



**GREATER
CAMBRIDGE
PARTNERSHIP**

Growing and sharing prosperity

— Delivering our City Deal —

North Area Committee 13 June 2019

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Greater Cambridge Partnership

1. Update on Choices for Better Journeys
2. Wider project update
3. Questions



Choices for Better Journeys

Engagement Results



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5,144

respondents
to the survey



36%

of respondents
started their journey
within Cambridge,
with others coming
from further afield



Most respondents were of
working age & nearly

three quarters
travelled to work as
their most frequent
Cambridge journey



People ranked pollution
charge (**44%**) and flexible
charge (**36%**) first
or second to deliver
improved public
transport



82%

Supported
the vision to
significantly
improve
public
transport



A **reliable** and **frequent**
service scored highest for
the most important
elements of a public
transport network



The full survey results can be found at
www.greatercambridge.org.uk/choicesforbetterjourneys



@GreaterCambs



/GreaterCam

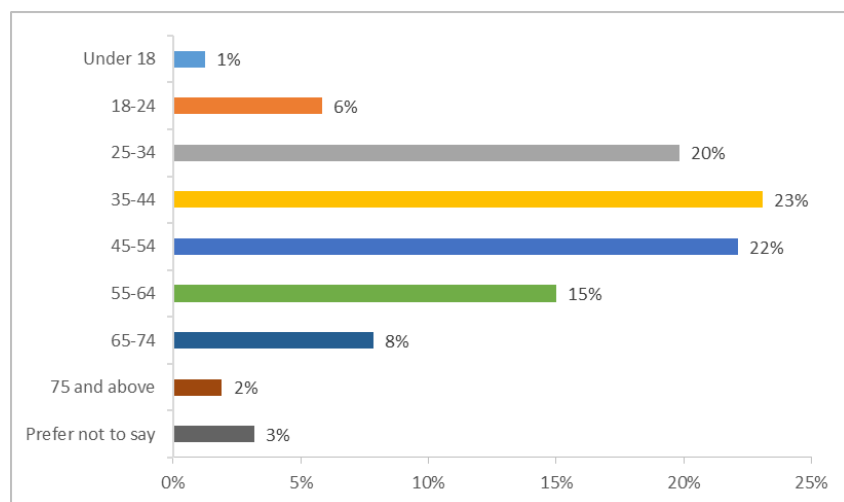


@GreaterCam

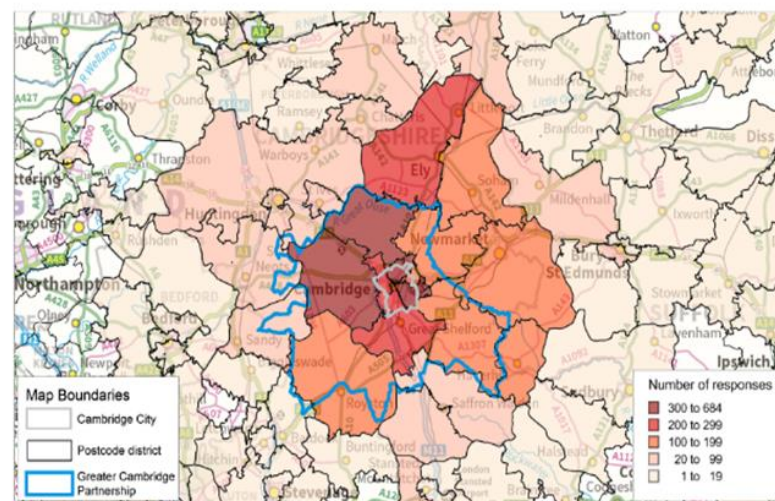
Respondent Demographics

- 5,144 respondents, with a slightly higher proportion of respondents of working ages

Age Breakdown



Geographical Breakdown



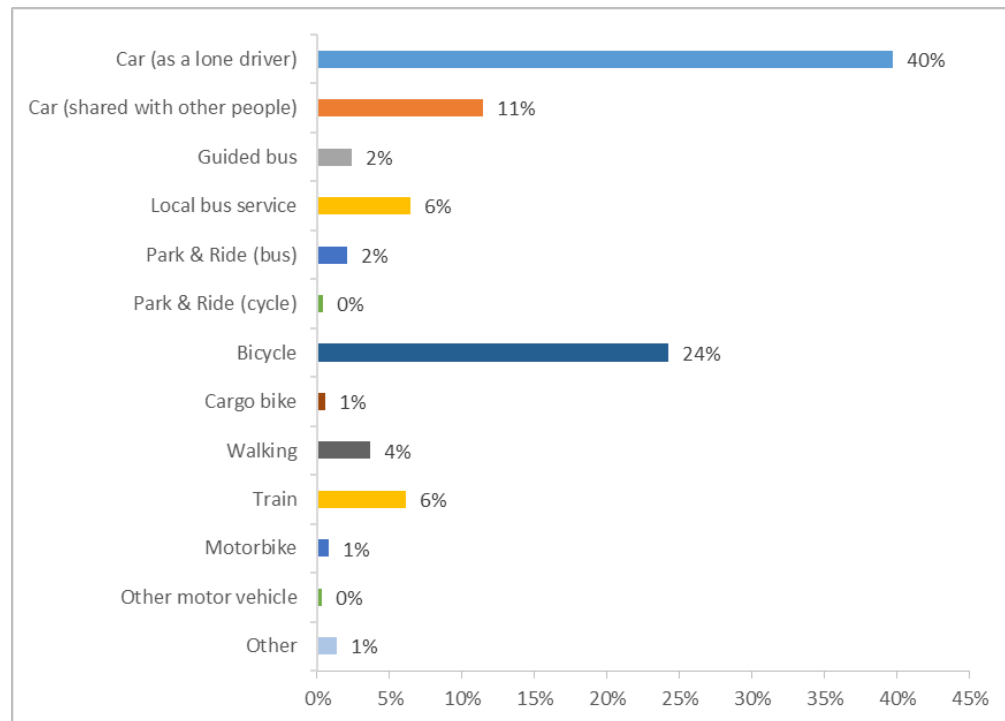
- Broad geographic spread of responses, 36% of respondents started their journey from a Cambridge postcode

Produced by the Cambridgeshire Research Group

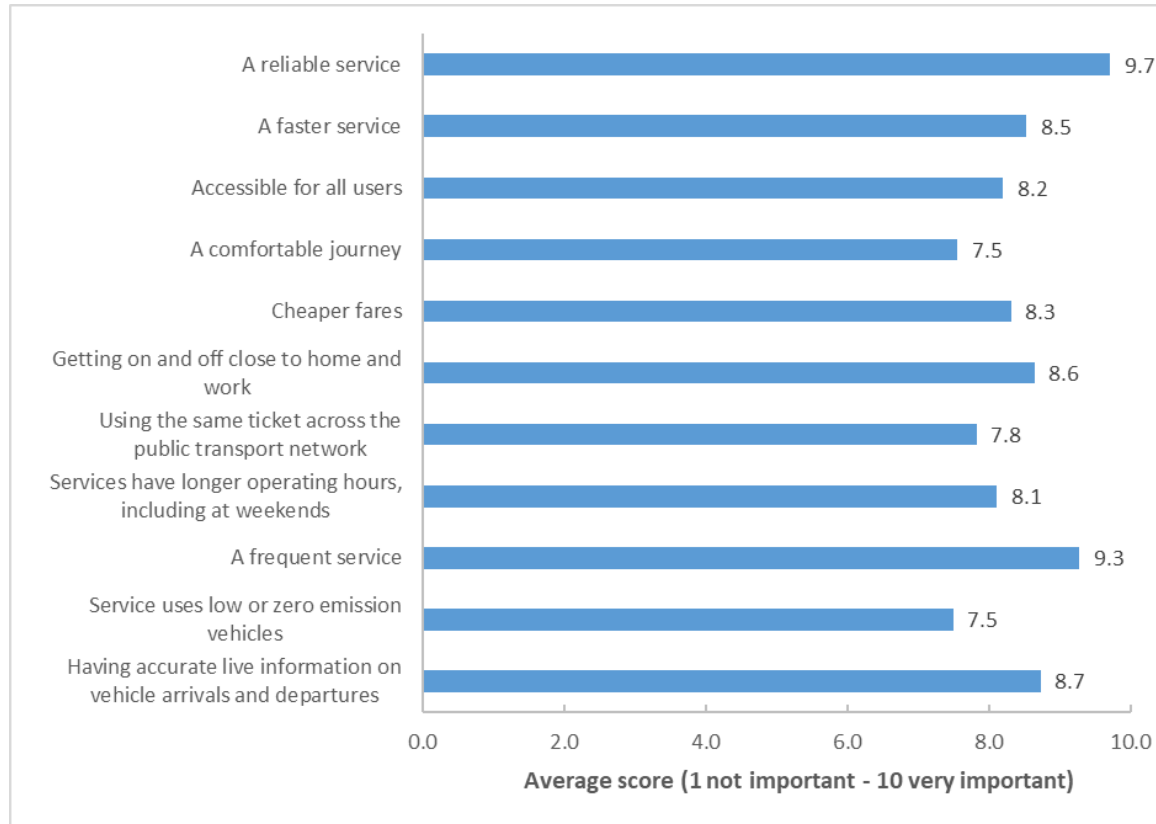
Respondents Travel

- Nearly three quarters of respondents (73%) were travelling to work as their primary journey.
- Over half (51%) were traveling by car and just under a quarter (24%) were travelling by bicycle.

Main mode of travel



Importance of public transport network elements



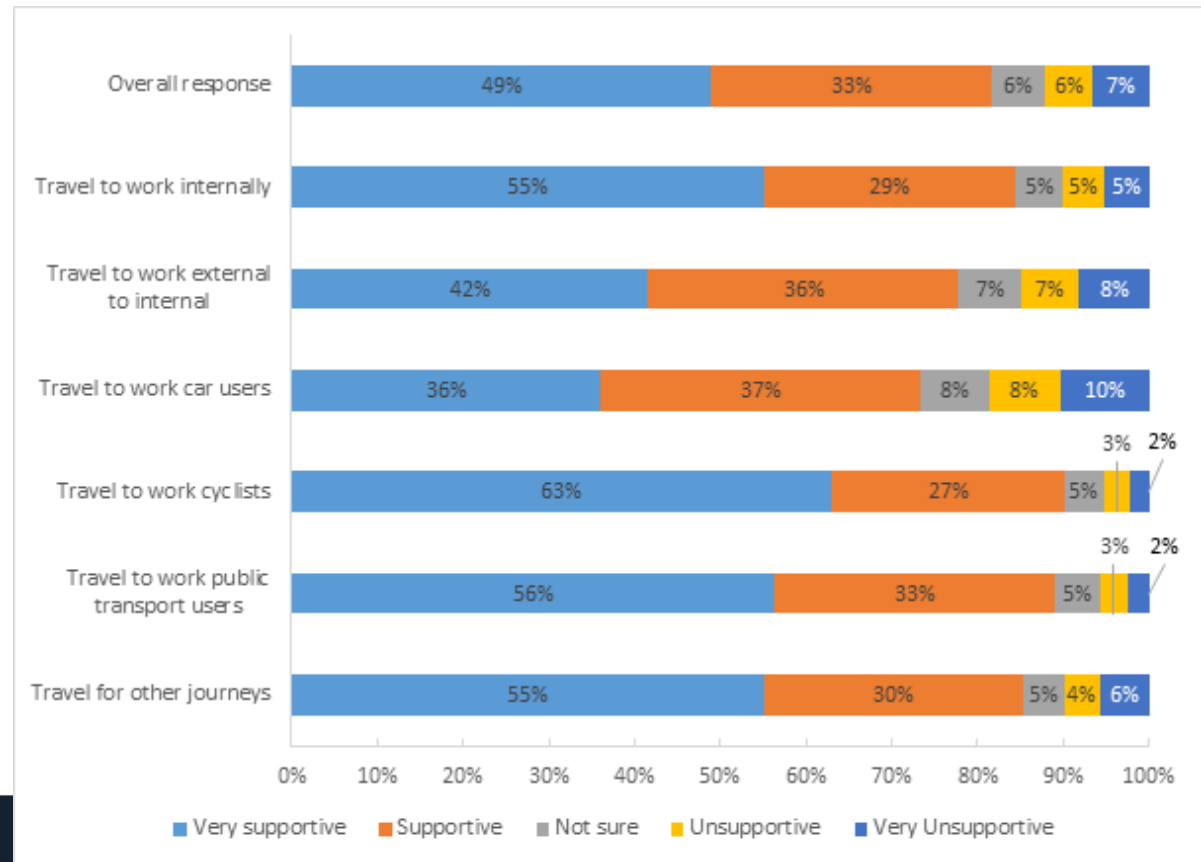
- The elements of a transformed public transport network which were most important to respondents were **a reliable and frequent service.**

Support for the GCP Vision

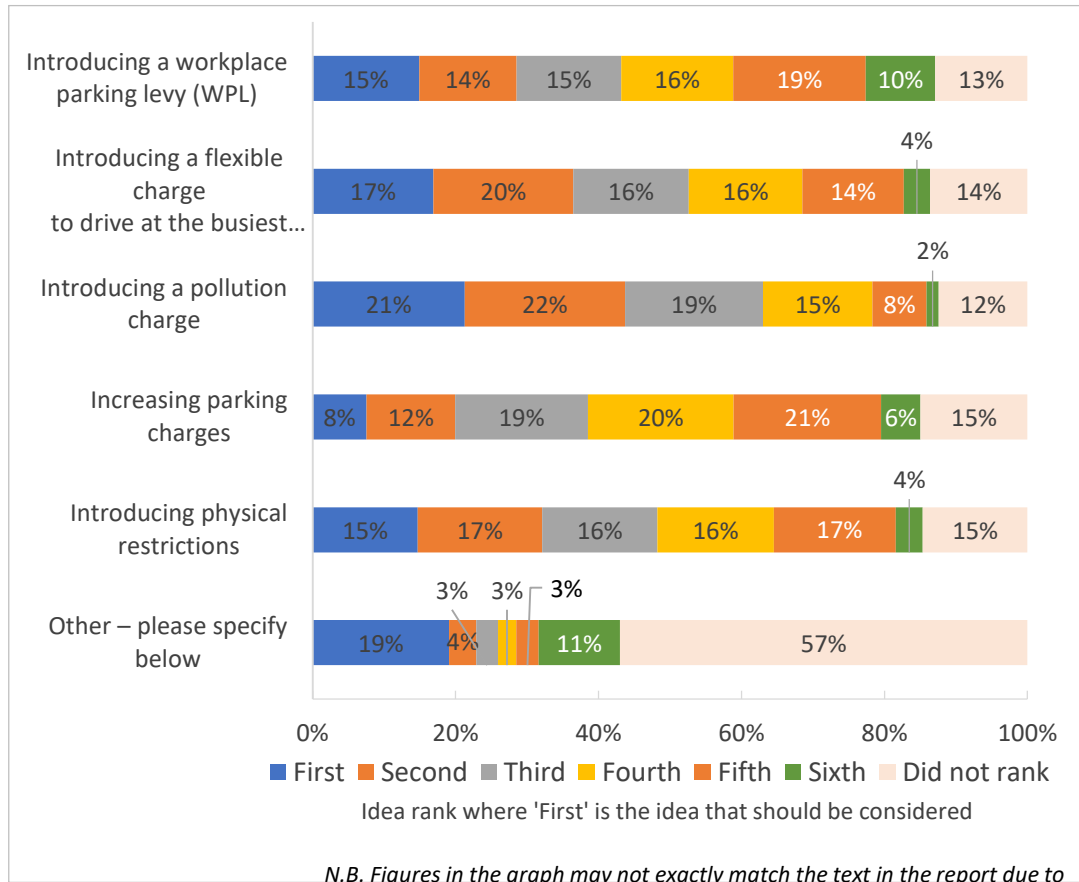
- 82% of respondents supported* the vision to significantly improve public transport

* Very supportive plus supportive

Variation in support for different groups



Public transport improvement funding ideas



Of those that answered:

(287 respondents skipped the ranking)

- 81% chose one of the options as a first choice.
- A **pollution charge** and **flexible charging** for road use were the most popular funding ideas being ranked as either **first or second** choice by **44%** and **36%** of respondents respectively.
- **19% chose other ideas** as their first choice. These included **boosting usage** (and consequently revenue) by **improving public transport** (including Park & Ride provision) or **utilising existing taxation streams**.

Key messages from the comments

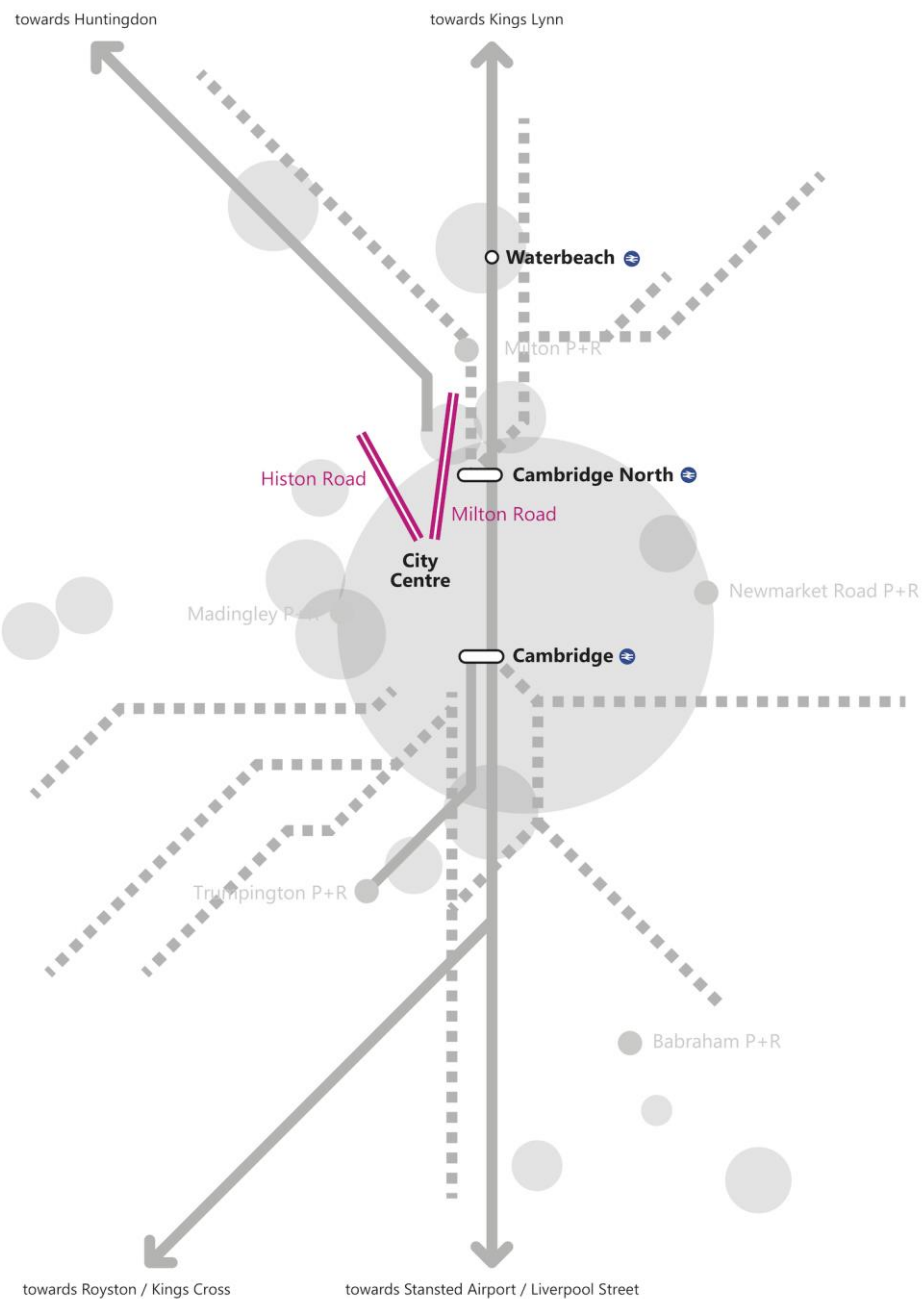
Respondents consistently felt improvements needed to be made to public transport so that people had **a viable alternative to driving**.

If **parking charges** or a **flexible/pollution based charge** were introduced:

- money raised should be used to improve transport across the area
- it should be cheaper to travel into Cambridge by public transport than to drive in and park.

Other key themes which emerged included:

- concerns relating to how the potential changes impact businesses, and those with low incomes and/or disabilities
- the need for improvements to cycling infrastructure
- concerns about the workplace parking levy and business relocation
- concerns about pollution charges not reducing congestion (in the long term) due to the rise in greener vehicles



Questions?

Thank you



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