

Guiding principle 1 – Significantly reduce dependency on the private car and reduce the overall need to travel

There is no plausible path to carbon neutrality without major transport emissions reductions.

We will need to prioritise walking, cycling and public transport, own fewer cars, and use them less - to decarbonise and make more efficient use of our transport system.

Zero emission vehicles will play an important role, but they will not solve issues around air pollution (e.g. particulates from tyres and brake wear), congestion, severance and road safety.

They will not deliver the benefits for the environment, the economy, health and the community that we are seeking.

Even if there is an early transition to a zero emission vehicle fleet, we will still need to significantly reduce the number of miles driven to reduce the strain on zero carbon energy provision.

Prioritise walking, cycling and public transport

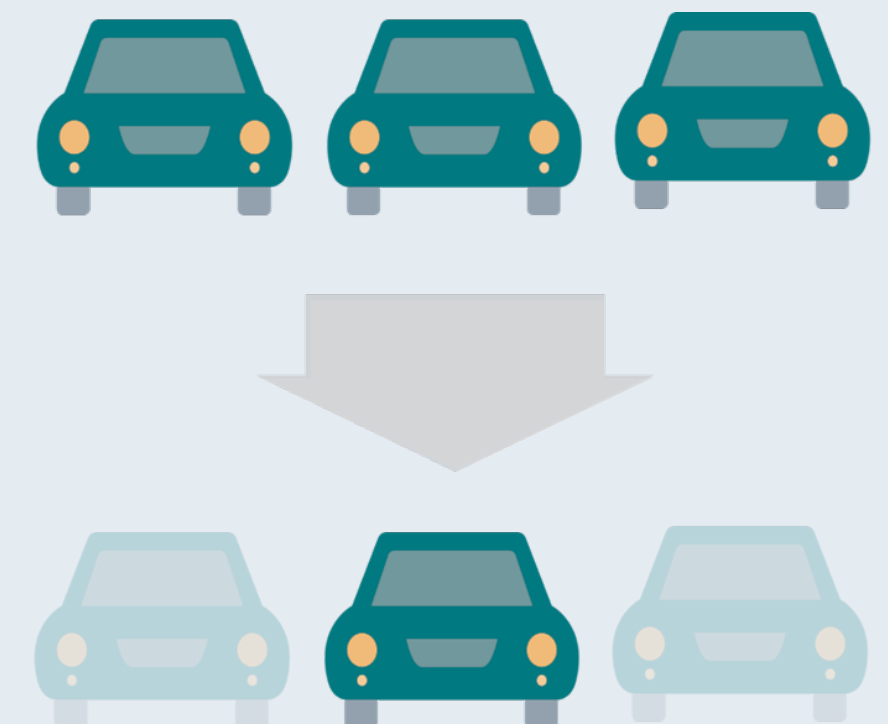
Priority



Reduce the overall need to travel 'Live local, travel less'

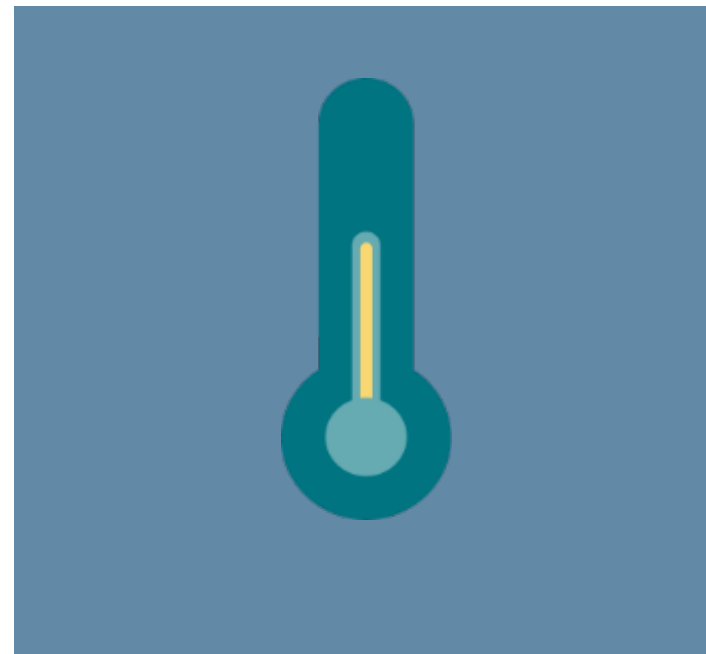


Own fewer cars and use them less

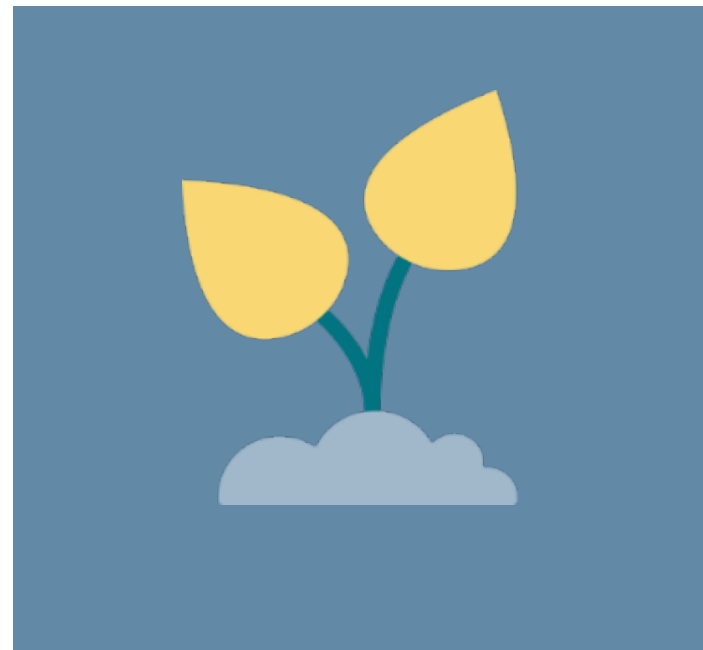


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This principle would support all of the proposed outcomes



**A carbon neutral,
resilient Hampshire**



**Respect and protect
our environment**



**Thriving and
prosperous places**



**Healthy, happy,
inclusive lives**



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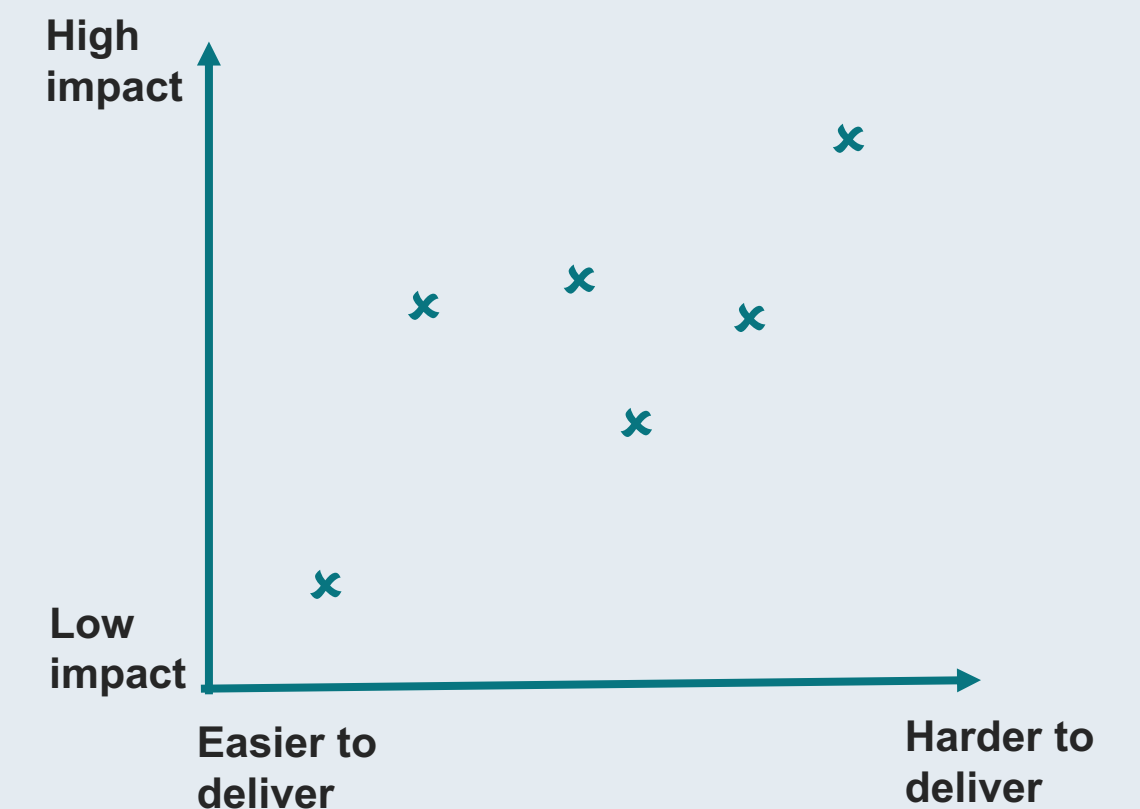
This would involve an increased emphasis on policies and approaches which:

- A** Promote walking and cycling as the first choice for shorter journeys.
- B** Make public transport more attractive, more affordable and accessible to more people, as the first choice for longer journeys.
- C** Promote and encourage reduced car ownership and use (different mobility models such as shared mobility and Mobility as a Service).
- D** Seek to better manage travel demands, particularly on the busiest parts of the network at peak times.
- E** Make best use of technology that reduces the need to travel and helps us to manage our travel needs in smarter ways.
- F** Provide realistic alternatives to private car use to connect our rural communities.
- G** Seek integrated land-use and transport planning which enables more sustainable travel choices and reduces the need to travel.

In the following slides we provide examples of what these approaches might mean, in terms of potential measures:

What impact do you think these could have?

How easy do you think these would be to deliver?



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A Promote walking and cycling as the first choice for shorter journeys.

This could mean...

- Delivering a step change improvement in the quality of walking and cycling infrastructure, with a focus on utility and comfort, as well as safety.
- Re-prioritising spaces in favour of walking and cycling to create attractive and safe environments (e.g. using traffic management and street design, including reallocation of road space, with low volumes of traffic and low vehicle speed). In the shorter-term, in response to the Covid-19 pandemic, central government has issued statutory guidance to local authorities in relation to reallocation of road space to encourage walking and cycling and support social distancing.
- Providing education, training and publicity to encourage use.



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B Make public transport more attractive, more affordable and accessible to more people, as the first choice for longer journeys.

This could mean...

- Developing mass transit networks - particularly on critical routes within, and connecting, our urban areas and major housing and employment sites. This could involve prioritised road space, priority at junctions and / or dedicated infrastructure, in order to deliver fast and reliable services. In time, these might be operated by autonomous vehicles.
- Enhancing ticketing options which provide better value for money (particularly integrated ticketing between multiple modes / services), and which meet the differing travel needs of part time workers, young people and women.
- Developing a stronger partnership with public transport operators.



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Promote and encourage reduced car ownership and use (different mobility models such as shared mobility and subscription-based mobility services).

This could mean...

- Creating subscription-based mobility services, offering users seamless access to a variety of travel options for a periodic fee. This might include: rail, mass transit, demand responsive transport, bus, ride sharing / hailing, bike hire etc. It seeks to provide users with the freedom to use a car through different ownership models without needing to own one.
- Developing mobility hubs where public and shared mobility modes can be accessed along with other key services such as mobile GP surgeries, ride sharing / hailing, bike hire.
- Establishing mobility credit schemes (providing free or discounted public and non-car transport) for those agreeing to no longer own a car.



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D

Seek to better manage travel demands, particularly on the busiest parts of the network at peak times.

This could mean...

- Implementing demand management measures based on pricing mechanisms, such as congestion charging and workplace parking levies (with revenue generated being 'ring-fenced' to re-invest in the transport network).
- Changing parking supply, tariffs and location - such as reduction in urban centre parking supply in association with park and ride or mass transit systems.
- Doing more around travel planning activities, in a targeted manner- e.g. through educational establishments and workplaces.



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E Make best use of technology that reduces the need to travel and helps us to manage our travel needs in smarter ways.

This could mean...

- Working more closely with technology providers and businesses to facilitate and promote remote working and online access to medical, education and other services.
- In the shorter term, we could build upon the shifts in behaviour resulting from the Covid-19 pandemic.



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F Provide realistic alternatives to private car use to connect our rural communities.

This could mean...

- Trialing flexible and demand responsive transport services, making use of mobile / online booking platforms and real time data / information feeds.
- Promoting community based shared mobility schemes.



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G

Seek integrated land-use and transport planning which enables more sustainable travel choices and reduces the need to travel.

This could mean...

- Establishing a more influential and pro-active role with local planning authorities in determining sustainable and accessible development location and form. This could be reinforced through early engagement in the development of Local Plan policies, a new set of strategic policies around spatial planning and transport at a county level, and through development control processes (including developer contributions).
- Changing how we look at the impacts of development – with more of a focus on sustainability, rather than traffic impact. This could include establishing a set of minimum acceptable sustainability criteria.

