

What do people who live and drive in cities and towns think?

26 November 2019

By Tim Burns and Vicki Cracknell
For more information, please contact: Tim Burns tim.burns@sustrans.org.uk

Sustrans is the charity making it easier for people to walk and cycle.

We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute.

Join us on our journey.

www.sustrans.org.uk



What did we find out?

The following is a summary of our findings for people who live and drive in cities in towns in Scotland:

Whilst most people drive, they also use other modes to move around

National data sets show that most households own or have access to a car or van. Data from Sustrans suggests that driving is a very common form of transport in cities and towns in Scotland and across the wider UK. However people who drive also regularly walk, use public transport and occasionally cycle. People who drive and live in cities and towns are multi-modal and use a variety of travel modes to reach everyday destinations and travel for leisure.

People want to live in healthier and more attractive cities and towns

Scottish Government takes action to achieve this. People who live and drive in cities and towns in Scotland think the Scottish Government should:

Ensure all residents, especially children, the elderly and those with respiratory conditions, can breathe clean air (92%).

Create a highway system in Scotland with no fatalities or serious injuries involving road traffic (85%).

Improve mental and physical health by making it easy and attractive to travel actively (84%).

Become 'carbon neutral' by 2030 (74%).

Create more public 'living' space by transforming streets into pedestrianised parks and spaces (66%).

People want to live in neighbourhoods where services and amenities are nearby

Most people want to live in neighbourhoods not just housing developments. They want community, amenities and services on their doorstep within easy reach. People also view streets and roads as multi-purposed – to move people around, as well as places where people live and spend time. Of the people who live and drive in cities and towns in Scotland:

attractive public space, nearby shops, restaurants and cultural attractions and in places with a sense of community, friends and family.

71% think people should be able to meet most of their everyday needs within a 20-minute walk, cycle or local public transport trip from their home.

Whilst people think roads should enable people to move around (93%), they also believe roads and streets should be high quality spaces where people want to live and spend time in (84%).

When people live nearer the everyday services and amenities they need to reach, reliance on the car can be reduced. Proximity to destinations and higher densities make walking, cycling and the use of public transport more viable. However in many places driving still prevails unless steps are taken to make walking, cycling and public transport the most attractive ways to travel for people.

ife

day to day destinations, and that the Scottish Government should enable this.

70% think that it should be possible for everyone to undertake their most frequent journeys without a car.

standard of living in Scotland without needing a car.

People use the most attractive and available form of transport

Our research found people are not committed to cars. Whilst driving is the most common form of transport, people who live and drive in cities and towns across Scotland are open to using other modes. People take different modes of transport for different journeys depending on what they pe

The most important factors, when assessing attractiveness, were arriving on time, feeling safe from harm, journey time, having flexibility^a, comfort, and journey cost. The ability to carry other people, including children, and cargo, such as shopping, during a journey is also seen as important. Talking a journey that has less impact on the environment and society is also of

suggests if other modes become more attractive, people who live and drive in cities and towns are open to changing their travel choices.

People are receptive and support measures to reduce the number of cars in cities and towns

Cities across Scotland and beyond are increasingly trialling different approaches to reduce the number of cars and improve their city. The level of support for most of these solutions is high. Of the people who live and drive in cities and towns in Scotland:

61% support closing streets directly outside of schools to all traffic (excluding for local residents) at drop off and pick up times (21% oppose).

62% support stopping more polluting vehicles^b from entering areas with high levels of air pollution to improve air quality (18% oppose).

50% support creating regular car-free days at the weekend where certain streets are closed to cars and opened for people (29% oppose).

47% support reallocating road space from cars to be used for people walking, cycling and socialising on our streets (28% oppose).

53% support restricting traffic that passes through residential streets (22% oppose).

38% support charging employers who offer workplace parking to invest in public transport, walking and cycling (45% oppose).

Recommendations

Our research found that people who live and drive in cities and towns in Scotland are open to walking, cycling and using public transport more and using their car less. However this is only getting in a car.

We suggest three things that are likely to be important for this to happen:

Develop high quality neighbourhoods as opposed to simply building more houses.

People want to live in places where everyday services and amenities are on their doorstep. Increasing proximity means more journeys can be walked, cycled, whilst increasing density helps to underpin better public transport services.

^b e.g. older diesel, petrol cars, vans, lorries for example

To do so we need to commit to a 20-minute neighbourhood planning principle for all cities and towns. This is designed so all people living in cities and towns are within a 20-minute walk from their everyday services.

This would help facilitate new mixed-use developments with increased housing density where everyday services are on the doorstep. Ideally, these developments should be located near where people already live, work, go to school and socialise. These homes must be attractive to everyone, including affordable housing, and homes designed for families and older people. Walking, cycling and public transport provision should be integral to these developments and the most attractive means of travel for most everyday journeys.

1. Introduction

The benefits and drawbacks of cars in cities and towns

Cars have changed our lives. They offer a convenient and supremely flexible mode of getting around. They give us our own space, a way to carry our shopping and belongings, they can

However, there is increasing awareness of a wide variety of negative impacts from high numbers of cars in our cities and towns.

Congestion

Private vehicle use is widely accepted to be the least efficient use of street space. Public

are to respond to the climate crisis, we must rapidly reduce greenhouse gas emissions from motor vehicle use. Electric vehicles will be important, but we also need to reduce vehicle use.

Liveability

Cities, towns, neighbourhoods and streets dominated by cars can be less attractive for

A new approach

Cities across the world are developing approaches to make sustainable and active travel more attractive than car use. Cities exist where car use is low and walking, cycling and public transport are the most common ways people move around. These approaches are making transport more efficient in addition to making cities more attractive and liveable.

To reduce the number of cars in our cities and towns, difficult policy decisions will need to be made. It is often not enough to improve public transport, walking and cycling infrastructure alone. We also need to make these sustainable transport options more attractive to people than driving.

An approach using both incentives (improvements to public transport, cycling and walking) and deterrents (measures that reduce the attractiveness of cars for some journeys) is likely to be most effective, however reducing car use is likely to be controversial and divide public opinion. For policies of this nature to be successful it is essential that we better understand people who live and drive in cities and towns. This will help to ensure solutions are more publicly acceptable and fair.

2. Aims and approach

Aims

This research, funded by Transport Scotland, aims to:

Understand the attitudes and behaviours of people who live and drive in cities and towns, and their wider behavioural/environmental context.

Understand what evidence and solutions people find most compelling as an argument to reduce personal car use.

Identify how to design and communicate measures to reduce car use in their city.

To achieve these aims we delivered three activities:

A literature review, including a review of the Bike Life dataset from 2017 and 2018.

Two deliberative workshops with people who live and drive in Glasgow and Edinburgh and the surrounding urban areas.

A YouGov survey of people who live and drive in urban areas in Scotland.

Research approach

Literature review

A literature review of the existing evidence base on driving and the behaviours and attitudes of people who drive was undertaken. We reviewed global evidence but had a focus on the Scottish and UK research and statistics. The review included:

Trends in Scotland and the wider UK on driving, including car ownership, driving frequency and journey types.

1. An initial focus group to understand the views of participants.
2. Input sessions to develop the understanding of participants in relation to the benefits, issues and challenges of cars in cities. These included inviting expert stakeholders from various perspectives to address and have discussions with the group.
3. A session for participants to work together to explore and develop solutions to reduce journeys by private motor vehicles in cities, including a walking tour of their city to explore the tensions and approaches to improving streets and neighbourhoods.

Sustrans commissioned specialist independent agencies to recruit participants and facilitate the workshops. Each workshop lasted for two days and 12 participants were invited using a

In Scotland, the modal share for cars alters very significantly for commuting journeys when comparing urban and rural households. 80% of rural commutes use the car in comparison to 55% of urban work journeys.¹⁹

Inequality and driving behaviour

The likelihood of holding a full driving licence in Scotland also depends on household income.²⁰ The greater the net combined income for the household the greater the likelihood

Over many decades transport planning and spatial planning have been predominantly designed around and for the car. Over this time, we have gradually changed our built environment. This has included:

Increasing road capacity.

Spatial planning that extends trip length and makes it easy to drive.

Relocation of services and amenities away from the high street.

Increasing road capacity

In 1950 there were 2.5 million cars on our roads, in 2011 there are over 30 million.²⁴ Each time our road network reached capacity the UK has taken an approach to build

Research by the Transport for New Homes Project for example, visited 20 new housing developments in England and found that the infrastructure was nearly always car-based, especially in the case of recently constructed developments. The Project found development typically taking place on greenfield sites far from city and town centres, and a trend for the Government to co-fund new roads with developers.³⁰ More research, including research from Scotland is required in this area.

Relocation of shopping

The weekly food shop is a journey type that many people say they could not manage without a car.³¹

the first out of town superstores were opened. Since then, massive supermarkets and retail parks with free parking have revolutionised our shopping habits.

In the first decade of this century, the amount of Out-of-town retail floorspace rose by 30% whilst retail space within towns fell by 14%.³² Free parking, shopping and entertainment such as cinemas and restaurants makes out of town retail parks very attractive. Bluewater in Kent, for example has 13,000 extra-large car parking spaces³³. Silverburn outside Glasgow is conveniently located on the M77 and has four car parks with a combined parking of 3,049 free spaces³⁴.

In contrast, high streets with their proximity to local communities are often struggling. Many towns and cities have shop-vacancy rates over 10%, and in some it is as high as 20%.³⁵ The decline of the high street is of course multifactorial as outlined in the Portas Review³⁶, but

alongside often cheaper online services.

The low cost of driving

In Scotland around 72% of households own a car³⁷. Most costs associated with a car are fixed and paid in advance, for example the purchase or lease of the car itself, Vehicle Excise Duty and insurance. Once the upfront costs of owning a car are paid, driving is comparatively cheaper than public transport.

³⁸ A sunk cost fallacy occurs when you have paid for something and therefore want as much value from it as possible. Given the higher fixed costs associated with cars are already paid, there is a natural tendency from people to want to use their car as much as possible. This is also true for the rental market. More and more people rent their cars for a few years before returning them for a new one. The high costs for renting a car put pressure on people to ensure they get the most value out of the car.

The Sustainable Development Commission noted that people were unaware of the real costs of their driving habits, and very few drivers would consider larger societal costs of driving, such as the impact of cars on the environment and health, for example poor air quality on

39

roads for free. This means people can therefore react strongly when suggestions are made of additional costs to driving, such as parking fees, congestion zones, low emission zones or increases in Vehicle Excise Duty.

The design and attractiveness of the car

Since the first car arrived in the UK, car makers have continually sought to make cars as convenient and attractive as possible for their users. This includes safety, aesthetics and creating a space that people want to be in – for example comfort, music and a hands-free phone connection.

In academic research, national surveys and focus groups, people who drive regularly give convenience as the key reason for sticking with their car.⁴⁰ For most people, the car is simply more attractive than other modes, providing control over timetables, locations and activities. The convenience of having a car parked outside a home or workplace and flexibility to go wherever you want to means that drivers can be spontaneous and last minute about where they want to go or change their mind mid-journey.

Ther

and the car at the core of our society. For many people, owning a car is a status symbol demonstrating wealth, power or even strength.⁴⁵

The car industry spent £314 million on TV advertising alone in the UK in 2016.⁴⁶ The vast resource spent on advertising cars influences our perceptions, both consciously and subconsciously.^e

Advertisements portray the driving experience as exhilarating and rewarding. Spotless cars with gleaming bodywork are driven along deserted, sweeping roads in stunning locations. Furthermore cars are also frequently linked with achievement and glamour in television programmes and films.

The media have

scrap ⁴⁷

The war analogy is also used by motoring organisations, such as the RAC⁴⁸ as well as campaign groups like the Alliance of British Drivers, to highlight national and local government policy on issues ranging from fuel tax to speed limits.

This polarisation by media, politicians and motoring groups of perceptions about the right to drive is perhaps one of the aspects that make introducing policies of traffic restraint so contentious and therefore not politically palatable.

What influences travel choices?

Scottish data on commuting shows that in 2017 most journeys tended to be over short distances, with 18% of all journeys being under 1 km long and a further 23% between 1 and 3 km⁴⁹. Of those who travel to work, 36% had a journey of under 5 km. This equates to approximately 750,000 people in Scotland⁵⁰

^e To put this in context the first Cycling and Walking Investment Strategy in England ring-fenced £316m for walking and cycling schemes and projects over the course of five years and Scotland currently invests £80m each year in walking and cycling.

These are distances that could be easily walked or cycled. It takes 20 minutes to cycle 5 km at a relaxed pace. So why is the car the most common form of transport, even for shorter journeys, and what influences our driving habits?

What influences personal travel choices?

Most people are multi-modal, they use different types of transport to get around, generally based upon what they perceive is the most attractive. Most people are reliant on cars but not dependent upon them. This means whilst other choices exist, the car is the most attractive option.

In Great Britain for example, 80% of the working age population can in theory, reach seven or more large employment centres within 45 minutes by car. The corresponding figure for public transport is only 20%.⁵¹

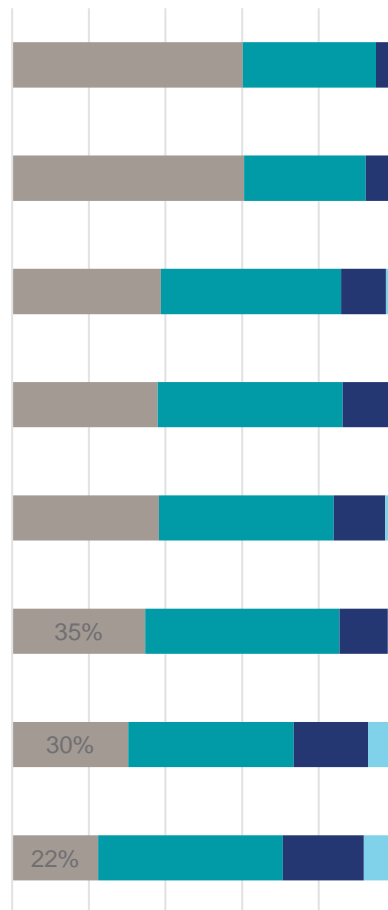
Our workshops revealed a wide variety of factors that people consider when choosing what transport mode to take, including:

- Where people live and where they need to get to.
- Genuine travel choices available.
- Time of day (for both outward and return journeys).
- What they needed to take with them (luggage, shopping and children).
- Trip duration.
- The weather.
- Trip-chaining (more complicated trips with more than one stop).
- Costs.
- Safety, including both road safety and personal security.
- Comfort.

Our YouGov survey of people who live and drive in towns and cities in Scotland (see Figure 4 below), asked people who live and drive in cities and towns in Scotland what factors they deem important to decide what type of transport to use for a journey.

Most important to people is, ensuring that you arrive on time at your destination (95%), and feeling safe from harm (92%). Having the flexibility to change your mind and go a different way, for example picking up food on the way home, is also very important (86%).

Figure 3: How important, if at all, are each of the following in helping you decide what type of transport to take for a journey? (YouGov Survey of 1,048 Scottish residents who live in urban areas and drive)



What do people think about different modes of transport?

Driving

People are usually very positive towards driving. They find travelling by car comfortable, fast and usually easy. They also associate driving with convenience, freedom, and being happy. A sense of convenience, being in control, and enjoyment were the main reasons why participants choose to drive instead of taking different modes of transport for most journeys.

Importantly, we found that people do not normally associate walking with travel or transport in and around their city. If a journey has a walking stage within it, for example from the car park or the bus stop to the office, it is usually overlooked and people focus on the longer stage of the journey, i.e. the car or bus. This can also mean that people can underestimate journey time by not considering the walking stage, for example between the car park and their destination.

Cycling

Most people found cycling unsafe, and associate cycling with fear, panic and stress. At best cycling was seen as inconvenient and difficult.

People also saw cycling associated with fitness and being energetic. It was mainly thought to be a summer leisure activity and being green, rather than everyday travel.

Where people do cycle for their everyday transport needs, they associated cycling with many of the same feelings as driving - the convenience (you can park anywhere and go anywhere), the speed, being in control and having the flexibility to go anywhere.

into

work is not worth it a helmet is not going to save my life.

f-road with the kids

In summary, we found that people find driving satisfies more of their needs and is more attractive for most everyday journeys than other forms of transport.

Walking is seen as too slow for the context of most everyday, however there is also a

respect as people tend to not think of walking as a form of transport. Instead thinking about everyday travel and how people access everyday destinations might be a better to ensure walking is better considered.

Where do people want to live?

What do people want from their neighbourhood?

Generally, people agree that too many cars is a negative thing and do not want to live in an area dominated by high traffic levels.

Most people want to live with everyday destinations on their doorstep. This includes being close to shops and services, good schools, green and public space and employment opportunities. In Edinburgh there was a strong desire for affordable housing. People often felt they were being pushed out of the city as house prices continue to rise. People also want to live somewhere that feels safe, has low crime and clean and quiet streets.

Finally, there was a recognition that people needed to be able to access destinations, services and places further afield. A good public transport system is important alongside a good road network.

In our workshops, people felt that cars can have both a positive and negative impact on their neighbourhood. There is a practical sense of needing a car to get around.

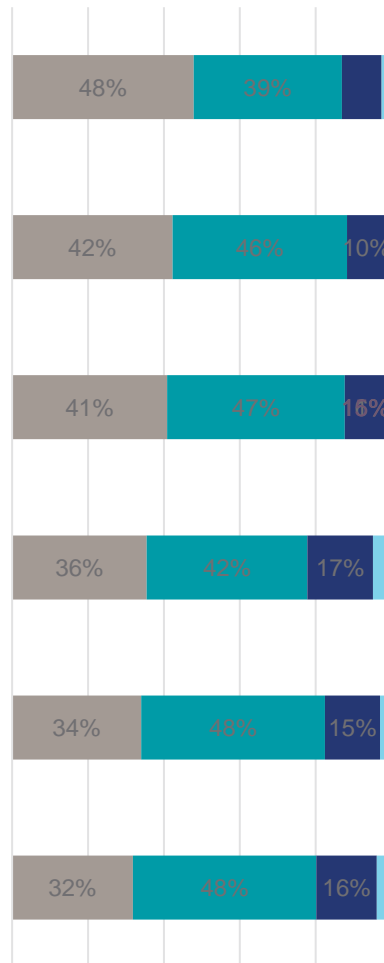
however the reality is different"

Participants also expressed safety concerns with not having access to a car. For example, late at night travelling on public transport or walking through a quiet neighbourhood from the bus stop to home.

We asked people who live and drive in cities and towns across Scotland what was important

important to live near all sorts of everyday destination and amenities. In particular we found highest importance attached to good local services (87%), road links (88%) and attractive public space (88%) were the most important.

Figure 4: How important, if at all, would each of the following be to you when choosing a particular area to live in? (YouGov Survey of 1,048 Scottish residents who live in urban areas and drive)



What do people want from their streets and transport links?

We explored this question further with people who live in cities and towns in Scotland and drive. This included exploring the functions of streets, both as places that enable people to move around, and people want to live and spend time in.

Reducing the need and distance to travel

Another way of increasing capacity is to reduce the number of journeys and the length of journeys taken. The rise in people working from home is a good example of this. However, we need to design it into our plans for improving cities and towns. Good spatial planning enables people to live in neighbourhoods where there is access to services local to where they live. Having shops, employment, healthcare and schools on your doorstep is likely to influence both the distance and transport mode you use for these everyday journeys and reduce the risk of transport poverty.

Melbourne, for example, has an ambition for all neighbourhoods within the city to have access to everyday services within 20-minutes of where people live⁵⁶.

The future of vehicles

Finally, we may look towards innovation in the vehicles sector to reduce traffic congestion in cities. Autonomous vehicles could improve congestion by managing flow and effectively transition from

An approach that taps into the individual, social and material influencers to make other forms of transport more attractive is most likely to be successful.

We recommend three approaches to encourage driving less that are likely to be important to any city or town strategy. They are:

Improving proximity to services and amenities.

Improving public transport, walking and cycling.

Making it less attractive to drive.

This research focuses on how we reduce car use by making it less attractive to drive. In order to do so it is essential that do so in a way that is fair for everyone. We therefore need to better understand people who drive, including what evidence they find most compelling to change behaviours and how they would seek to implement solutions that could reduce car use.

What evidence do people find most compelling?

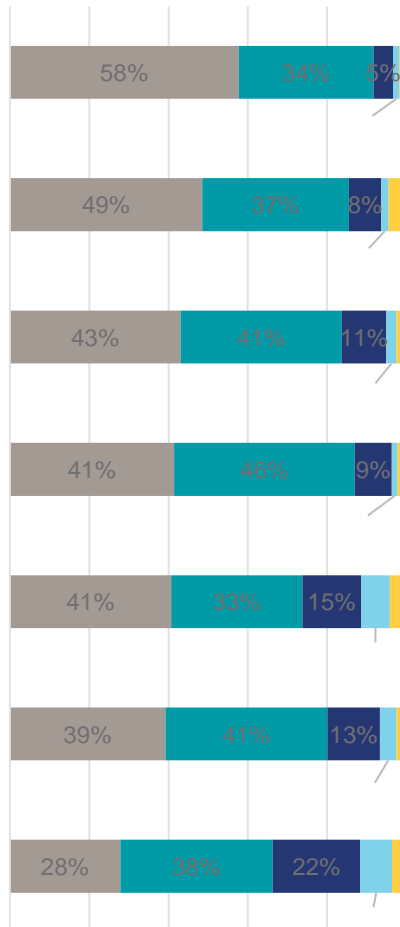
In order to implement measures that make it easier to use other travel options rather than the car we need to communicate these effectively. This includes better understanding what evidence people are likely to find compelling as an argument to drive less.

The process of providing space for citizens to learn, explore and debate issues and ideas was followed in our two workshops in Edinburgh and Glasgow. Following this, participants were asked what the main issues associated with too many cars in cities were. Participants then rated each issue depending on:

How important they felt it is.

How likely it is to influence their behaviour.

Figure 6: Thinking about motor vehicles in cities and towns, how important do you think it is that Scottish government take action to achieve each of the following aims?
 (YouGov Survey of 1,048 Scottish residents who live in urban areas and drive)



Overall people felt it was important to take action on all issues posed. There was especially strong support for taking action to reduce air pollution (92%), reduce fatalities and serious injuries on our roads (85%), and reduce congestion (87%).

84%) and becoming carbon neutral by 2030 (74%). This is 15 years before the Scottish Government target of 2045.

People who live and drive in cities and towns also thought it was important for the Scottish Government to enable everyone to have a good standard of living in Scotland without needing a car (80%).

Finally, support also existed from people for the Scottish Government to create more public living space by transforming some streets into pedestrian parks and spaces (66%).

Practical solutions to reduce car use

We explored six solutions that cities in the UK and globally have implemented in order to reduce car use.

Several of the solutions also have the potential to raise funding to improve public transport, walking and cycling, and all have benefits beyond transport by improving the attractiveness and liveability of streets, improving public health (including reducing air pollution), and local economic vitality. All solutions are likely to have a positive impact on reducing greenhouse gas emissions.

The solutions were tested with people who live in cities and towns and drive during the two workshops in Edinburgh and Glasgow.

We wanted to better understand how people would seek to implement them based on role-playing as a city decision maker that needed to act in order to reduce air pollution and greenhouse gas emissions, and improve congestion and road safety.

We were specifically interested in:

How people would seek to communicate and promote the solutions to people who were likely to object.

How they would seek to make the solutions fair for all people.

The level of support from other participants for each solution.

The solutions tested were:

1. Charging or banning polluting vehicles to enter the city.
2. Charging businesses for employee parking provision.

3. Road space reallocation to create protected space for cycling.
4. Reducing through-traffic on local streets.
5. Creating regular car-free days.
6. Road pricing: charging people to drive.

1. Charging or banning polluting vehicles to enter the city

The UK is under legal obligation to meet its air quality targets set by the EU for Nitrogen Dioxide pollution, of which motor transport, especially diesel vehicles, is the main contributor. The approach UK Government is taking is to create Low Emission Zones or Clean Air Zones. These are defined areas where polluting vehicles are either banned from entering (Low

Participants made the following recommendations in
Scottish cities and towns:

How do we promote this solution?

We need to:

Develop a vision for public transport, walking and cycling that could be delivered with this funding.

Use the funding to improve public transport in Scotland.

Be specific about how this will benefit people and business, for example buses will be 50p cheaper.

Help employers reward people for their contribution towards a bus pass, a cycle.

Show what parking space could be used for as parking space costs money.

How do we make it fair?

We need to:

Lead by example and make the council pay for the service.

Introduce a parking charge for private cars here in the city.

Have a sliding scale for payment for example by size of workforce or profit and if the costs are passed on by pay scale.

Make people with disabilities and shift workers exempt.

Reflections and support:

Overall amongst the groups there was mixed support for WPLs. People did think it would have an impact on reducing car use but were worried about costs being passed on to employees.

3.

There was medium to high support for a road space reallocation for cycling. People felt it would have an impact on reducing car use.

oh yeah I would like to

4. Reducing traffic on local streets

Too much traffic, especially through-traffic on local streets in urban areas reduces the safety of streets for people living there, for example children cannot play. It also can put parents off letting their children walk or cycle to school, and can increase air pollution.

Reducing through-traffic in local streets is one approach to overcome this and has been widely used in The Netherlands, for example in Houten (see case study below). Modal filters on streets stop motor traffic between certain streets but still enable walking and cycling. When designed well and at a neighbourhood scale this can keep through-traffic away from residential streets whilst also making it much quicker and easier to walk or cycle for local journeys.

Case Study: Houten, The Netherlands

Houten, a city near Utrecht is a successful case study in how to build a large town to prioritise active travel and sustainable transport. The town was built on a rail corridor with the addition of two train stations in the north and the south. These connect Houten to the larger city of Utrecht five miles away.

Within the ring road is a network of low-speed streets where cycling and walking is prioritised. The streets are arranged in a series of neighbourhoods accessible from the ring-road but not from neighbourhood to neighbourhood, except by bike or foot. This layout makes it far more convenient to travel actively for all internal journeys in Houten. As a result, 66% of trips are made without the use of a car.

Glasgow

Connecting Woodside⁶⁹ is an £8m project that will develop connectivity and liveability through improved pedestrian access, filtered permeability and 20mph limits. Woodside is an area that has been cut off from other parts of the city by the M8 and the connection is described as

projects.

Edinburgh

School Streets is an initiative designed to reduce motor vehicle use directly outside schools and uses timed traffic restrictions on the road outside the school gates.

There are currently nine schools in Edinburgh with a School Street scheme in place. Roadside signs with flashing lights show when the schemes are in operation and vehicles are unable to pass. Residents and local businesses with a permit are still able to drive during this time.

Evaluation of the pilot project in Edinburgh showed a 6% reduction in the number of children being driven to and from school. Perceptions of safety improved, with around two-thirds of all respondents agreeing that the school streets felt safer during operating times.⁷⁰

Workshop findings

Participants made the following recommendations to reduce through traffic on local streets in Scottish cities and towns:

Reflections and support:

There was widespread support for a reducing traffic on local streets from participants in

Variable cordon charging schemes. The price varies depending on the time of the day, and real time congestion, for example Singapore.

Case Study: L

In 2003 the scheme was launched. It is a cordon-based charge that covers a 21km² area of
pay a flat daily rate. All revenue raised must be r
infrastructure.

Traffic volumes in the charging zone are now nearly a quarter lower than a decade ago⁷³.
However, in the past few years, congestion has started to creep up again, possibly as a result
of the expl8>-80tp agsult

the number of journeys is reduced and linked with events taking place to demonstrate the potential of using streets for other purposes.

The city of Bogotá in Colombia has been running car-free Sundays for over 40 years and is the largest scheme of its kind in the world. Ciclovía sees over 75 miles of tarmac turned into cycle lanes every Sunday and public holiday. The events attract over 1.5 million people.⁷⁹

Streets across the city become a welcoming venue for the people who come to cycle, walk, jog or just hang out with family and friends. Once a year, Bogotá holds the wor car-

Make the city centre a nicer place to be, enjoy and socialise in.

Support from people who live and drive in cities and towns is highest for closing streets to traffic directly outside of schools at drop off and pick up times (61% in support) and stopping more polluting vehicles entering areas with high levels of air pollution in order to improve air quality (62% in support).

Support also exists for:

Regular car-free days at the weekend where certain streets are closed to cars and opened for people (50% support, 29% oppose).

Reallocating road space from cars to be used for people walking, cycling and socialising on our streets (47% support, 28% oppose).

Restricting traffic that passes through residential streets (53% support, 22% oppose).

The only proposed measure that had more opposition than support was charging employers that offer workplace parking in order to invest in public transport, walking and cycling. Slightly more opposed this solution (44%) in comparison to supporters (38%).

These findings suggest there is significant appetite and support across Scotland from people who drive to implement measures that make cities and towns better places to live whilst reducing the number of cars.

At the same time however city leaders need to be conscious of significant opposition to these measures. The measures must be imp

4. Conclusions

Cities and towns are predominantly designed around the car. Cars are attractive to many people and have numerous advantages and benefits in many situations. However, cars also have a negative health, environmental, social and economic impact.

The challenge to redesign cities and towns to reduce car use therefore is extremely difficult

-
- ²⁴ Department for Transport. (2011) Transport Statistics Great Britain
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/8995/vehicles-summary.pdf
- ²⁵ Sloman, L (2006). Car Sick: Solutions for Our Car-addicted Culture Green Books.
- ²⁶ Standing Advisory Committee on Trunk Road Assessment. (1994) Trunk Roads and the Generation of Traffic. <https://bettertransport.org.uk/sites/default/files/trunk-roads-traffic-report.pdf>
- ²⁷ Department for Transport (2004) The Future of Transport: A Network for 2030

