE DESIGN IN PRACTICE



Instead of planting trees in the pavement, trees will be planted in the kerbside - this creates clearer pavements for everyone



Instead of shared bikes blocking pavements, they will be given space in the kerbside to ensure pavements are accessible



# (2) The 'anti car' narrative has become a touch point / key political agenda



Efforts to limit traffic in Oxford, England, have prompted a backlash in the community, including a protest on Feb. 18. Martin Pope/Getty Images



MARTIN POPE/GETTY IMAGES



# (3) And anyway, people either can't or don't want to change their travel behaviour, right?

Table 1 Hackney Residents - Cycle to Work Vs Car journeys 1991-2011

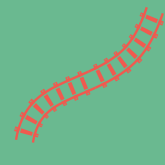
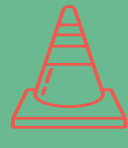
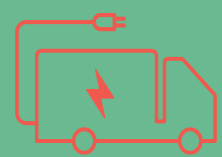
Census Year	Car journeys to work % of commuters	Cycle to Work % of commuters
1991	28.7	4.2
2001	22.2	6.83
2011	12.8	15.4

Table 2 Percentage change on previous Census figures

Census Year	% car journeys to work	% change on previous census	% cycle journeys to work	% change on previous census
1991	28.7	-	4.2	-
2001	22.2	-23	6.83	+63
2011	12.8	-42	15.4	+125



# What can we do (as traffic engineers and transport planners)?





# Lots of things add up to a good scheme

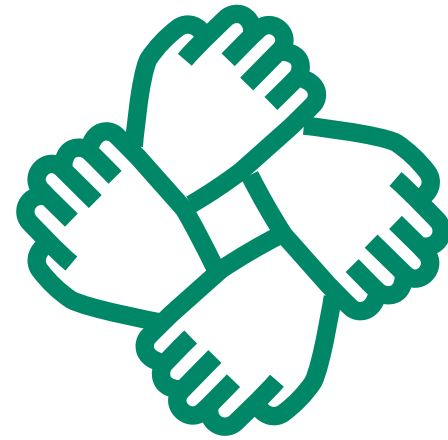
- Clear objectives
- Aligns with available funding
- Good project management
- Strong strategic case
- Design meets objectives
- **High quality consultation and engagement**
- Evaluation informs future schemes

# Key principles for good consultation & engagement

1 Start early



2 Build trust



3 Expect human irrationality



4 Know your evidence base



5 Be ready to compromise

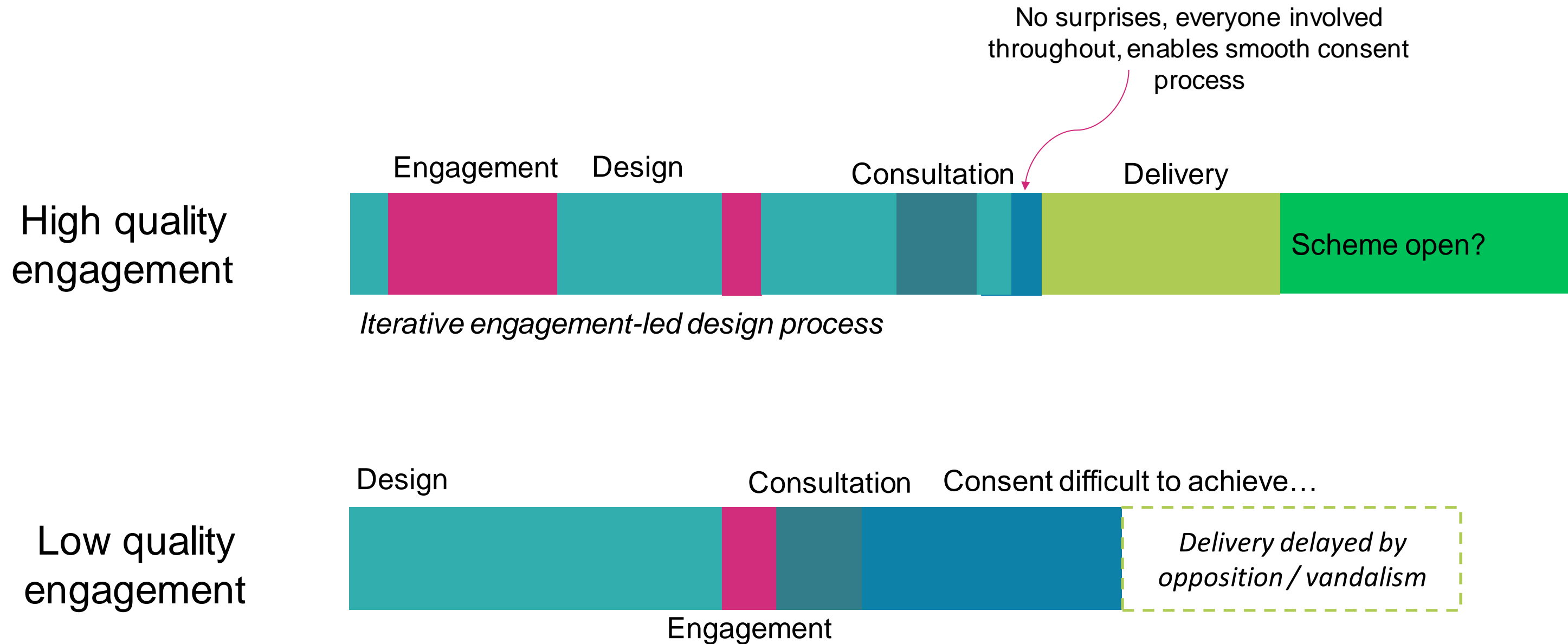


6 Be consistent



# (1) Start early

Time and money spent on high-quality, collaborative engagement is critical to project delivery. The engagement should be proportional to the **intended impact of the scheme on travel behaviour and not the Capex.**



# Case Study

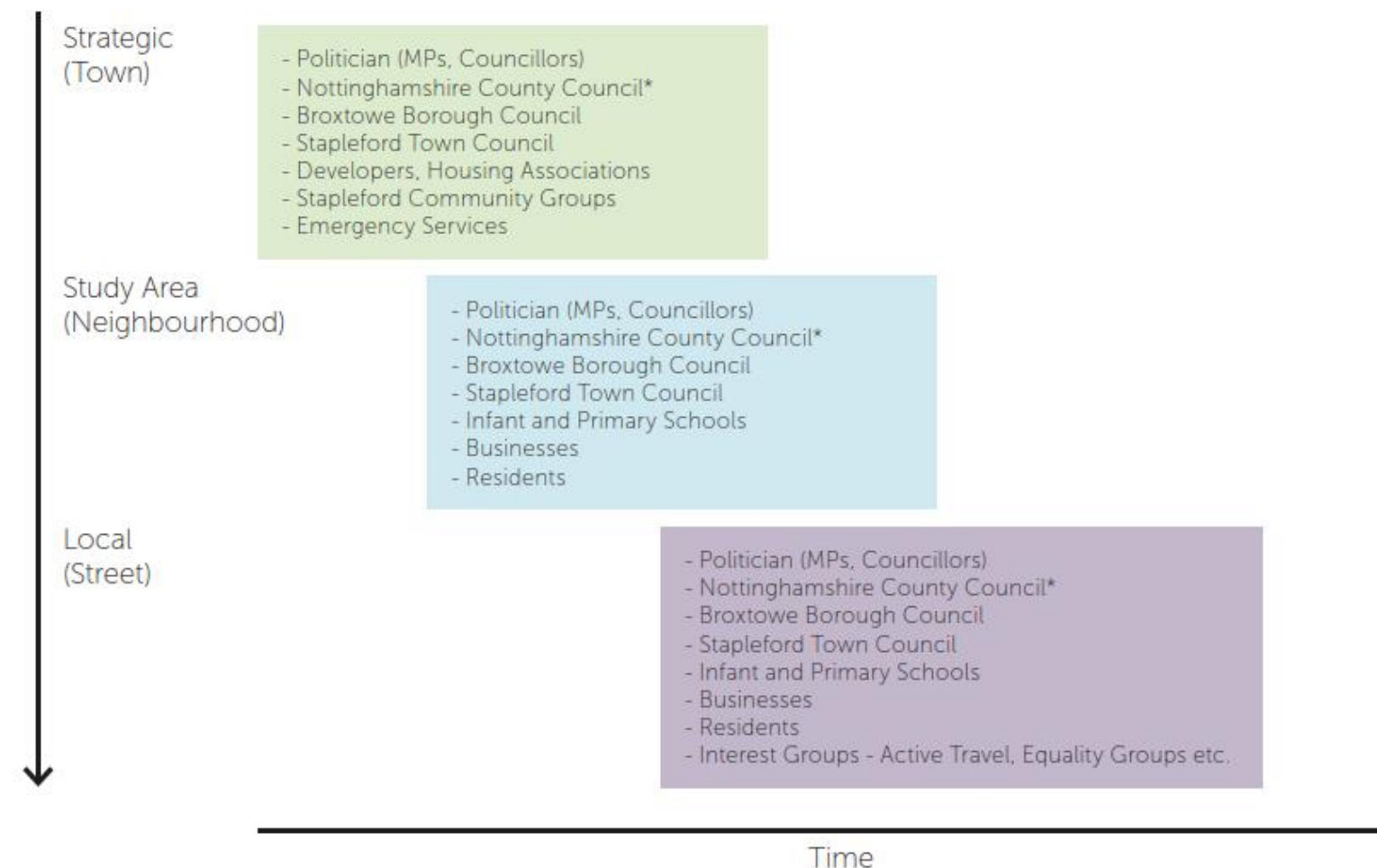
Table 4: Engagement exercises undertaken as part of this Feasibility Study

Engagement	Format	Stakeholder Type
7th November 2022	NCC Member Briefing	Strategic
14th November 2022	NCC and BCC Officer Workshop	Strategic
25th November 2022	Strategic Stakeholder Workshop	Strategic
1st-31st December 2022	Public Consultation	Neighbourhood
3rd / 8th December 2022	3no. Public Drop-in Sessions	Neighbourhood
16th December 2022	Stapleford Town Deal Cycling Working Group	Neighbourhood
19th January 2023	VIA East Midlands	Neighbourhood
28th February 2023	RideWise (local charity)	Neighbourhood
1st / 2nd March 2023	2no. Co-design Workshops	Street
1st March 2023	Getaway Club Workshop	Street
2nd March 2023	School Outreach	Street
17th March 2023	Stapleford Town Deal Cycling Working Group	Neighbourhood

## Stapleford Mini-Holland Engagement programme



### Stakeholder Engagement: Stapleford Mini Holland



\*NCC Stakeholders - Network Mgmt, Transport Planning, Development Control, Waste Mgmt, Parks/Green Space, Community Development, Flooding/Hydrology, Heritage, Environmental Health, etc.

## Stapleford Mini-Holland Stakeholder Mapping



# (2) Build trust

- Santander docking stations
- Dockless bike hire
- E-scooter hire
- Standard and accessible cycle parking
- Wayfinding
- Greenery and trees
- Parklets
- Green roofs
- Free public Wi-Fi
- Seating
- Water fountains
- EV charge points (including for e-wheelchairs)
- Car club parking bays for EVs
- Cargo bikes

## Green Mobility Hubs

Places for shared and sustainable ways to travel

Somers Town  
Future  
Neighbourhoods

2030



Artist's Impression - 2022



Artist's Impression - 2022

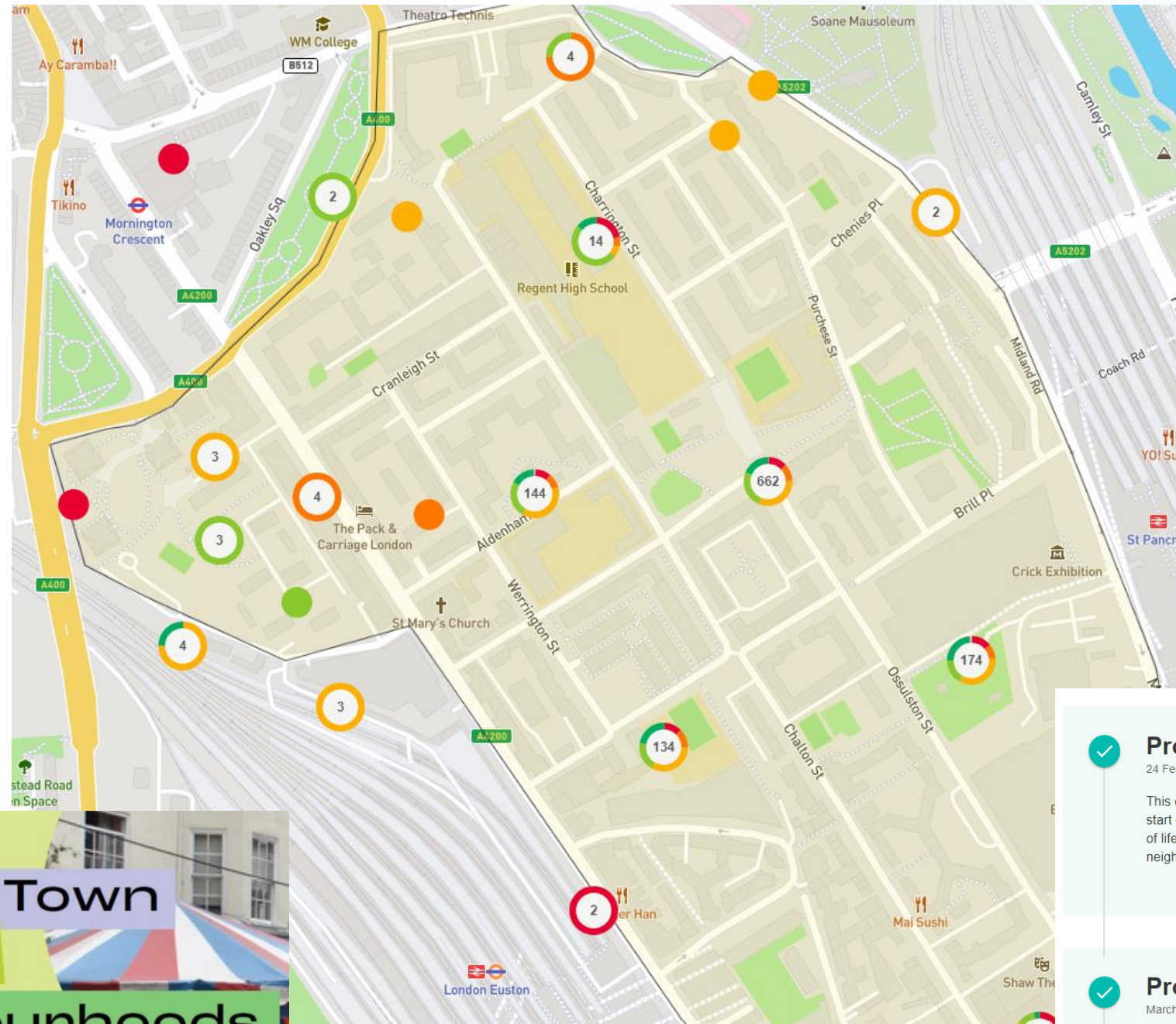


Stand alone logo



How do I know if I want a Mobility Hub on my street?

# Case Study



## Somers Town Future Neighbourhood Programme

- ✓ Clear and consistent comms
- ✓ Timelines available and changes communicated
- ✓ Attractive branding
- ✓ Variety of opportunities to engage
- ✓ Continuous feedback mechanisms

## Somers Town - Future Neighbourhoods 2030

Somers Town has received funding from the Mayor of London to become a more sustainable neighbourhood. Future Neighbourhoods 2030 aims to help residents, local businesses and organisations understand how climate change is affecting us, so we can work together on activities that are good for the environment, our pockets and our quality of life.

e.g. sam@smith.com

**Keep me updated**

Your email will be used to contact you about project updates. You can unsubscribe at any point. Please read our [privacy policy](#).

## Somers Town Future Neighbourhoods 2030

About the project | Timeline | Latest news | All tiles | The team

### GET INVOLVED

15 proposals

HELPING SOMERS TOWN RESIDENTS TACKLE THE CLIMATE EMERGENCY & CREATE A FAIRER FUTURE FOR EVERYONE.

Active

Active

Somers Town Future Neighbourhoods 2030

Start saving money and help the environment

Active

✓ **Project launch**  
24 February 2022 - 24 February 2020

This event brought partners, residents, and local businesses together to officially launch the initiative and start gathering views on what needs to happen locally to tackle the climate crisis and improve local quality of life. Read more: <https://somerstownfn2030.commonplace.is/en-GB/news/camden-launches-future-neighbourhood-in-somers-town> and of and residents to

✓ **Projects delivery starts**  
March 2022 - March 2023

Each project has its own delivery and engagement timescale. Find out more under each project tile.

✓ **Strategy Development Group establishment**  
March 2022 - April 2022

The Strategy Development Group will be responsible for overseeing the development of the Neighbourhood Strategy and the monitoring and evaluation framework.

✓ **Neighbourhood Strategy drafting**  
April 2022 - July 2022

The strategy development group will reach out to Somers Town's wider community to get their ideas and views of what needs to happen locally for Somers Town to become the neighbourhood we all want to live in, whilst contributing to tackling climate change.

# (3) Expect human irrationality

The key to both success and failure...people

- People are complicated things
  - They won't always do as you expect
  - The provision of a safe cycling or walking environment doesn't mean people will use it
  - People may misuse the space preventing others from using it
  - People can be unaware of the changes around them
  - People do not like to change
- 
- We need people to change their current behaviours
  - We need people to embrace a more active travel choice
  - We need to work together to overcome potential barriers to change
  - We need to bring people on the journey from concept to delivery
  - We need people to WANT to change their travel choices

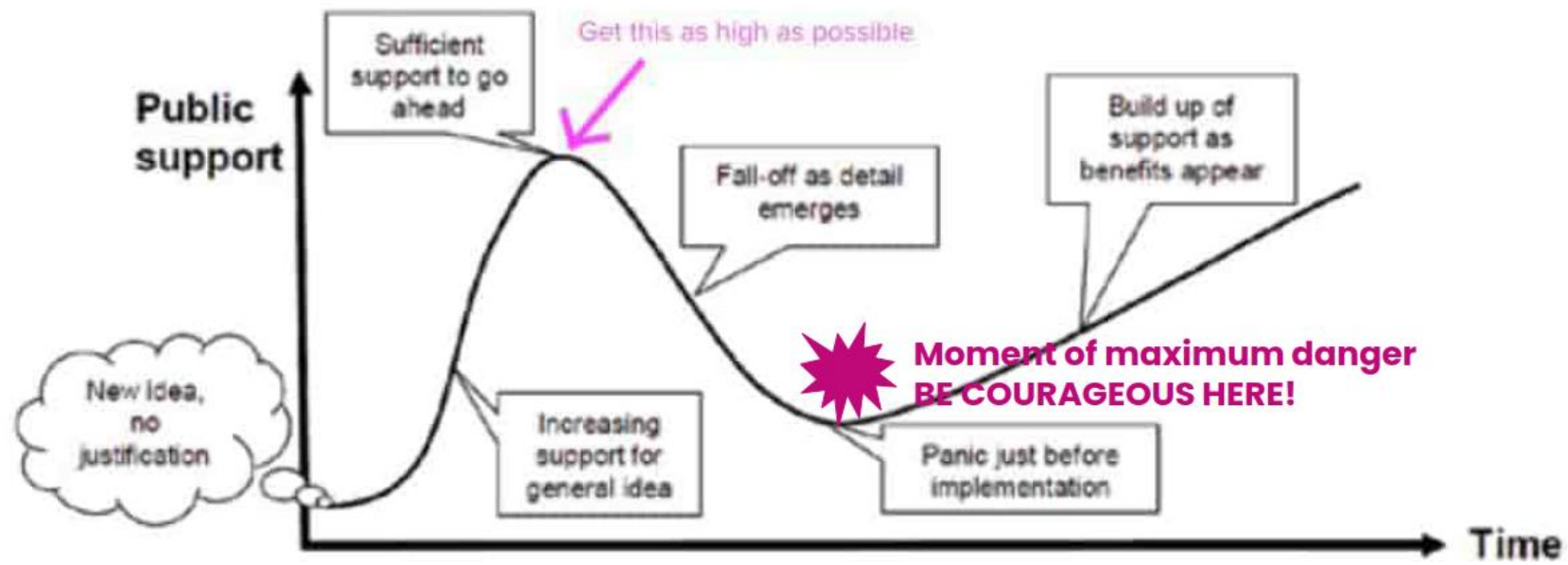


How do we change behaviour?



# Case Study

Figure 9: Road pricing acceptability may vary with time



Source: Goodwin (2006) and Owen et al. (2008)

## People love their traffic filter more and more over time

% who feel **positive**, **neutral** or **negative** about their traffic filter as time passes from installation

Time Period	Positive	Neutral	Negative
Before the filter is installed	65%	13%	23%
After the filter is installed	71%	8%	21%
Over the long term	76%	5%	19%

Data and methodology: [wearepossible.org/traffic-filters](http://wearepossible.org/traffic-filters)

**Possible.**  
Inspiring climate action

People's views about traffic filters are not fixed: they trend towards greater support following lived experience with the change

Source: Liveable Neighbourhoods Conference 2023, Hirra Khan Adeogun, Possible

Source: Liveable Neighbourhoods Conference 2023, Hirra Khan Adeogun, Possible



# (4) Know your evidence base



# Case Study



## Your loading requirements and access around Crowndale Road

Somers Town  
Future  
Neighbourhoods  
2030

7th June 2023

Dear Business Owner,

I hope this letter finds you well. We are currently developing proposals for improving walking, cycling and road safety on Crowndale Road, as part of the Somers Town Future Neighbourhoods 2030 programme ([somerstownfn2030.commonplace.is](http://somerstownfn2030.commonplace.is)). As part of developing these proposals, in August 2022 we contacted local businesses to ask for information on current loading and access requirements on Crowndale Road. We heard back from some but not all businesses. As such, we are now writing to give you a further opportunity to share with us details of how you carry out loading and servicing for your business.

We have provided a short questionnaire, overleaf to find out more about how your business on Crowndale Road currently carries out loading and servicing. We would be grateful if you could respond to these questions and return this letter to us by **Wednesday 21st June 2023**.

You can respond by email or post. To respond by email, simply provide your responses to the questions overleaf to: [safetravel@camden.gov.uk](mailto:safetravel@camden.gov.uk). To respond by post, please return the completed questionnaire to: **Freepost LBC TRANSPORT STRATEGY** (this is the full address, no postcode required). You can also contact us by email if you have any questions.

Once design work is complete, we will consult on the proposed changes on Crowndale Road and you, and other stakeholders, will have an opportunity to share with us your thoughts and ideas about the proposed changes.

We look forward to hearing from you.

Kind regards

Camden Safer Travel  
London Borough of Camden

If you'd prefer to have this information in another language or larger size just get in touch with us on 020 7974 4444 and we'll resend this letter to you. Thank you for sharing your thoughts with us.

SUPPORTED BY  
MAYOR OF LONDON Somers Town Community Association SOMERS TOWN NEIGHBOURHOOD FORUM Camden



## Crowndale Road: Loading Requirements Questionnaire

What is the name and address of your business?

\_\_\_\_\_

1. Does your commercial property have access and loading requirements?

Yes  No

If yes, where do vehicles temporarily park to service your property?

\_\_\_\_\_

2. How often does your business have access and loading requirements on an average week?

\_\_\_\_\_

3. What times of day does your business have access and loading requirements? Are the times regular or does it vary?

\_\_\_\_\_

4. Does your business have rear access to College Place – and are there any issues / restrictions with loading access at the rear of your business?

\_\_\_\_\_

\_\_\_\_\_

SUPPORTED BY  
MAYOR OF LONDON Somers Town Community Association SOMERS TOWN NEIGHBOURHOOD FORUM Camden

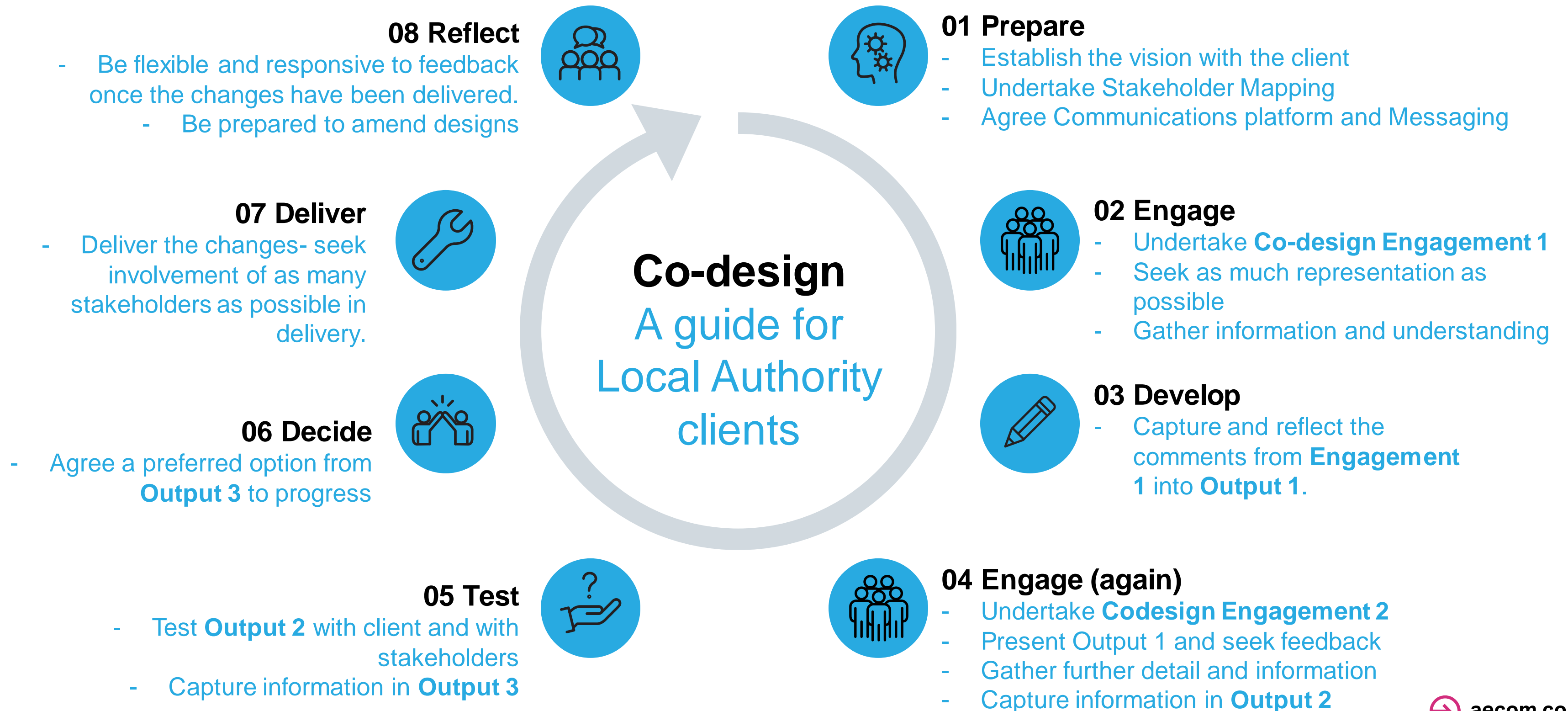
Business Name + Extra Comments	1) Does your commercial property receive deliveries?	2) If so, where do the delivery vehicles temporarily park to service your property? i.e. Crowndale Road or adjacent streets	3) How often do you receive deliveries to your property, per week?	4) Do these deliveries occur at the same time of the day? If so, at what time?	5) What type of delivery vehicles are used? i.e. Transit van	Analysis
NHS Centre - note there is also a loading bay on Eversholt Street that could be used by deliveries to/from NHS centre	Yes	Pay by phone bay on Crowndale Road close to traffic lights /w Eversholt Street	X3	Any time of day	Van	No scheme objections should parking bay remain
Cleaners & Coffee - Has access to road at rear and would like to load there again	Yes	Directly outside premises on Crowndale Road	Everyday	Every few hours	Van	Uses Crowndale as cannot use rear - would prefer to
Crown Inn Off License - Had robbery at rear so less likely to use back entrance	Yes	Daytime: loading in the estate across the road Evening: Crowndale Road in front of premises	Everyday	Sporadically	Use own vehicle from cash and carry	Uses Crowndale in evening
Vantage - very vocal about opposition to cycle lane on Crowndale Road/general active travel interventions	No	but it is an accident compensation company that appears to do car rentals as well	N/A	N/A	N/A	Expected objection. No loading relevance
Crown café - Has access to road at rear	Yes	Directly outside premises, and business owner parks his car on single yellow line on Crowndale Road	X3/4	Early morning - 6am	Car	Understand parking restrictions with new design - currently parks on Crowndale all day
Londis /post office - Has access at rear	Yes	Directly outside front of premises	Daily	Sporadically	Lorry or van. Note that a van could access the rear but not a lorry.	Has access at rear for smaller vehicles but needs Crowndale for lorries
WM College	Yes	Out the front on Crowndale Road for smaller items, or the loading bay on Camden Street for bigger items Less able rear users get vans and enter through the front on Crowndale	Daily	Any time	Lorries or delivery van	Alternative to Crowndale on Camden Street
Martin & Co	No					N/A
Koko/Koko Café	Yes	Bayham Place	42 per week	78% in the morning, before midday	Vans/lorries	Deliveries don't take place on Crowndale
Camden Town Library	Yes	Eversholt Street	Everyday	Anytime	Vans	Deliveries don't take place on Crowndale

			Boarders		Alighters		Boarders	Alighters
			AM Peak	PM Peak	AM Peak	PM Peak	Daily	
PoW Rd	Stop CS	Existing SUBB	30	23	1	3	114	11
Royal College St	Stop P	Existing SUBB	27	29	52	42	130	184

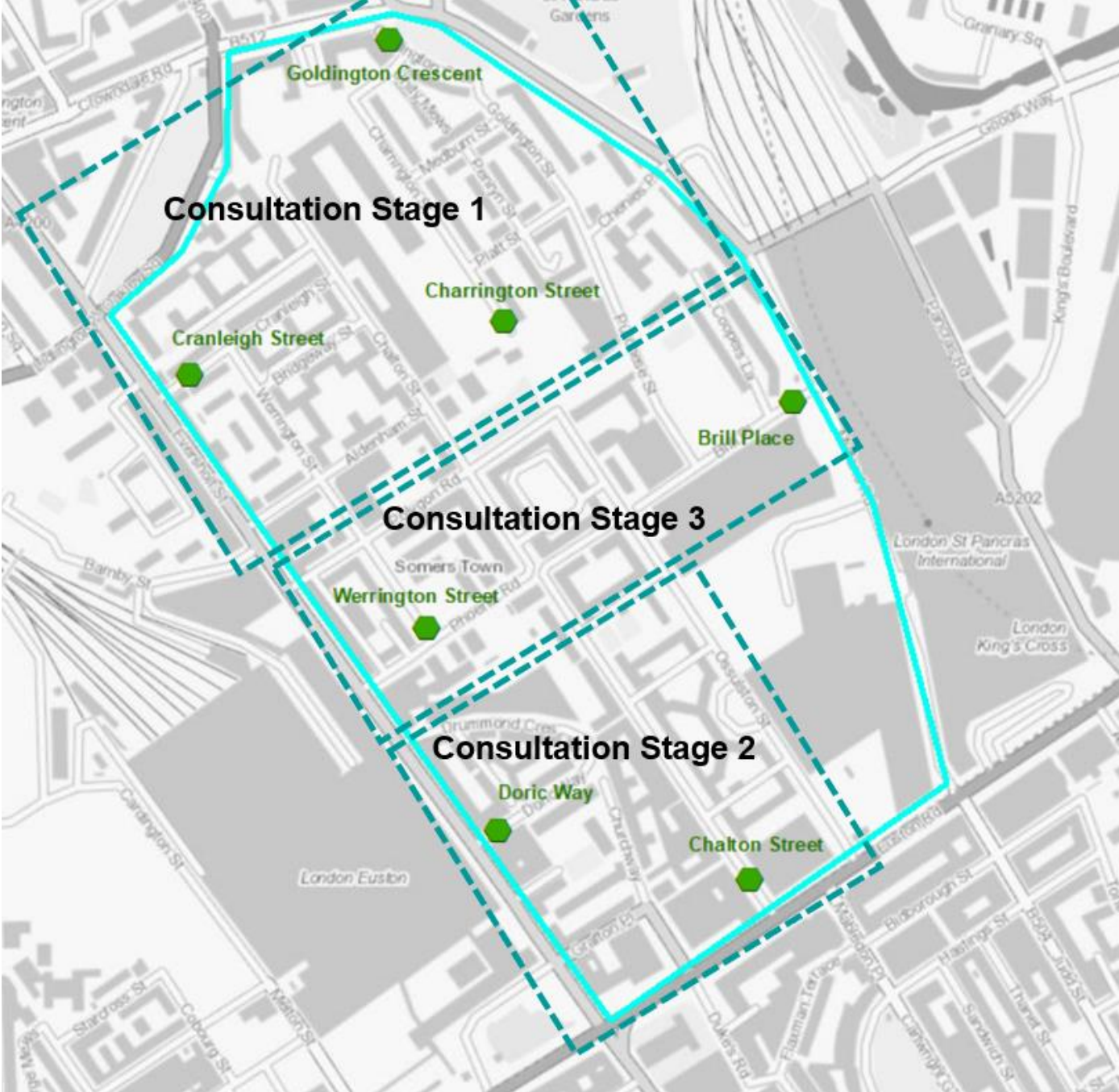
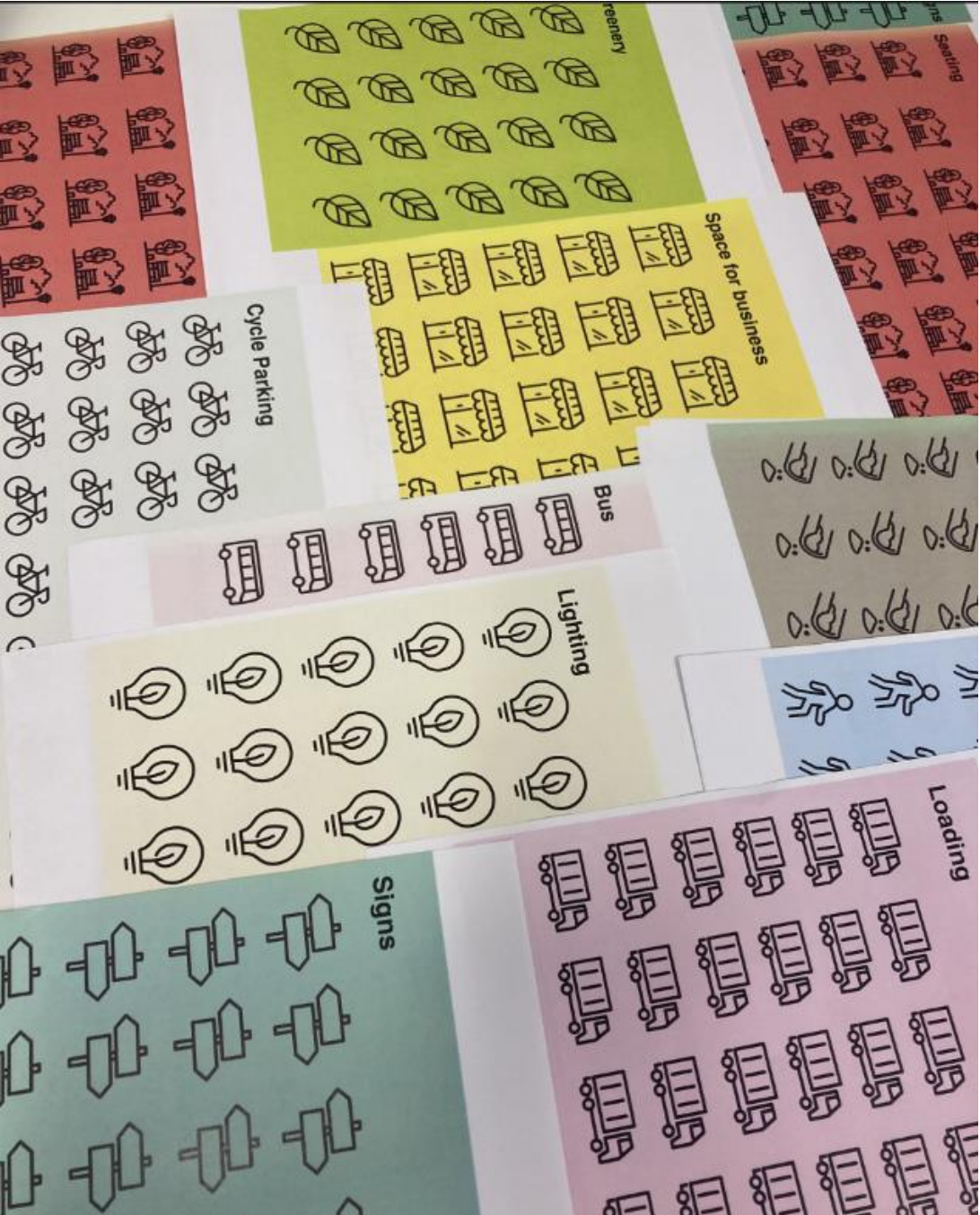
Crowndale Rd	Stop K	(Nr Bayham St - proposed SUBB)	13	14	50	76	78	278
Crowndale Rd	Stop N	(Nr RCS, South Side)	58	49	60	58	269	247
Crowndale Rd	Stop U	(Nr RCS, North Side)	61	71	39	43	312	193

	Boarders		Alighters		Boarders	Alighters
	AM Peak	PM Peak	AM Peak	PM Peak	Daily	
Crowndale (Stop K) vs PoW	-17	-8	49	73	-36	267
	-57%	-36%	3493%	2853%	-32%	2532%
Crowndale (Stop K) vs Royal College St	-14	-14	-1	33	-52	94
	-53%	-50%	-3%	78%	-40%	51%

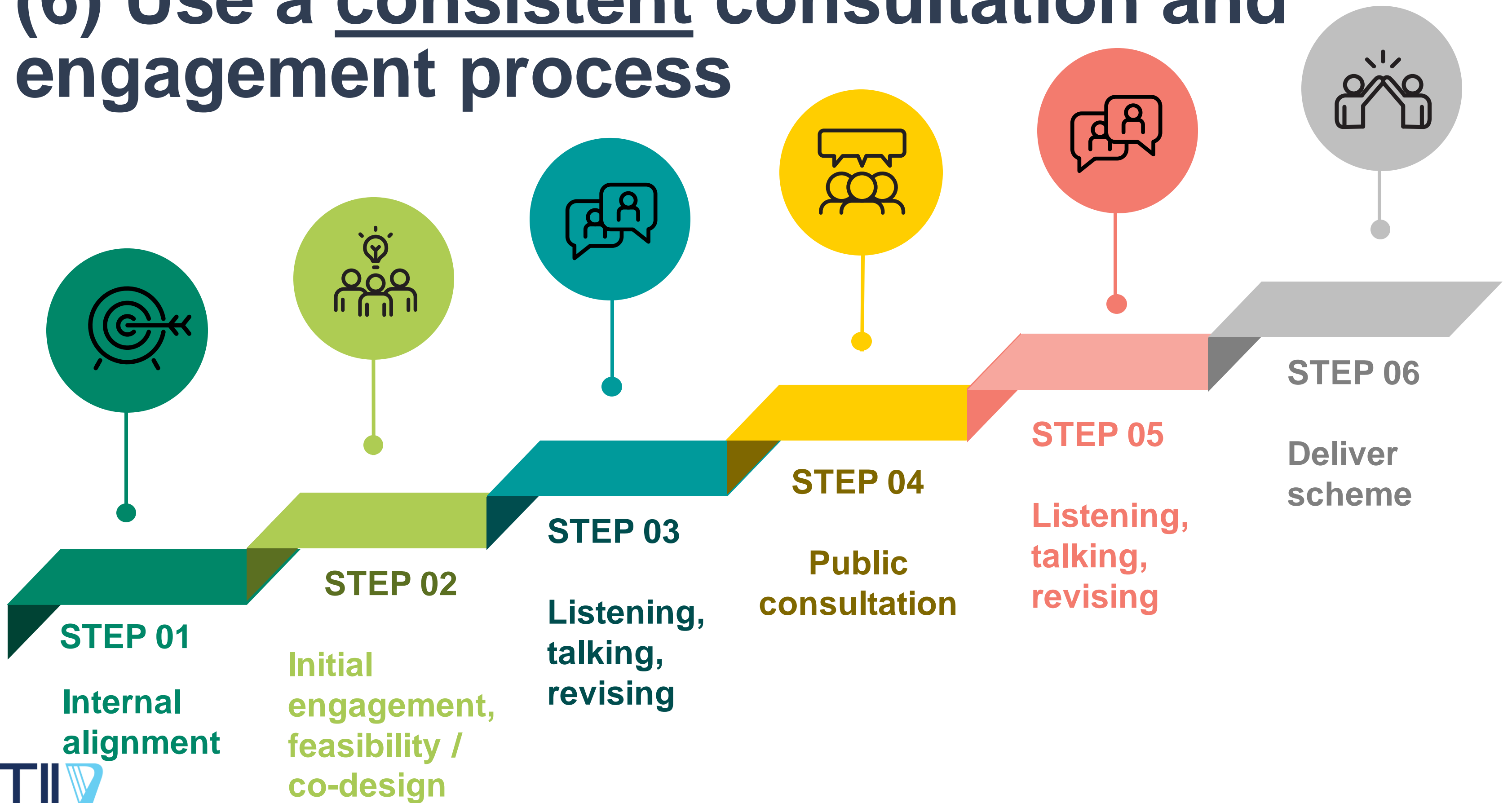
# (5) Be ready to compromise – e.g., use a co-design process



# Case Study



# (6) Use a consistent consultation and engagement process





We all have a role to play in delivering modal shift and net zero commitments



Good engagement and consultation can be the difference between success and failure



If you have any questions or would like to follow-up, come and chat to us 😊

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