

CRP CONVERSATIONS

TRANSPORT EQUITY

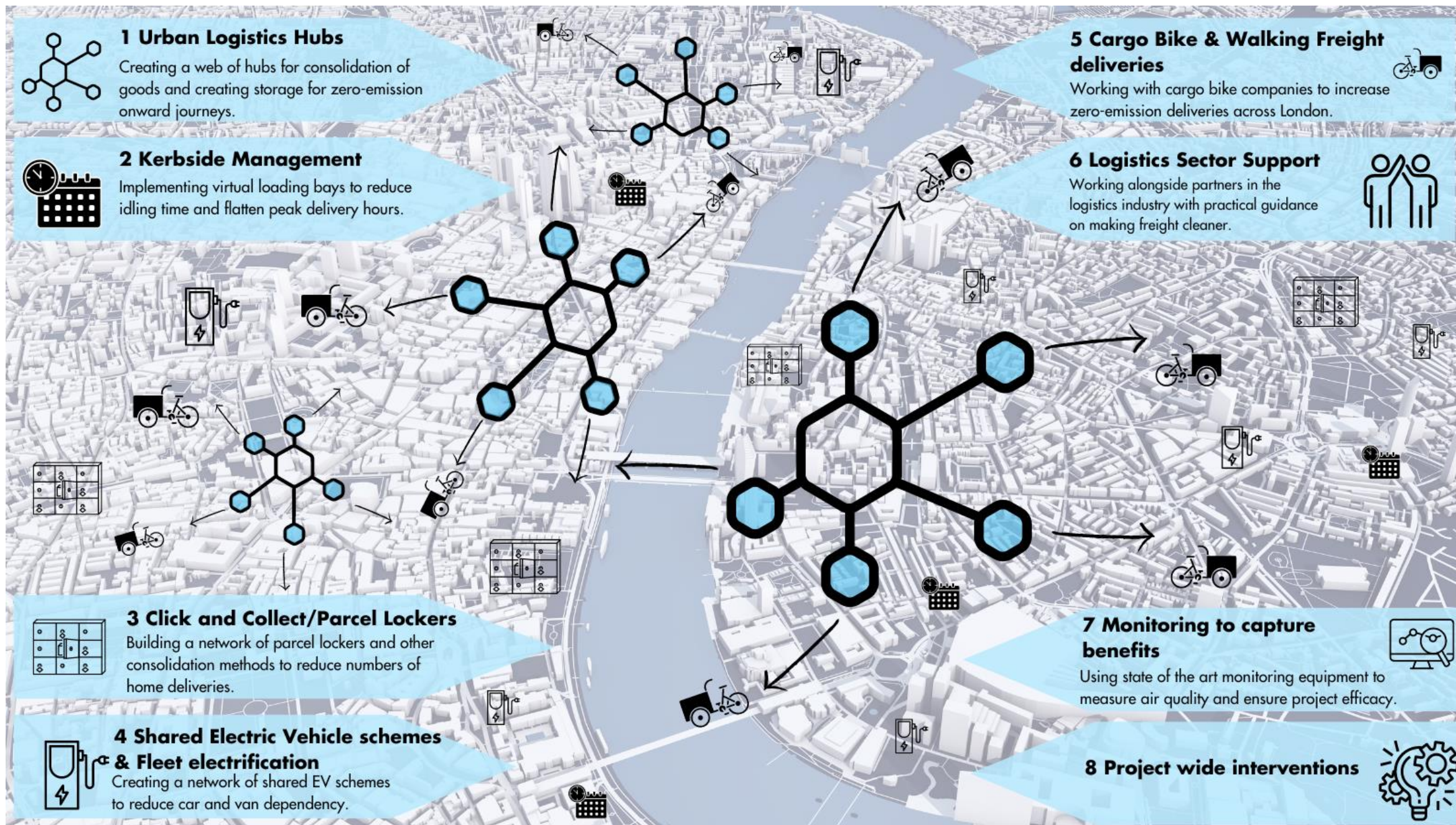


Agenda

- 4pm – Sefinat Otaru: Introduction to Cross River Partnership
- 4:10pm – Tom Cohen (Active Travel Academy): Transport Equity – Introductory Thoughts
- 4:20pm – Millie Mitchell (Centre for London): Transport Equity & Financial Incentives
- 4:30pm – Alper Muduroglu (Peddle My Wheels): Equitable Solutions for Active Travel projects
- 4:40pm – Q&A
- 5pm – Refreshments and networking



Smarter Greener Logistics



Smarter Greener Logistics (SGL) is a Defra-funded project led by Westminster City Council in collaboration with 26 project partners.

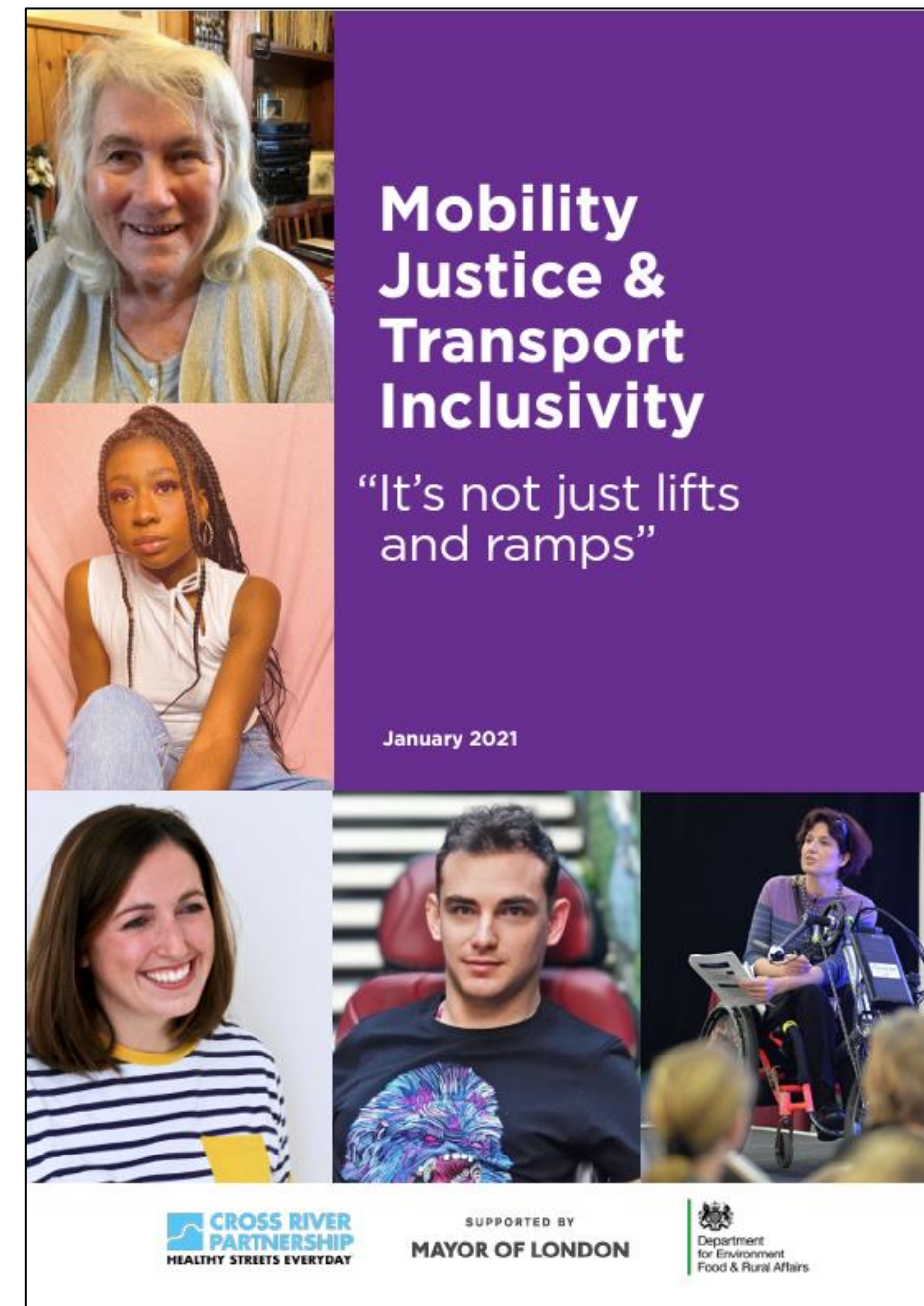
The project aims to minimise the impact of freight on noise, air quality, traffic and pavement space in London by making improvements across 15 London boroughs and four London Business Improvement Districts (BIDs).

Cross River Partnership and Transport Equity



CRP: Mobility Justice and Transport Inclusivity

- Guidance document produced as part of Healthy Streets Everyday
- Recognises that transport can be one of the principal barriers faced by disabled people
- The report explores five stories of mobility (in)justice faced by individuals with a mobility impairment, providing a voice to the everyday experiences of these individuals
- Highlights a variety of Inclusive Design guidance documents



Inclusive mobility:
an integrated transport policy, which encompasses accessible public transport (including transport infrastructure) that removes or reduces mobility barriers⁴.



Mobility Justice:
the principle that all people should have the same opportunity to move around and access a space³.

CRP: The Lived Experience of Our Streets

- Commissioned by CRP on behalf of Transport for London's Central London Sub Regional Transport Partnership
- Sets a vision to create a more equitable and accessible streetscape
- Considers different street users' needs across four different street typologies: Local; Destination; Office and Transport; New Development.
- Vision-led recommendations include:
 1. Put people first and respond to their needs
 2. Improve safety for street users at night and during the day
 3. Streets for wellbeing
 4. Share, engage, and co-create streets through greater collaboration between stakeholders
 5. Intergenerational streets with provisions for all ages
 6. Future-proof the street – design the street to consider emerging demands including last-mile logistics and micro-mobility



Dr Tom Cohen

Reader in Transport, Active Travel Academy



CRP Conversations – transport equity

Introductory thoughts

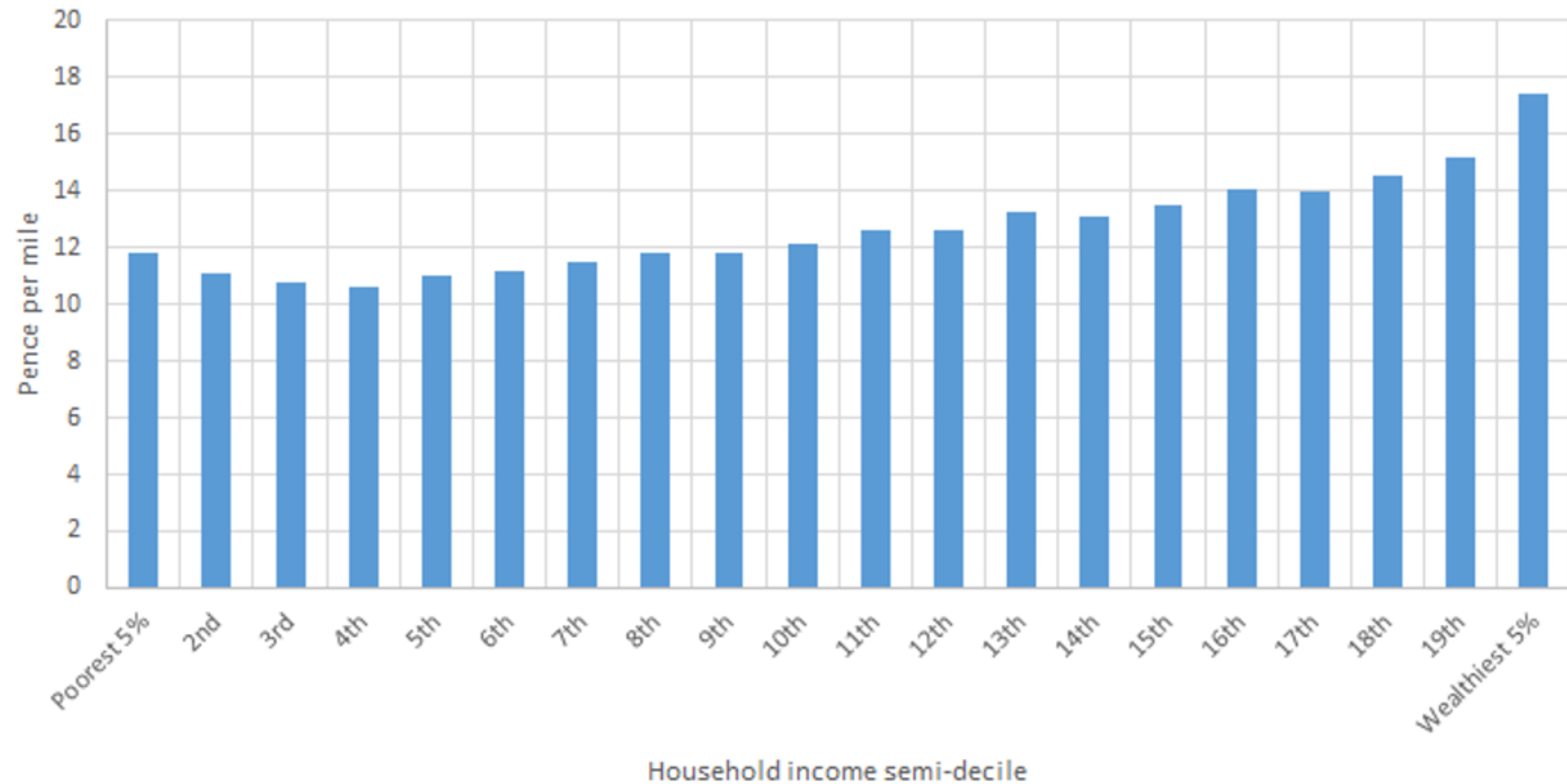
Tom Cohen

29th November 2023

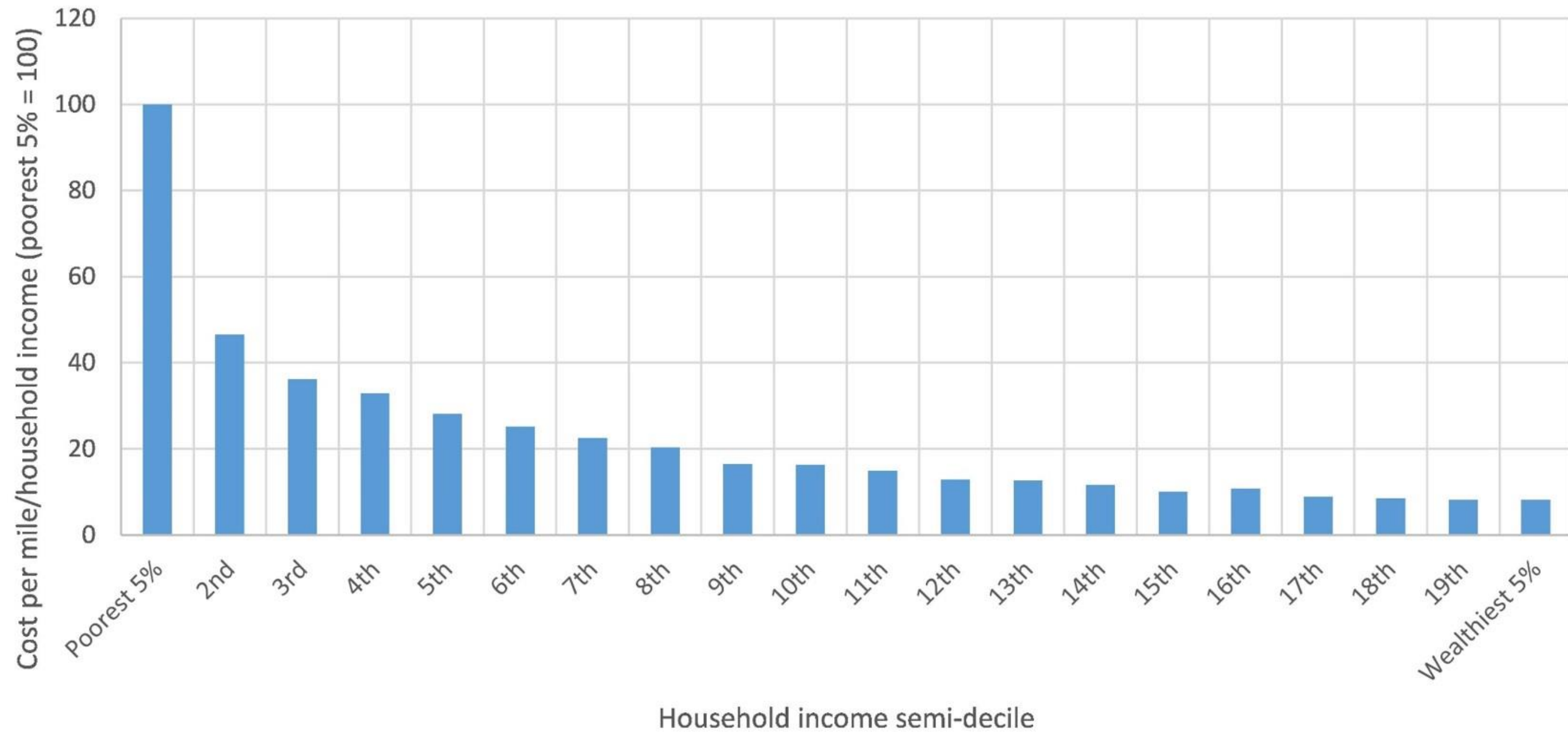
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Mean cost of travel per mile by income band



Mean cost of travel per mile as proportion of household income, by income band



Mean travel time per mile by income band

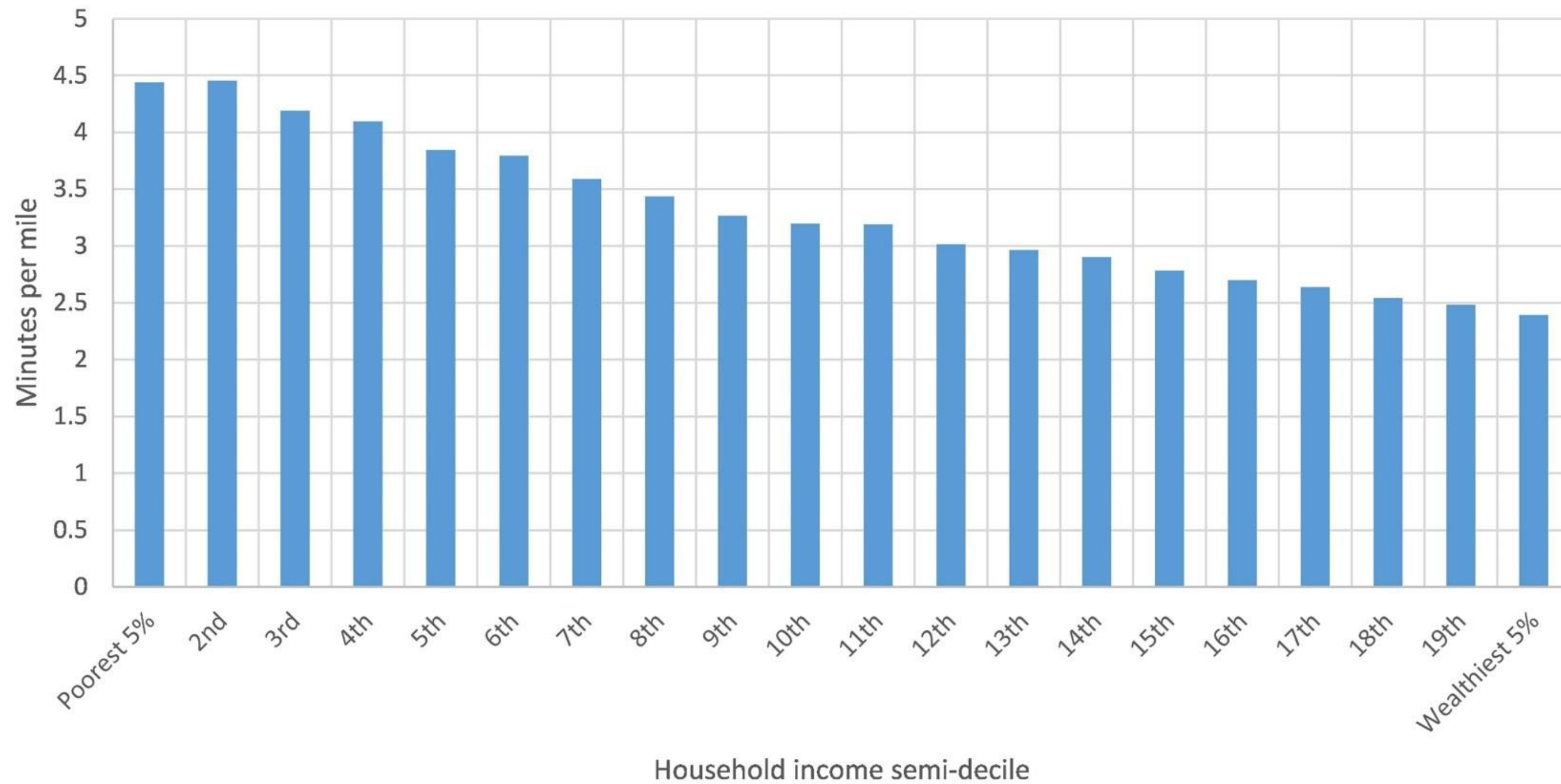
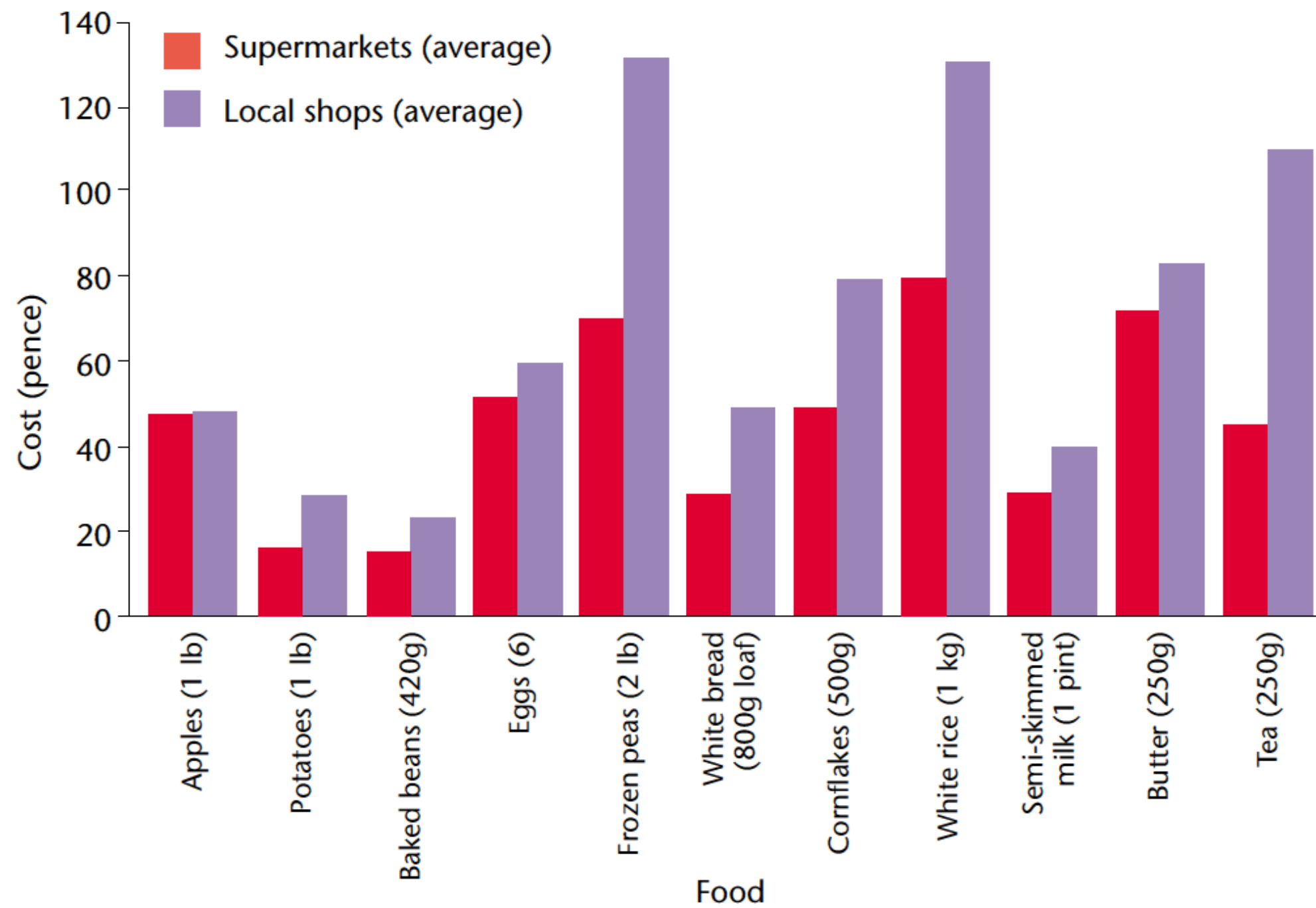
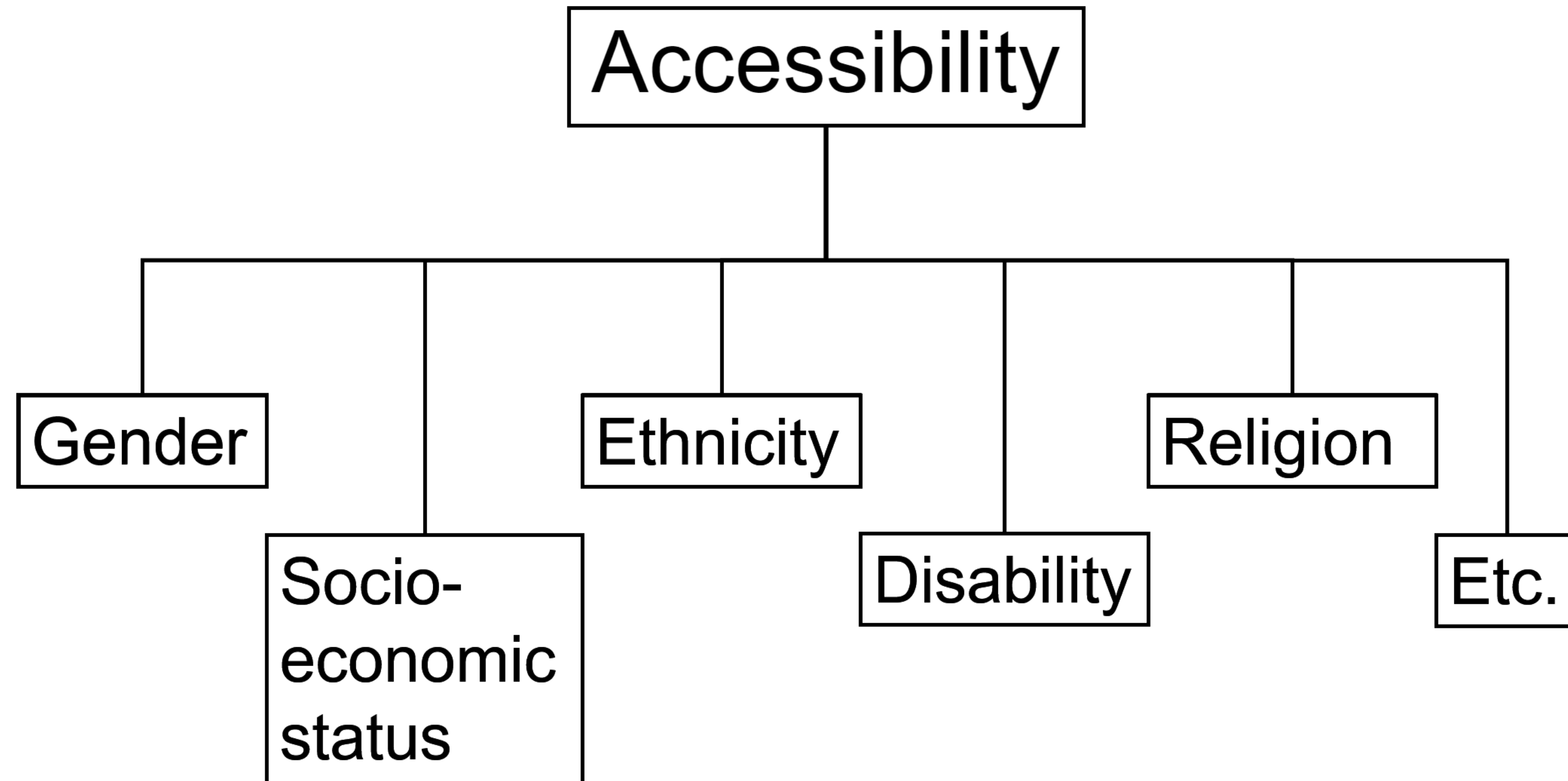
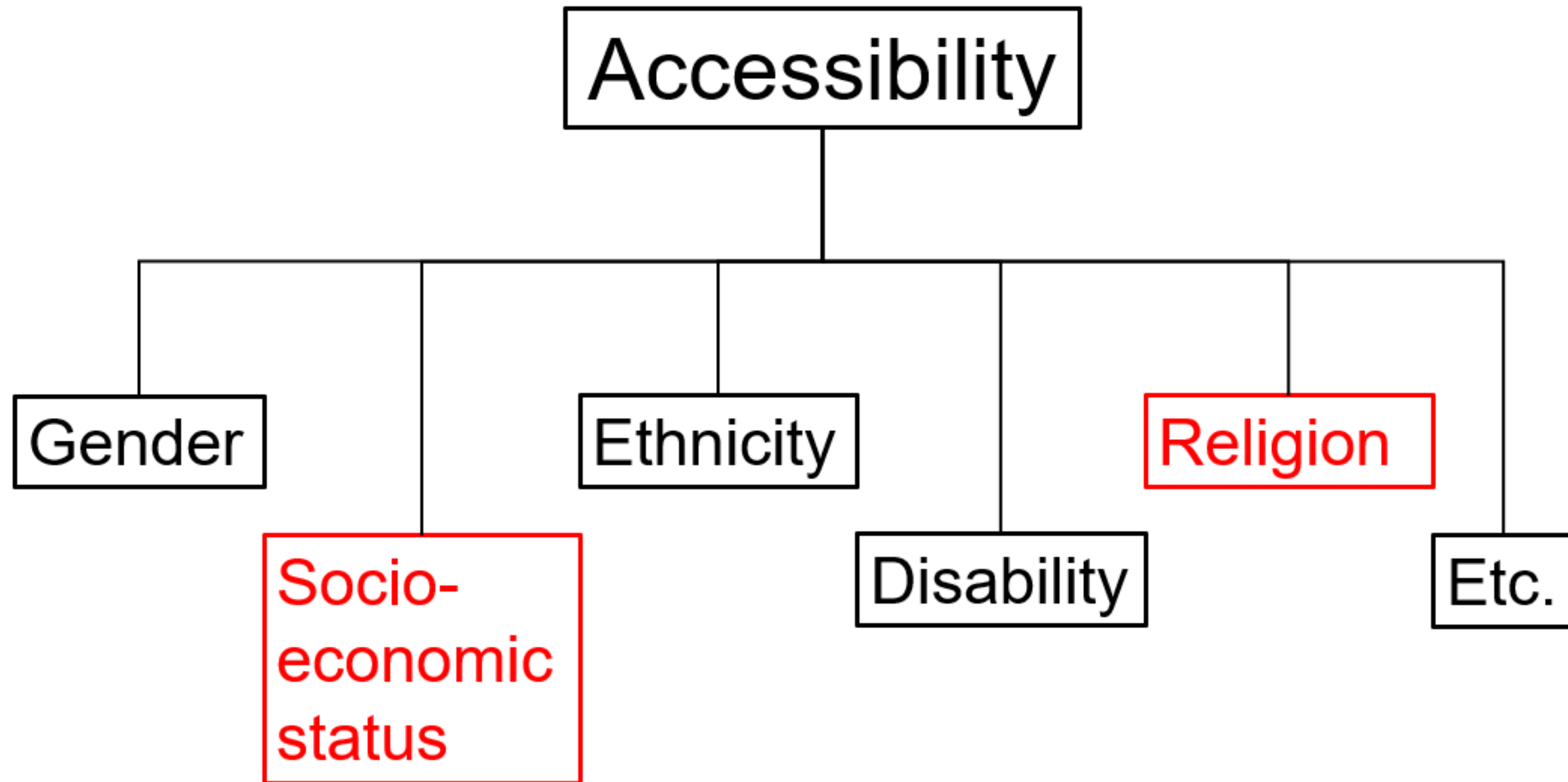


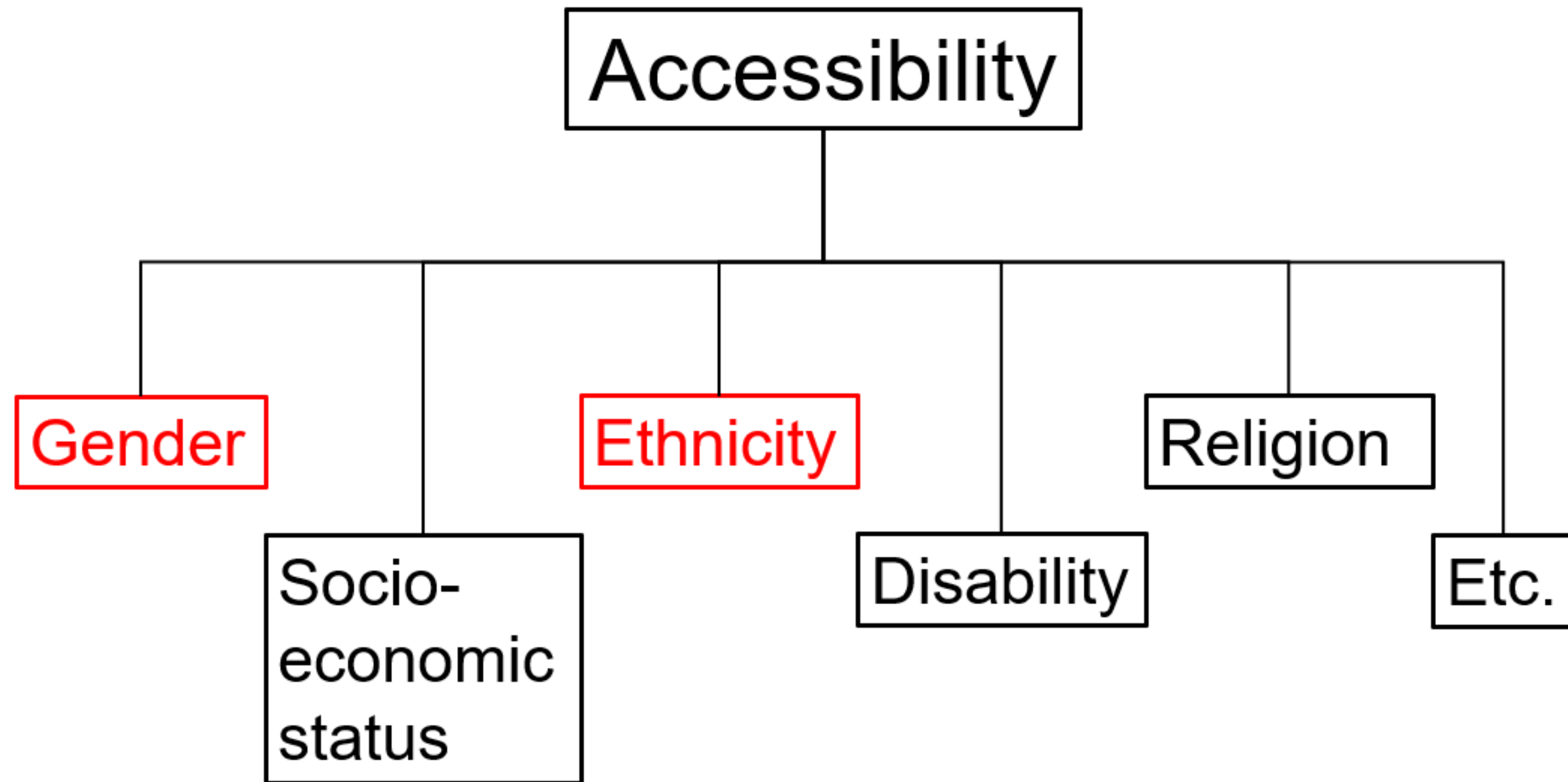
Figure 1.3: Variations in food prices: cheapest options obtainable in local shops and nearest supermarket, in 11 of the most deprived areas of the country

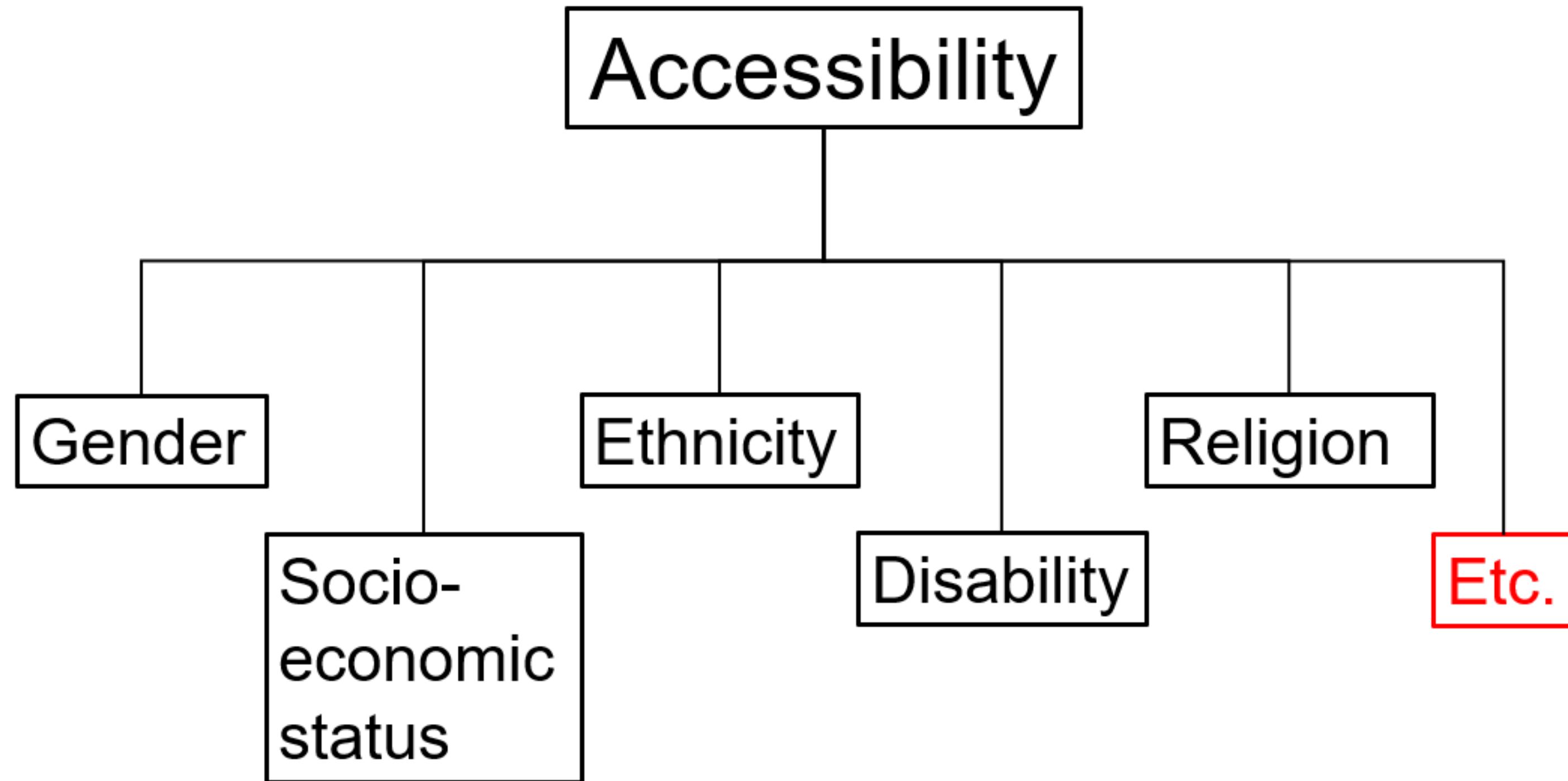


Source: Consumers' Association *The Food Divide: eating on a low income* (1997)





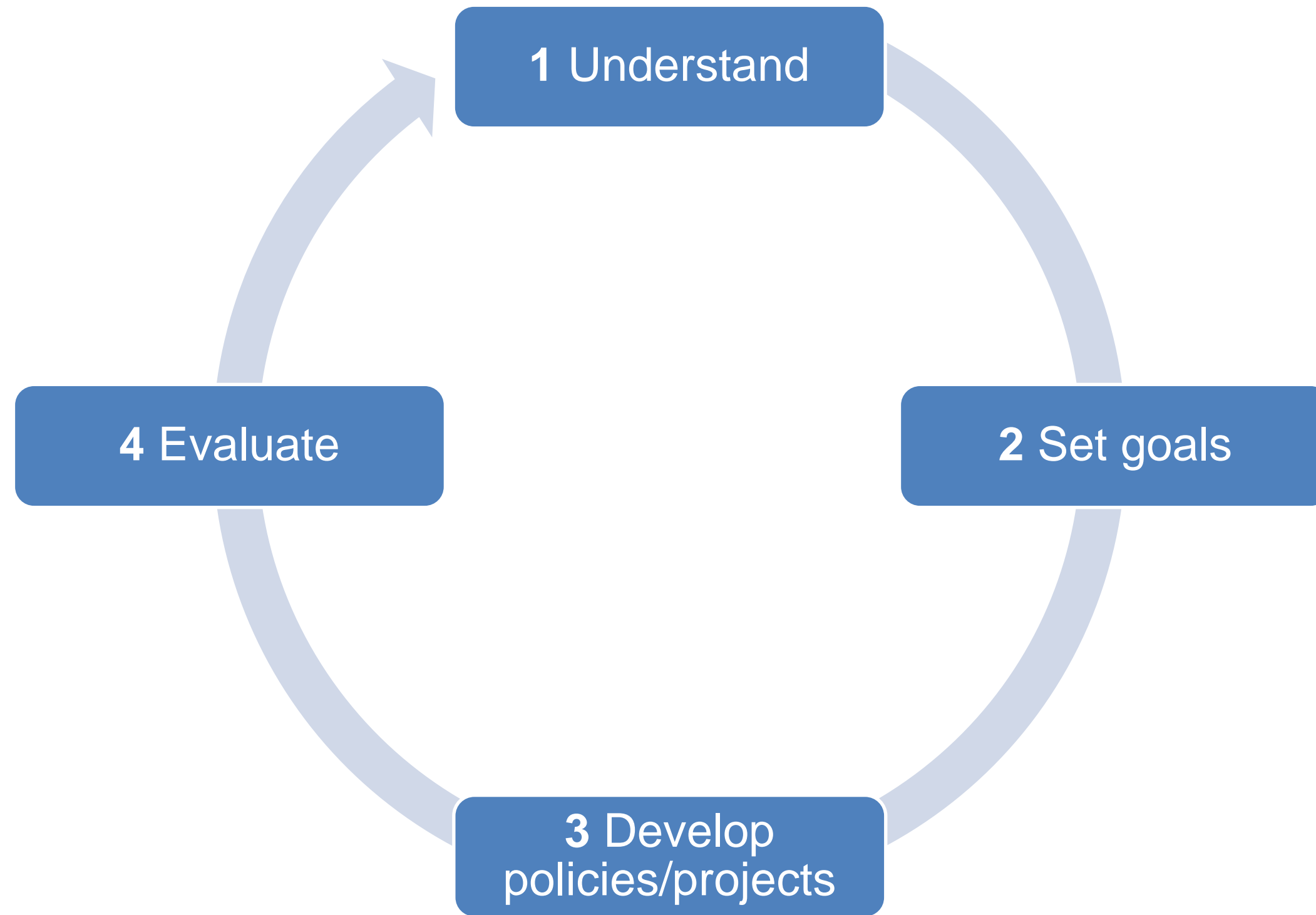




Why does this matter?

And what to do about it?







TACKLING TRANSPORT INJUSTICE

Practical advice for local authorities



Mike Tisdell, Tom Cohen and Ersilia Verlinghieri
University of Westminster
July 2022

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A closing thought

Picture: Living Streets



Millie Mitchell

Senior Researcher, Centre for London



Transport Equity and Financial incentives

CRP Conversations, November 2023



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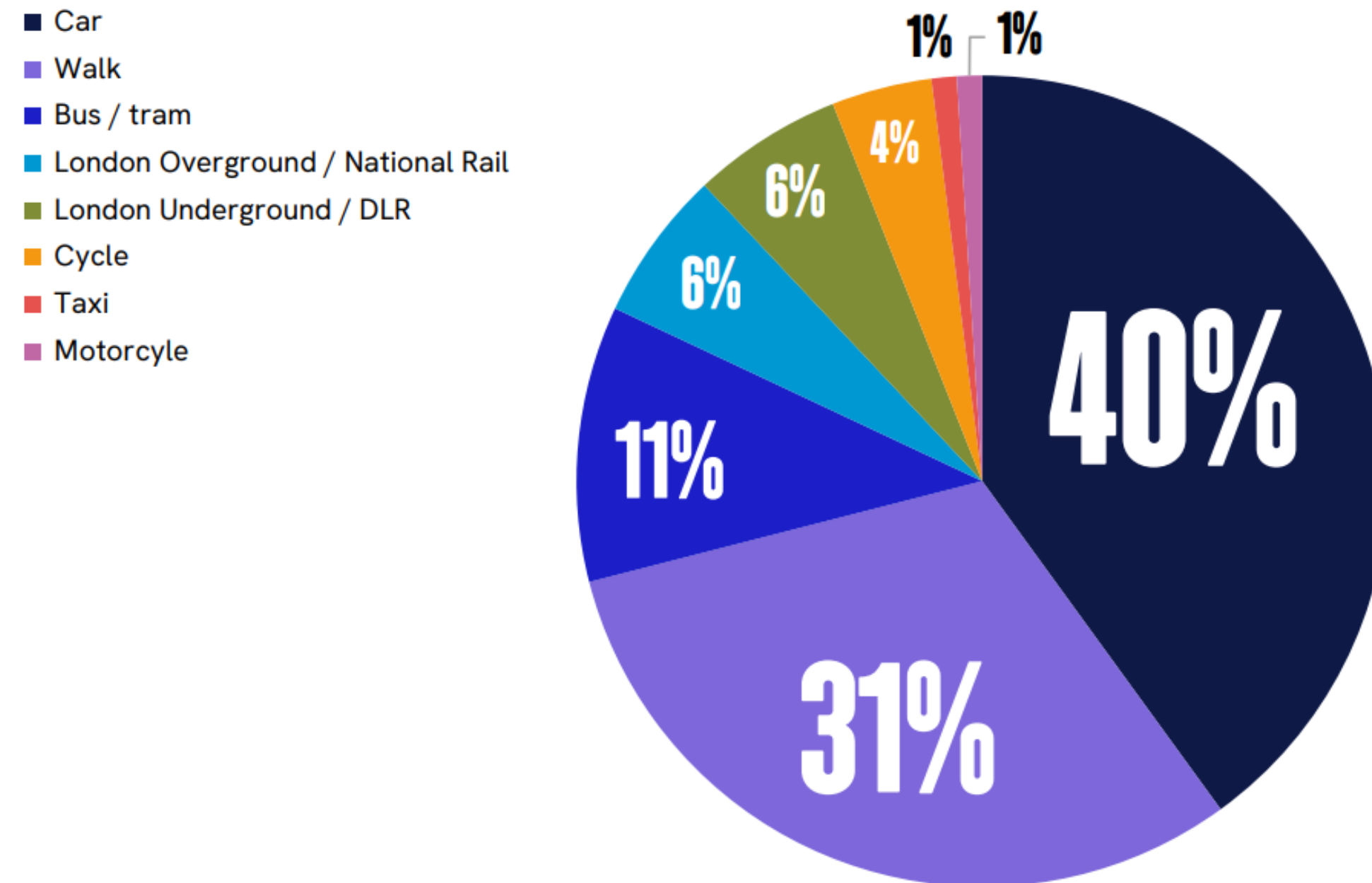
We need to change travel behaviours in London

Road transport is the main contribution to transport emissions and the leading contributor to air pollution.

Three quarters of journeys currently made by car could instead be made on foot, by bicycle or by public transport (TfL, 2017).

Driving makes up the largest single proportion of daily trips in London

Figure 1: Mode share of daily trips in London, 2021



Source: Transport for London (2022) Travel in London Report 15

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LONDON**

What influences people's travel behaviours?

- The travel environment
- Personal capabilities and needs
- Attitudes
- Habits
- Affordability

Cost can be a powerful tool for behaviour change.

What do we mean by financial incentives?




Encourage sustainable behaviours by making them **cheaper**.

E.g. The Cycle to Work Scheme or discounted bus fares.

Discourage unsustainable behaviours by making them **more expensive**.

E.g. The Congestion Charge or emissions graded parking.

Who can influence transport costs?

National government	 Fuel duty VED	 Funding deal places restrictions on TfL	 Cycle to work scheme
	ULEZ & Scrappage Congestion Charge	Fares Caps & Hopper Fare Concessions	Funding towards cycle hangars Santander cycles
	Parking permits	-	Cycle hangars Trial bike schemes
	Price of car Insurance costs Base fuel costs	-	Price of bike Insurance costs
Transport for London			
Local authorities			
Outside of immediate influence			

Other factors influencing transport costs

Household characteristics

- Availability of storage or parking
- The borough where someone lives

Individual characteristics

- Age
- Employment status

Journey characteristics

- The destination
- The distance of the journey
- The time of day

Modelling transport costs

There is no singular answer to the question of 'how much does it cost to travel in London?'.

Based on TfL's Transport Classification of Londoners we created nine typical London individuals and families.



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What does a good financial incentive look like?

- Targeted
- Fair
- Available alternatives
- Clear messaging

Example: £1 bus fare



Sophia and her children, and Nikhil will experience the greatest cost savings.

Personas	Cost to use public transport	Impact of the policy on the cost to use public transport
Leila and her children	£6.15	-12.2%
Paul	£2.70	0.0%
Mike	£0.00	0.0%
Sophia and her children	£1.75	-42.9%
Lena	£3.40	0.0%
Peter, Zara and their children	£9.95	-15.1%
Nikhil	£1.75	-42.9%
Matt	£5.10	0.0%
Luke	£11.50	0.0%



But for Peter, Zara and their children, it would still be cheaper to drive than to use public transport to complete their trip.

Example: distance- and emissions-based road user charging

This policy could replace ULEZ and Congestion Charge.

For some of our Londoners, this would reduce their cost to drive their specific journeys.

Whilst those driving longer distances in high emission vehicles would pay more.



Personas	Cost to use public transport	Current cost of driving	Impact of the policy on the cost of driving
Leila and her children	£6.15	£41.72	-16.7%
Paul	£2.70	£23.84	+0.4%
Mike	£0.00	£66.56	-35.6%
Sophia and her children	£1.75	£12.87	-85.8%
Lena	£3.40	£27.09	+2.9%
Peter, Zara and their children	£9.95	£4.40	+157.5%
Nikhil	£1.75	£13.50	-84.6%
Matt	£6.15	£35.01	-27.8%
Luke*	£11.50	£8.68	0.0%

*Luke is travelling outside London, so he wouldn't be impacted by road user charging inside London.



Increasing fairness through policy packaging

Policymakers should consider the push and pull framework when designing new financial incentive policies.

For example,

- When the ULEZ scrappage scheme and support offers were introduced at the same time as the ULEZ expansions.
- Local authorities could reduce the cost of secure bike parking at the same time as increasing residential car parking permits.

But **communication is key.**

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LONDON**

Overarching recommendations

National government, TfL and local authorities should,

- Make it easier for people to know the **overall costs of driving** relative to other modes of transport.
- **Communicate in advance** about any new financial incentives or disincentives to allow people time to adapt their travel behaviours.
- Consider all incentives as part of a **package of measures** to boost effectiveness and fairness.

Targeted recommendations

- **To disincentivise driving** where alternatives are possible
- **To encourage public transport use**
- **To unlock cycling**
- **To encourage multi-modal travel** through a consistent and affordable pricing system

Thank you!

Millie Mitchell, Senior Researcher
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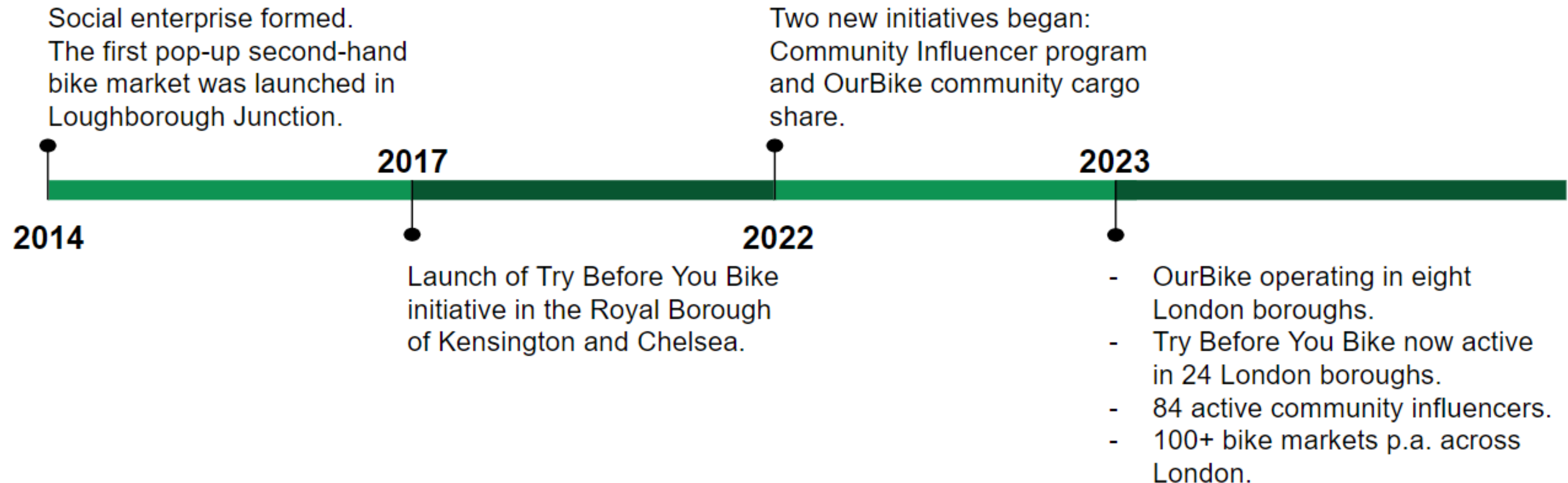


Alper Muduroglu

Founder, Peddle My Wheels / Our Bike



History



TRY BEFORE YOU BIKE



Innovative, flexible, cost-effective

Try Before You Bike (TBYB) was designed to provide councils with a cost effective, flexible alternative to loan schemes, bike libraries and similar models.

- One payment from the council sets up the scheme for life.
- This is a one-off cost per bike type depending what the council wishes to offer, eg standard, cargo, e-bike, adaptive.
- In addition to this the council then funds free trials by purchasing a number of free trial coupons which can be offered to all businesses and residents, targeted to geographical areas or certain groups or used for social prescribing programs.
- Each coupon triggers a free trial and a discount on the sales price of the bike (15%-35% depending on bike type).
- Each trial is supported by cycle training from qualified instructors.

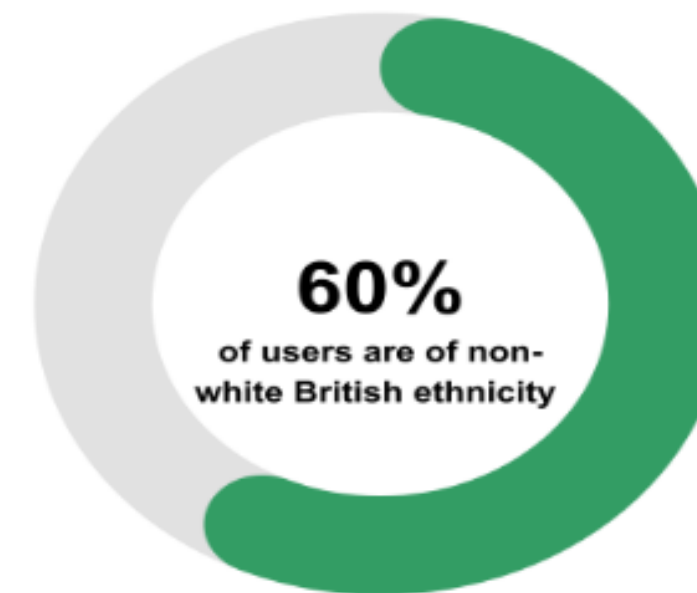
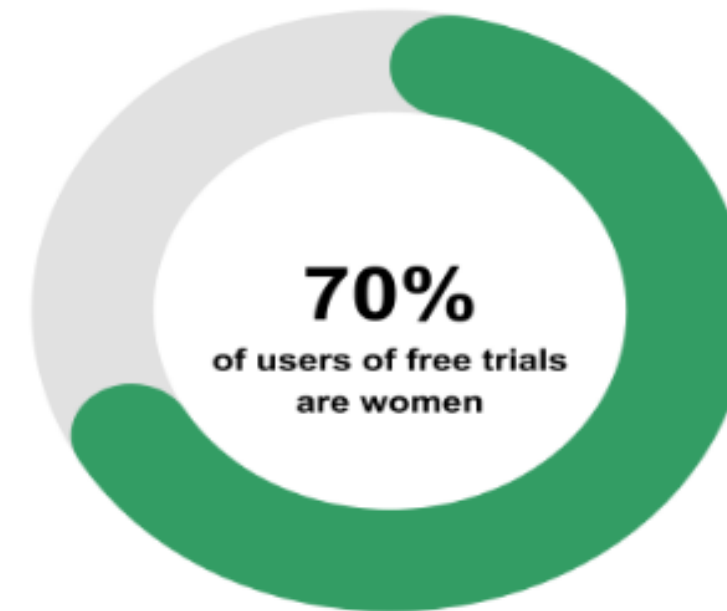
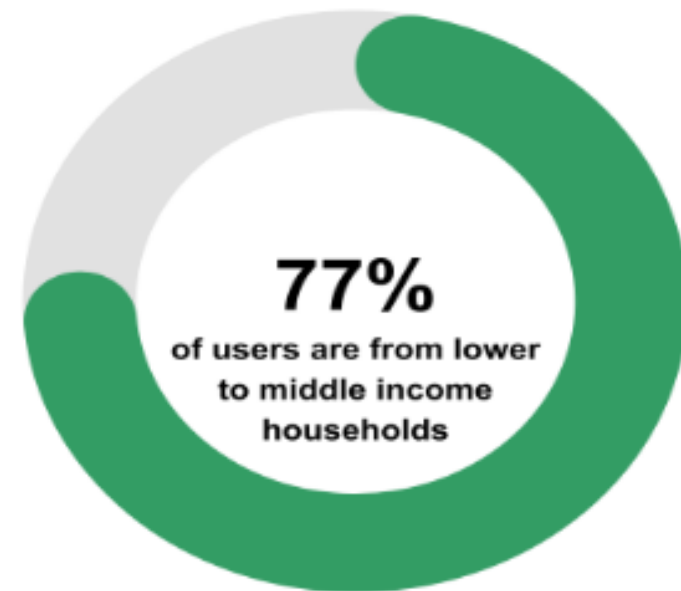
75% OF
LONDON LOCAL AUTHORITIES
NOW OPERATE THE TRY BEFORE
YOU BIKE SCHEME IN THEIR
BOROUGH.



80% OF USERS SAY THEY
WOULD NOT HAVE STARTED
CYCLING IF THE TBVB SCHEME
DID NOT EXIST.



Socio-economic and ethnically diverse users





Salina is a newly-qualified nurse who hasn't ridden for a while. She found out about TBYP via a friend who shared it on FB.

"I haven't ridden for a while but I want to ride my toddler to nursery and build up to riding to work, plus I want to ride for fitness. I'm getting fed up with driving! The quick teaching session was helpful and I think I will book a cycle training session to help me work out a route to work."



Community Influencers



Starting the journey.

The selection process for our Influencers is a joint task with our council partners. We normally get 3-4 times the number of applications to places so recruitment is very competitive. Reasons for applying have included some very inspirational and emotive factors:

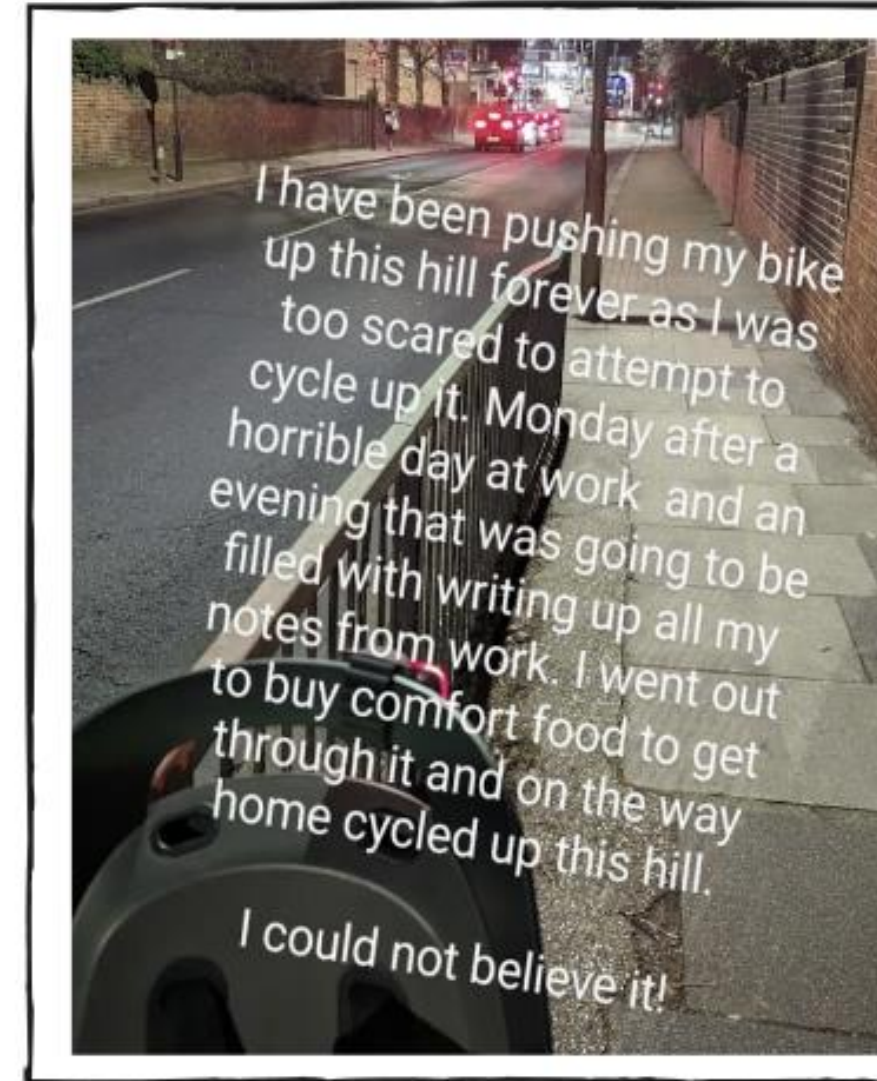
- Overcome loneliness and mental health issues.
- Inspired by bereaved family members who used to cycle.
- Show other parents that working, single parents can travel with their kids sustainably.
- Immigrants who are new to the city wanting to discover London.
- Inspiring others in faith groups that they can follow the Influencer's example.
- A lot of volunteers are a part of groups who already have connections in their community and want to use that influence to encourage clean, healthy transport.



Influencers Stories



DAISY





SECOND-HAND BIKE MARKETS



Cycling for Everyone



Bike Markets - Overview

- Pop-up bike markets held in public spaces and schools.
- Sustainable scheme to promote cycling.
- Generating revenue for local charities and schools.
- Communities creating affordable bike stock for others in their community.
- A collaborative approach between PMW, councils, schools, residents and charities.
- Over 500 bike markets have taken place since 2014.



OurBike

Say goodbye to the car (or van)



What is OurBike

An app based, community e-cargo share scheme but much more than this...

- An easily accessible, fun to use, affordable alternative to motor vehicles.
- A focal point for local communities to enjoy and encourage clean, healthy travel.
- A low barrier entry point to a sustainable form of transport.
- A high profile, moving promotional tool for sustainable travel.
- An e-cargo bike for the local community, managed by the local community.
- A solution for local business and residents to compliment other infrastructure projects in the area.



Key Stats

Average number of reservations and KM travelled per bike p.a. (based on data from year 1 of the scheme)

Type	Total
Number of Reservations per bike p.a.	254
Distance travelled (km) per bike p.a.	1286

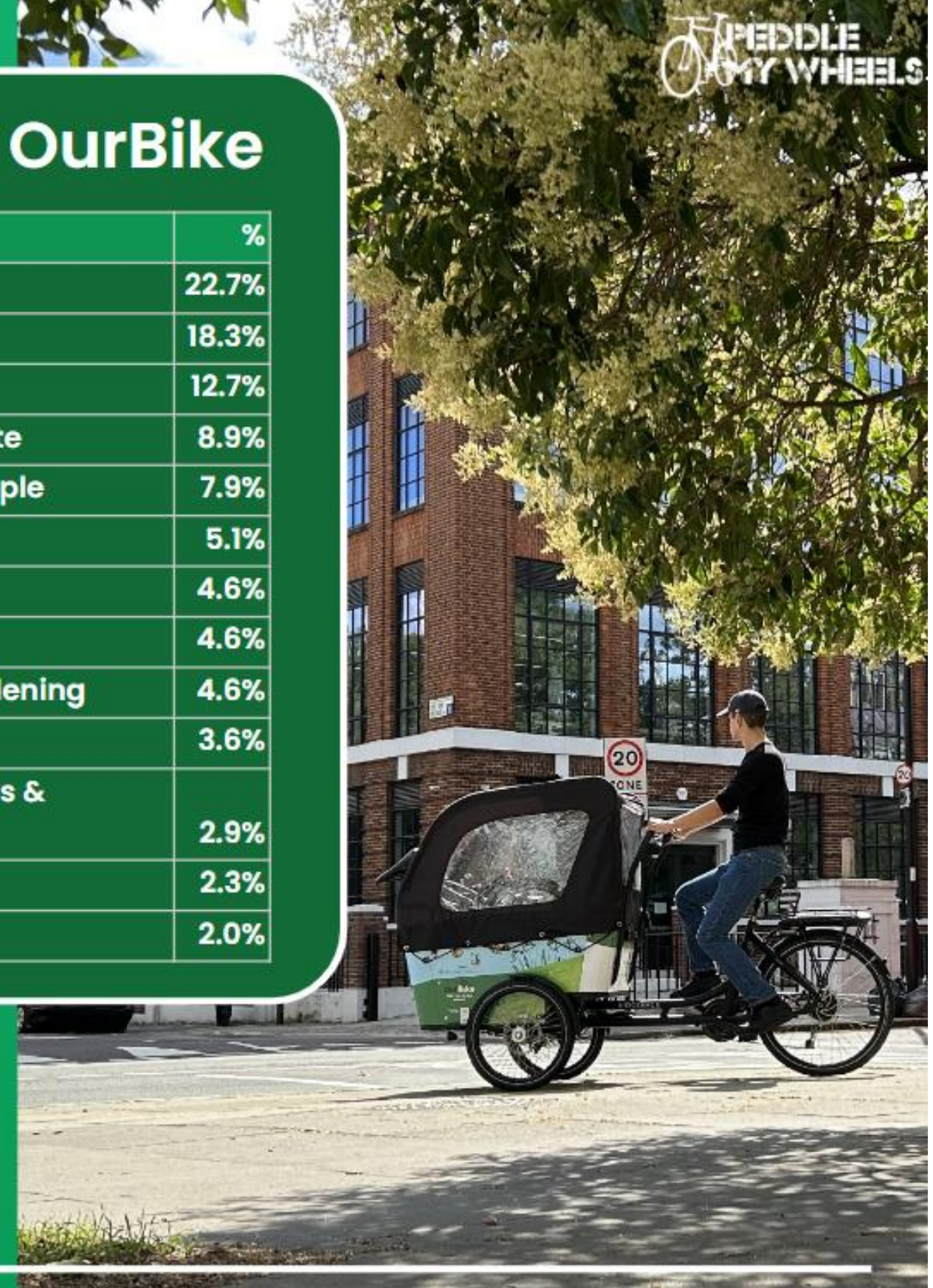


What is the cargo bike replacing for the trip?

Type	%
Car - Petrol	31.2%
Train/Tube/Bus	15.3%
Taxi	11.6%
Car - Diesel	10.6%
Van - various	7.1%
Other	24.2%

Uses of OurBike

Reason	%
Shopping	22.7%
Leisure	18.3%
School Run	12.7%
Recycling & Waste	8.9%
Transporting People	7.9%
DIY & Crafts	5.1%
Deliveries	4.6%
Stock Move	4.6%
Allotment & Gardening	4.6%
Sports Use	3.6%
Commercial Tools & Equipment	2.9%
Moving Home	2.3%
Carrying Pets	2.0%



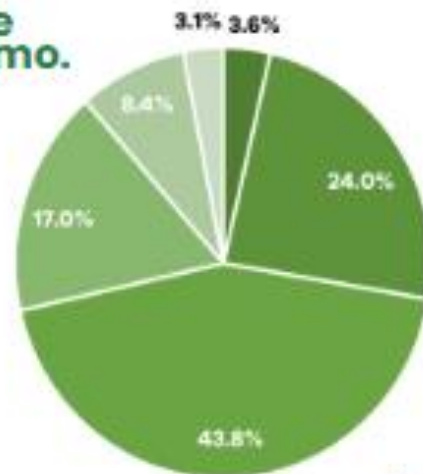
Key Stats

49%

had never ridden
a cargo-bike
before OurBike

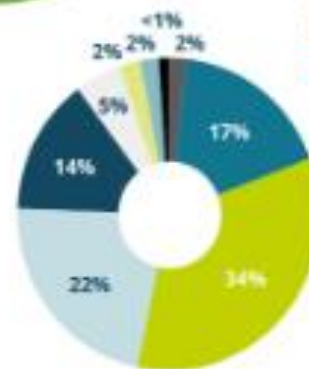
**OurBike
age demo.**

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+



While bike sharing
reports say 17% of
their users are aged
18-24, only 3.6% are
in that age group
with OurBike

Instead, 43.98%
of OurBike users
are 35-44
against 22% for
bike sharing



**2022 CoMo bike-
share age demo.**

- 17 or younger
- 18-24
- 25-34
- 35-44
- 45-54
- 55-59
- 60-64
- 65-74
- 75+

45%

of OurBike
users say their
main barrier
against using a
cargo-bike is
affordability



Key Stats



OurBike's impact

Eslam from Sustainable Nutrition Academy uses the Caledonian Road OurBike to collect old coffee grounds for use as compost.

He says:

'OurBike helps me on making hospitality sustainable in the UK and beyond'



Questions & Answers



Contact Information

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