

Reimagining transport in the West Midlands

a conversation
about change

Transport Scrutiny Sub- Committee

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How we got here

WMCA and TfWM's Role

TfWM delivers transport for WMCA

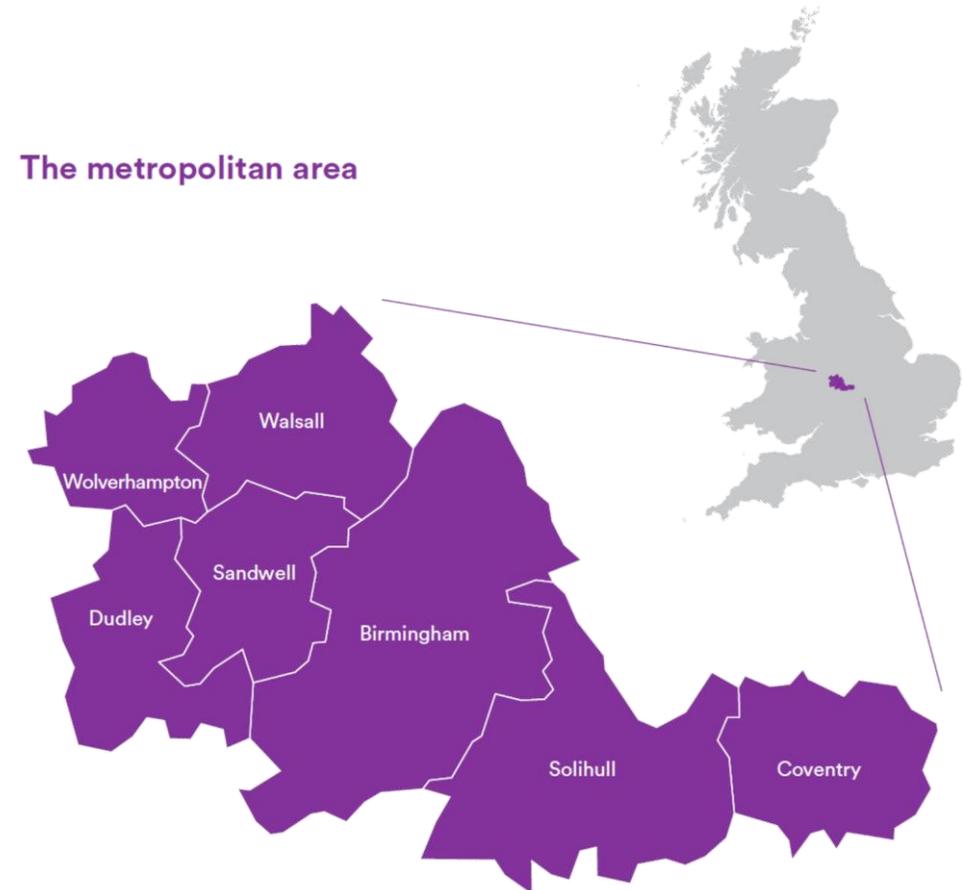
WMCA must produce an LTP

LTP must cover the seven metropolitan districts/boroughs

Balancing competing transport needs/opportunities with (often harmful) impacts of transport

Our Green Paper sets out key challenges to resolve and explores scope of options to do this.

We are engaging across the region to understand how people and organisations want to change transport.



New policy agendas

**Recharge the
West Midlands
pandemic
recovery**

**Inclusive
Growth Framework**
sustainable and equitable
advancement

WM2041
climate
emergency

**Local Industrial
Strategy**
sectoral
development

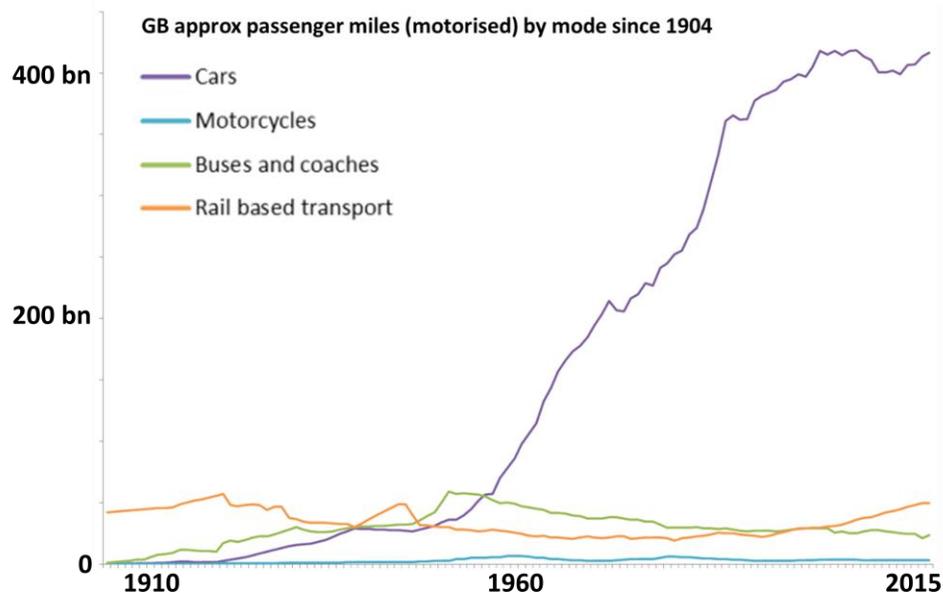
The current LTP is
“Movement for Growth”

Since it was adopted (2016)
there have been significant
changes to policy context

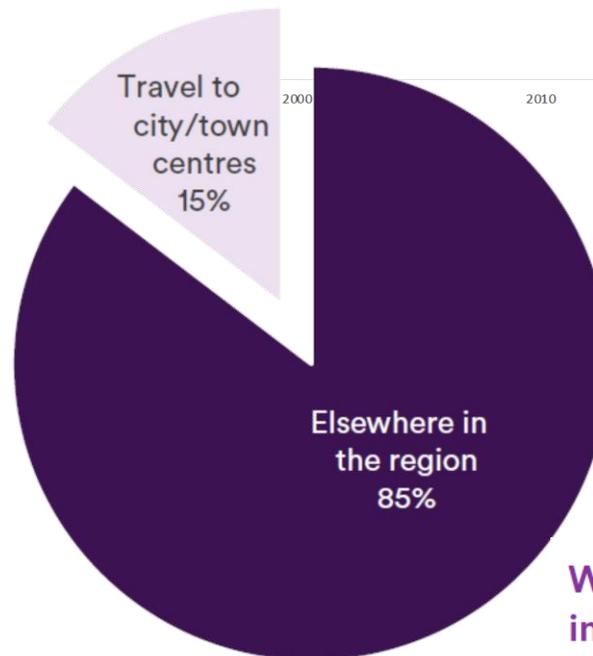
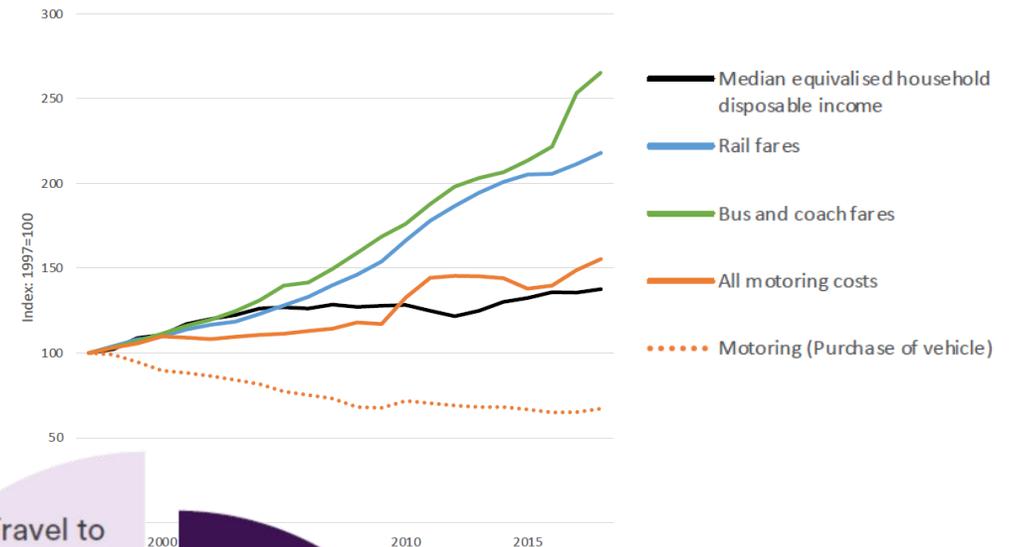
This is why we are producing
a new LTP

Transport changed

Our growing travel demand



Changes in the costs of transport (UK) and car ownership (West Midlands)



Where car trips are going
in peak travel hours

Our lives and places changed



1968 Morris Mini-Cooper S Mk II

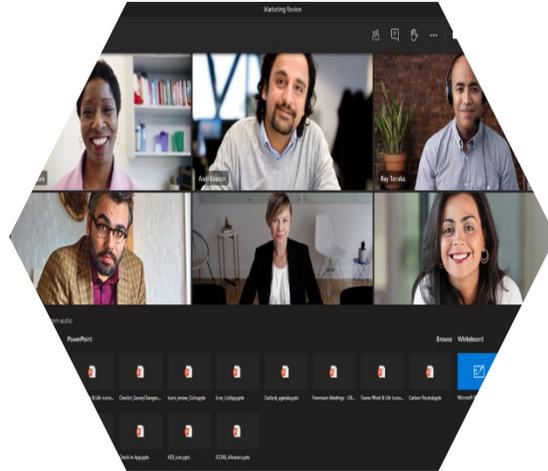
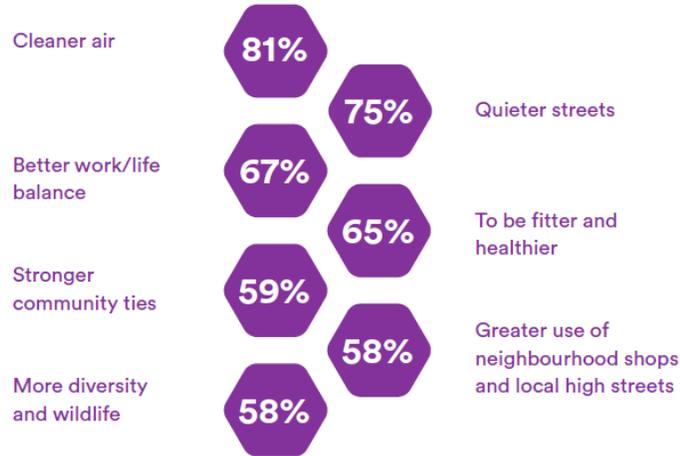
2018 Mini Cooper Classic

Weight (kg)	670	1200
Length (m)	3.1	4.0
Width (m)	1.4	1.9
Height (m)	1.3	1.4

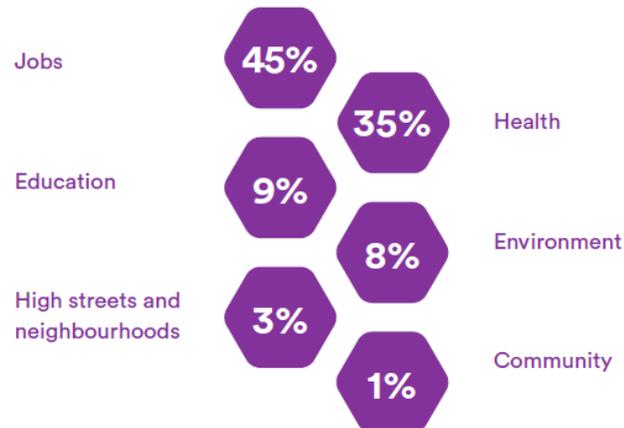


The impact of the pandemic

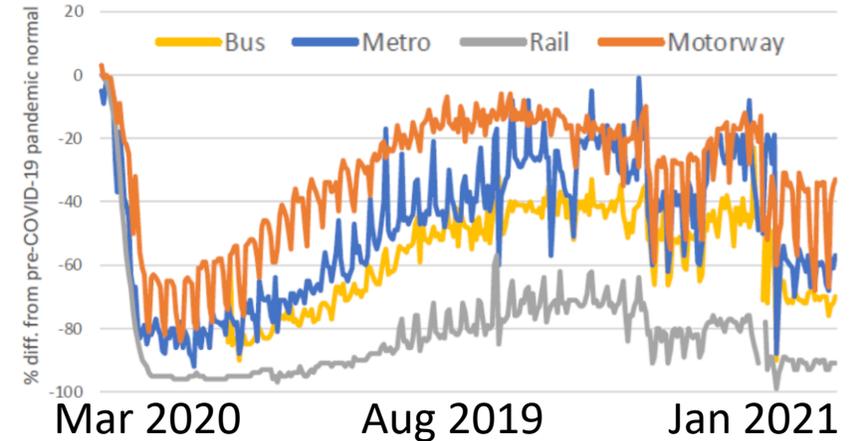
When asked in May 2020 what they wanted to see change as a result of the crisis, people said...



...but when asked in Summer 2020 to name their top priority for the region's recovery after the pandemic, people said...



Travel demand response to lockdown

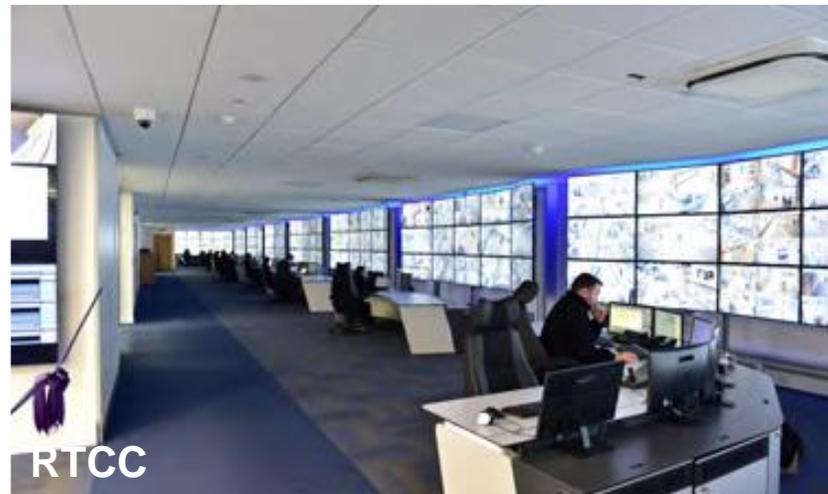
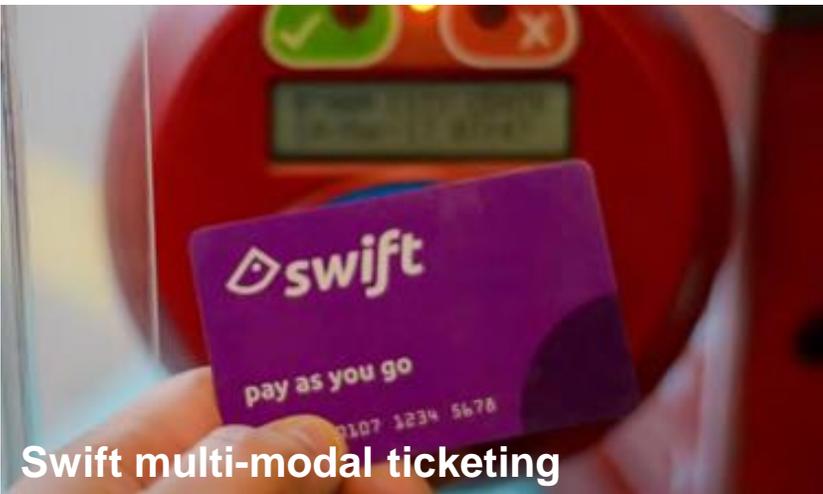


The future is uncertain, but what is certain is that it will be different...

If we want to “build back better” we could decide what that looks like and make it happen.

Has the pandemic taught us how adaptable we are?

How we've been investing



Motives for change

Inclusive growth and transport

Inclusive Growth - where social needs, economic ambition and our responsibilities to the environment are in balance.

Our **5 Motives for Change** highlight where transport falls short of what's needed for inclusive growth.

Our collective challenge will be finding a new direction that best delivers the level of change people want across all our Motives for Change.



Sustaining economic success

Transport and the economy are intrinsically linked.

How can we change transport so it can **sustain** economic growth? Squeezing more of the same vehicles on the road isn't sustainable.

Maintaining the status quo risks economic drains: congestion, poor health, higher infrastructure costs, poor quality of place. Unattractive, inefficient, and unproductive.

We aren't leveraging greatest economic potential from current infrastructure, nor from an increasingly marginalised non-car-driving workforce.

Our **sector strengths** in mobility products and services will provide **opportunities** to find better ways of travelling

BUT the need to find products and services will pose **challenges** for the mobility industry too



More capacity

Leverage more out of current capacity

Extend the reach of the most mobile

Level-up the mobility of the least

Discount harmful impacts; let the costs fall on others

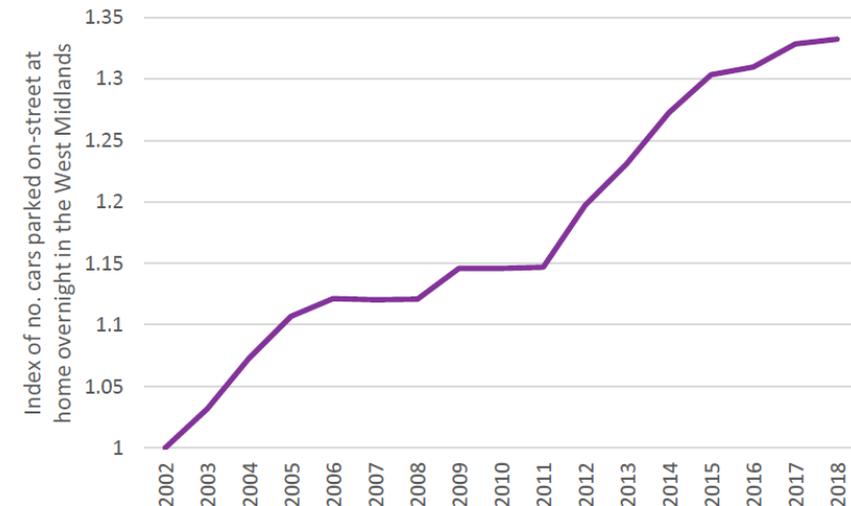
Reduce harmful traffic impacts (and their economic burden)

Supporting local communities and places

Traffic and parked vehicles can limit the opportunities to use streets for wider functions and harm “quality of place”.



Streets are filling with parked cars



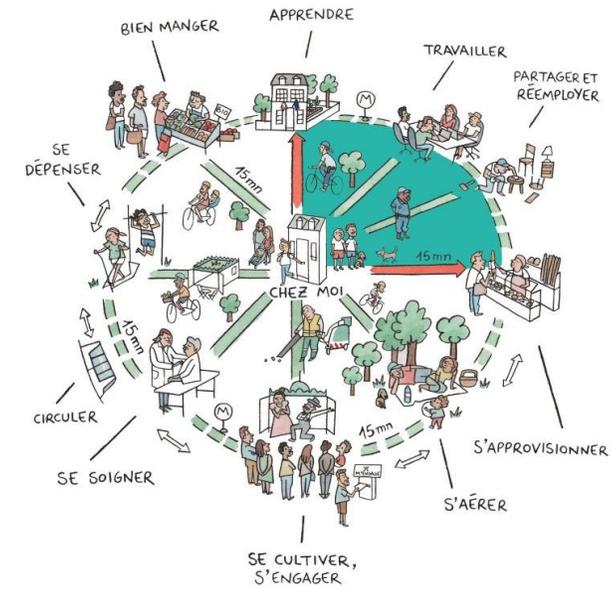
Supporting local communities and places



Customer mobility and digital connectivity affects local provision of services.

What is important for people to access in their neighbourhood or in their local high street?

Most people can access core services without a car, but lack variety of choice. People thrive with greater choices.



Becoming more active

We have better medicine and lives are less perilous now.

But changes to lifestyles, diet and the nature of work mean we're less physically active and more obese.

This is getting worse with each generation and it's setting our children up for serious issues in later life.

Tackling this will help people be happy and productive for more of their life.

We could help this by making the urban environment (inc. streets) safe and convenient for exercise and active travel.

The Government recommends

 **150 min**

per week of moderate intense physical activity for a health-related benefit

1/3 of adults in the West Midlands do less than

 **30 min**
per week of activity

Amount of time spent active on an average journey by mode



Car
Less than one minute



Public Transport
8 - 15 minutes



Walking
17 minutes



Cycling
22 minutes

Percentage of trips and distance travelled for short journeys by main modes

		Walk	Cycle	Car	Public transport
Trips	Less than 1 mile	80%	1.1%	18%	0.7%
	1 to 2 miles	31%	2.8%	60%	5.3%
Distance travelled	Less than 1 mile	76%	1.2%	21%	1.0%
	1 to 2 miles	31%	2.9%	59%	5.4%

Tackling the climate emergency

Carbon emissions are causing global warming and climate change.

If global warming exceeds a certain temperature (possible by 2030 without progress), natural carbon emissions will be released at an uncontrollable rate.

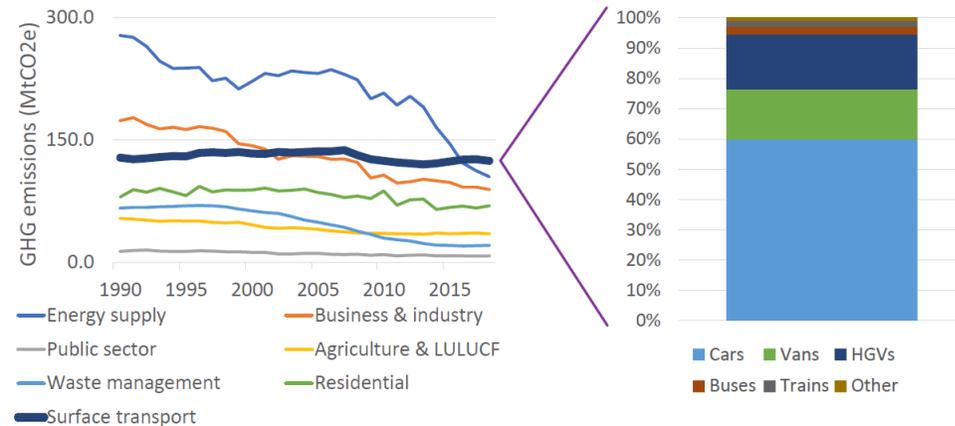
Catastrophic impacts in particular places, with considerable direct and indirect impacts on life here.

WMCA have acted on evidence that suggests more rapid carbon reduction is required by committing to decarbonise faster than Government commitments.

Transport is the UK's biggest source of carbon emissions, most is from surface transport, most is from cars.

Transport carbon emissions haven't reduced in 30 years because of increased demand to travel and fashions for larger vehicles.

UK sector carbon emissions and breakdown of surface transport



A shift to ULEVs is **critical but insufficient**. We will need to **reduce the energy we use for transport** through other changes to how we travel.

Reimagining Transport in the West Midlands

Transport can take many forms



Ho Chi Minh City, Vietnam



Copenhagen, Denmark



Tokyo, Japan



Curitiba, Brazil



Houston, USA

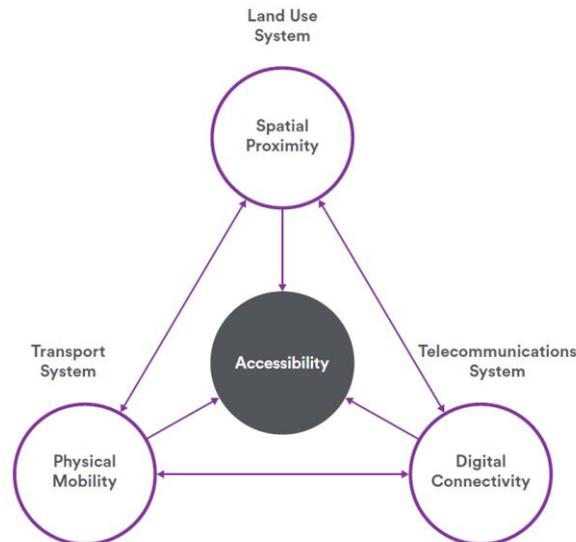


Kampala, Uganda

We have a wide scope of options

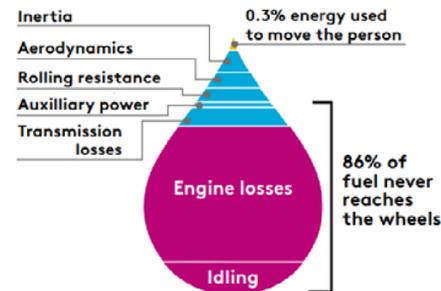
Building back better” means:

- Reduce harmful transport impacts on people, places and environment
- Provide access equitably and economically efficiently

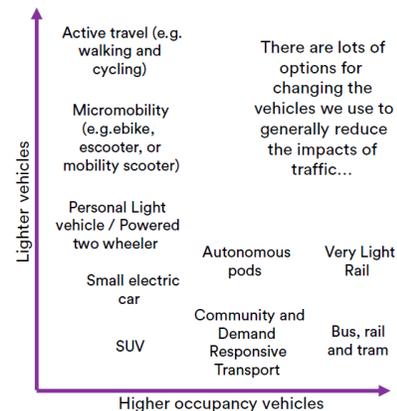


“Access is critical but is not only dependent on mobility.

Typical energy flow through a petrol/diesel car



We have many options for travelling



Mobility is important, and there are many better ways of being mobile.

All Motives are important, but the need to tackle the climate emergency is unique.

It has particular urgency; beyond 2030 we could lose the ability to prevent further climate change.

The urgency of the climate emergency could catalyse us to transform the transport system to address all Motives rather than a gradual approach.

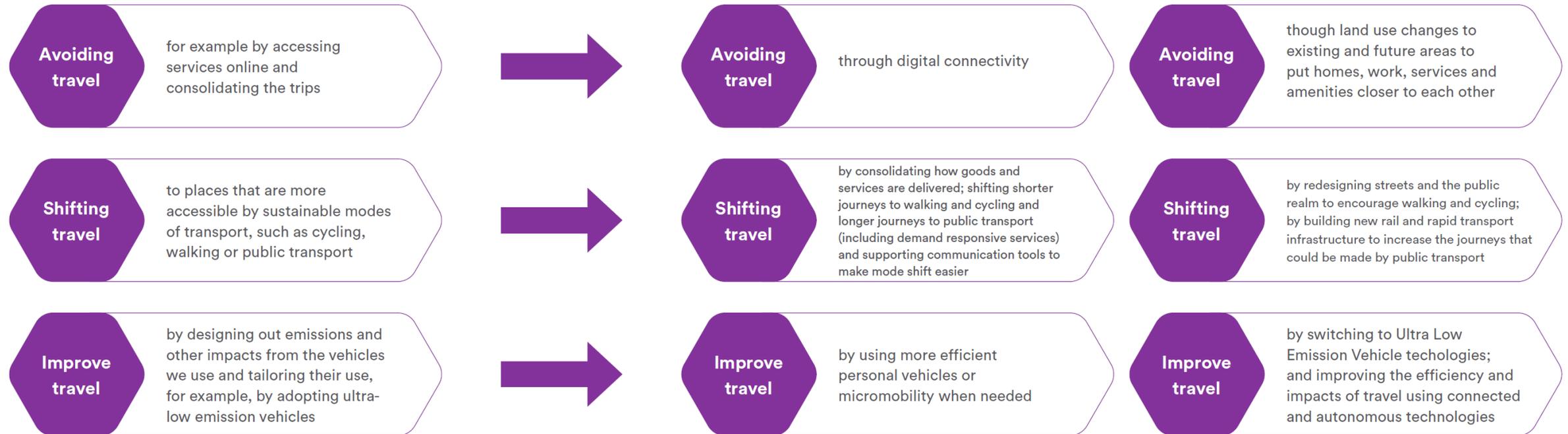
The new LTP could have a much stronger focus on transforming the transport system within 10 years.

In that time-frame, the West Midlands will not be knocked down and built again; **we would need to focus on using existing technologies and infrastructure.**

Change over time

Avoid, Shift and Improve

“Avoid, shift, improve” provides a useful framework for considering the sorts of changes that we need to make.



Avoid, shift, and improve

Avoid

Avoiding travel – for example by accessing services online and consolidating the trips we make;

Shift

Shifting travel – to places that are more accessible by sustainable modes of transport, such as cycling, walking or public transport and travelling by those modes; and

Improve

Improve travel – by designing out emissions and other impacts from the vehicles we use and tailoring their use, for example by adopting ULEVs.

What works in one place may not elsewhere

City and town centres



Local high street



Rural living



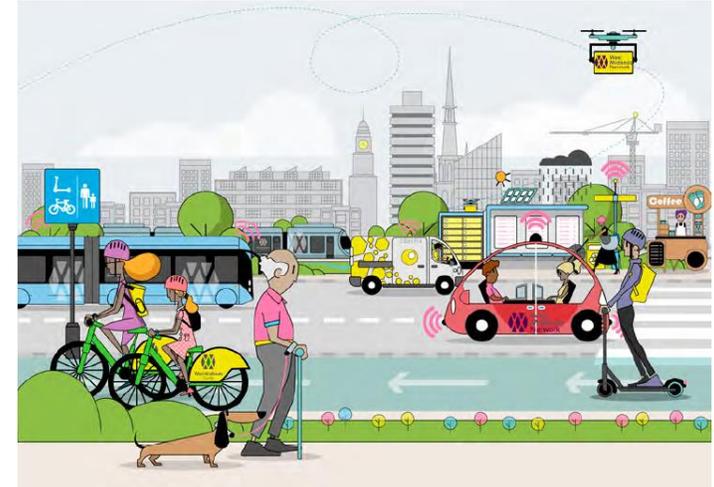
Older urban neighbourhood



Modern suburban neighbourhood



Main road



Making Change Happen

Our current focus is too narrow and even more of our current approach won't shift behaviors enough (and just isn't quick enough)

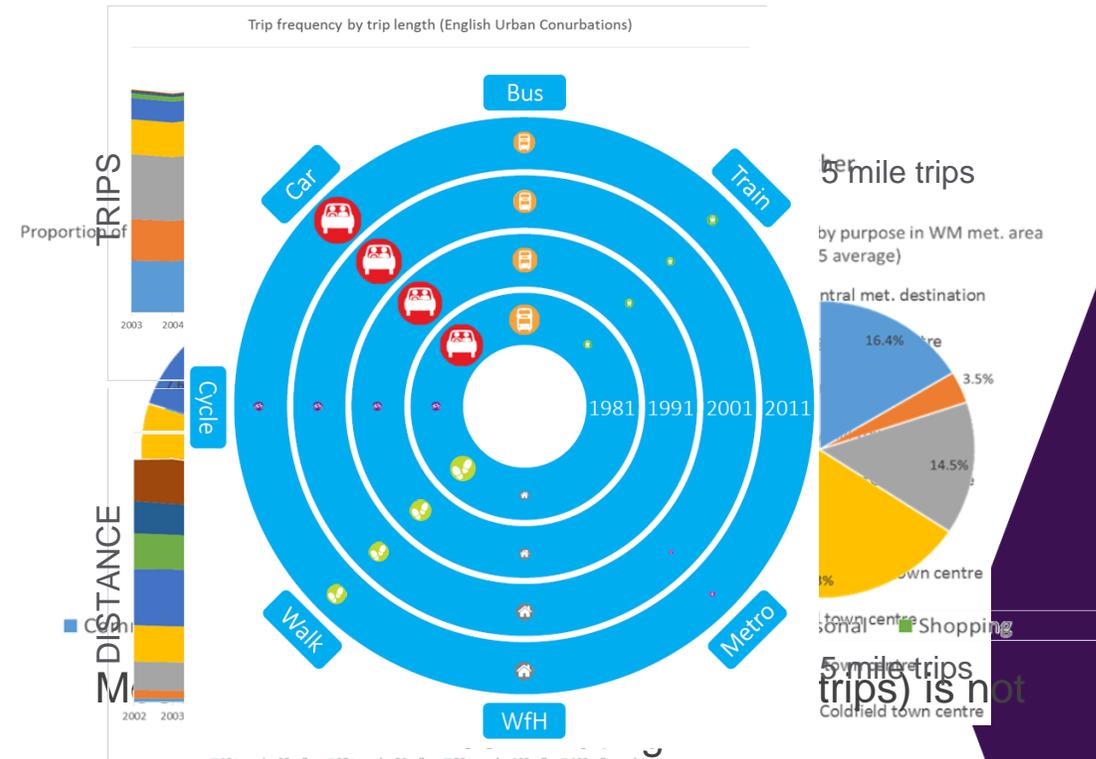
Our current focus is on specific places:

- Congested roads
- Centres
- Particular corridors where PT / active travel investment occurs.

We can have a big effect in these specific places, but when you step back and take a region wide perspective, we're not going to have a significant effect.

This means:

- We're not addressing carbon emissions effectively;
- We're not significantly "levelling up" most of those who are disadvantaged to have fundamentally more equitable access to opportunity;
- Traffic's impacts on local neighbourhoods and streets, and physical activity continue to worsen; and also
- Traffic to many centres isn't going to improve, but it might get "no worse".



Most travel (85%) is not to centres. Outside the city centre, car dominates, and rail, metro and cycling are all pretty miniscule. Most trips are short but they account for a very small amount of total distances travelled.

An equitable approach

With the right mix of policies and measures, we can create an even better West Midlands.

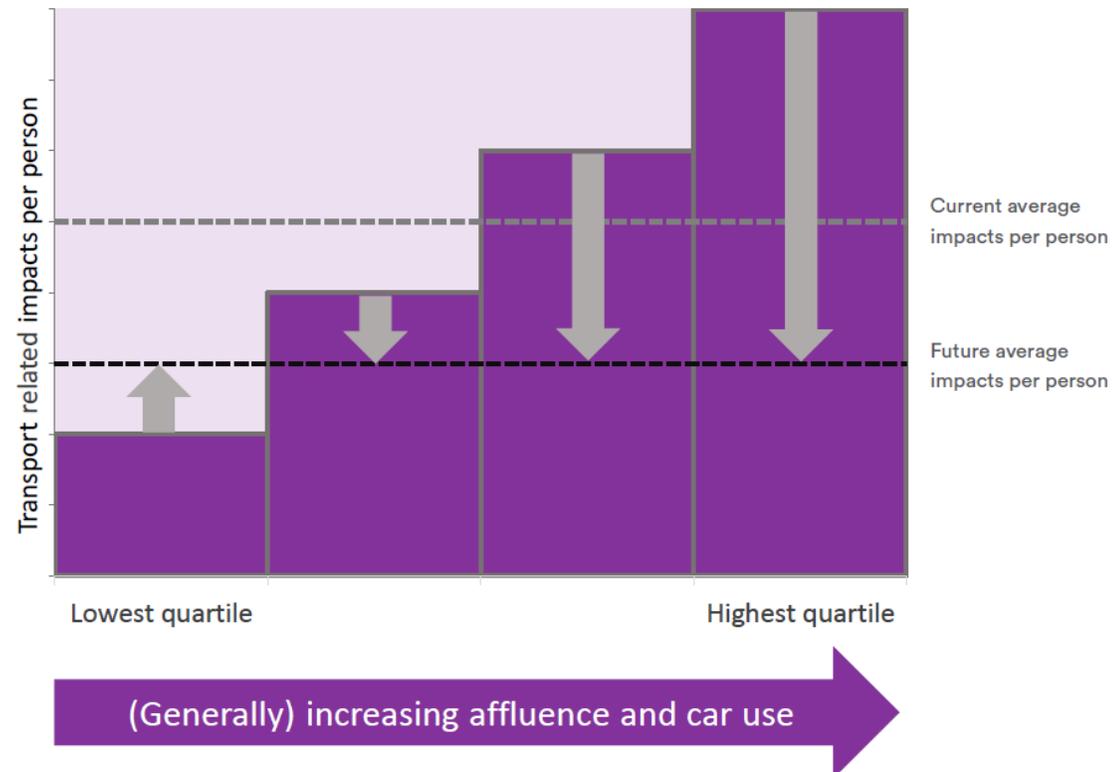
Addressing the Motives for Change, would involve people changing their behaviour.

Generators of most harmful impacts may need to make biggest changes.

We can “level-up” those who are less mobile while still reducing impacts of transport overall.

May not necessarily require absolute reductions in mobility but may require sacrificing some of the wider conveniences, comforts, and features of current mobility. These are trade-offs.

We can equitably redistribute transport impacts AND level up mobility of the most disadvantaged



Effective intervention

The current governance approach focuses on investing in alternatives to the car. Alone it is insufficient to generate requisite changes to consumer options and behaviours.

There is a limit to how much mobility, comfort and convenience public transport, walking and cycling, and micromobility can offer in contrast to the car today.

The current approach limits the extent to which people are likely to switch from cars to alternatives if cars remain as they are today.

Without a switch to alternatives consumer spending on those alternatives will remain relatively low, reducing the extent to which alternatives can be improved.

Our ability to allocate greater space and priority to alternatives to make them better is limited by an unwillingness to take space used by other modes.

To change behaviours without compromising what people can access, simultaneous measures would be required to:

- **reduce barriers and costs to travel by the alternatives to the car; at the same time as**
- **restraining the use of cars using infrastructure design and regulatory measures.**

Symbol	Change relative to levels before the COVID-19 pandemic
-	Little/no change
▲/▼	Notable increase/decrease
▲▲/▼▼	Significant increase/decrease
▲▼/▲▼	Good/bad for Motives for Change

Scenario		Access for those without a car	Amount of car travel everywhere	Amount of car travel to/from centres
1.	Do minimum	-	▲▲	▲▲
2.	Significantly improve public transport	▲	▲▲	▲▲
3.	2 + enable micromobility	▲▲	▲▲	▲▲
4.	Restrain car access to centres only	-	▲▲	-
5.	Restrain car travel across the region	-	▼	▼▼
6.	5+2	▲	▼	▼▼
7.	5+3	▲▲	▼	▼▼

Understanding choices

Developing choices

Developing 3 hypothetical policy scenarios based on policy choices we could make.

They will help us understand:

- The risks and opportunities to deliver inclusive growth through transformation of transport;
- The public policy changes that would be needed to effect transformation;
- The tensions that policy choices have with critical inputs, including
 - Wider policy context
 - Resources
 - Public support

Continue to deliver infrastructure improvements targeted at alternatives to the car and encourage shift to ULEVs, with minimal delivery of barriers to car use

Conventional LTP



Future LTP



Compliant LTP

*ULEVs + stop growth in travel demand.
Aligned to CCC recommendations.*

Transformational LTP

*ULEVs + significant additional transport energy reductions.
Aligned to Tyndall Centre recommendations.*

Developing choices

These will not be “too cold”, “too hot”, “just right”; rather “too salty”, “too sweet”, “too sour” (if there was an easy and effective option we’d already be doing it).

We envision that a new LTP would sit somewhere in the middle of these plans.

Understanding exactly where requires deliberation with the public and stakeholders.

Continue to deliver infrastructure improvements targeted at alternatives to the car and encourage shift to ULEVs, with minimal delivery of barriers to car use

Conventional LTP



Future LTP



Compliant LTP

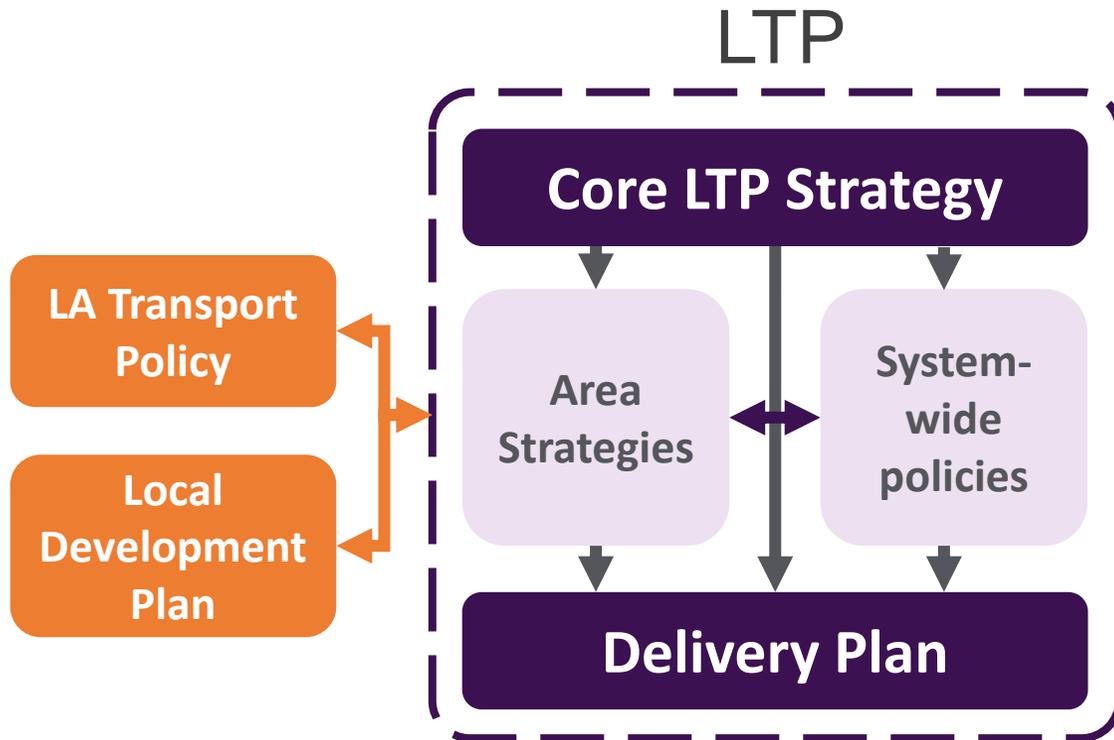
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Transformational LTP

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A new LTP framework

A suite of statutory policy

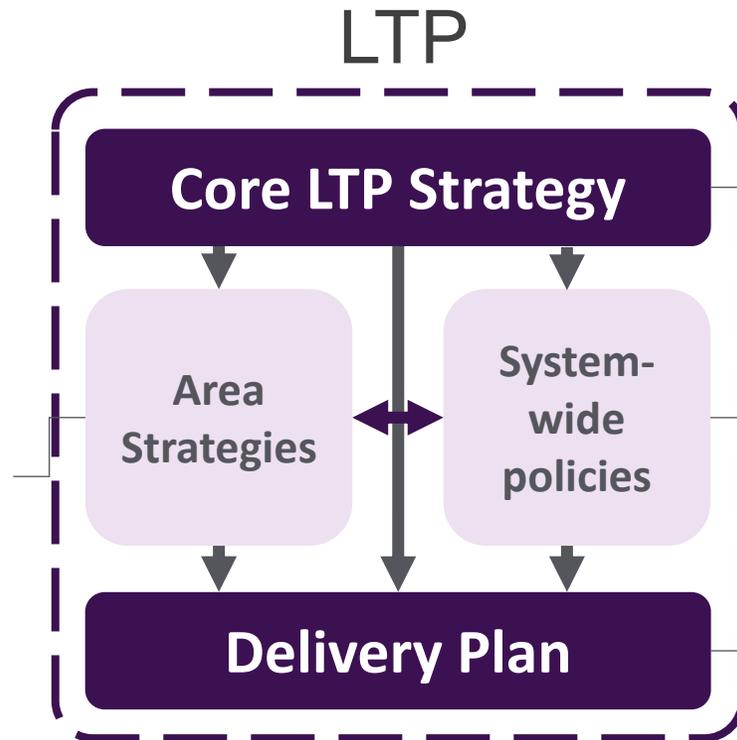


Breaking up the LTP into a number of distinctly adopted documents can help:

- **Better communicate policies** (a number of concise policy documents vs. a detailed tome)
- **Give weight to policies as early as possible** (rather than waiting for every detail to be agreed first)
- **Focus co-development and empower relevant stakeholders** (specific opportunity to give statutory weight to local authority transport strategies/plans for their areas)

A suite of statutory policy

Translating core strategy using local context, focussing on proposals for implementation in specific places. Emphasis on translating strategy to the corridor, neighbourhood and centre level as opposed to borough level policy-making.



Overarching objectives, vision, principles, and strategic outputs required – the core logic of what we're trying to achieve and how

More specific policies concerning particular elements of the transport system or particular subsets of policy levers, including nuanced strategy and proposals for implementation.

The consolidated view on which proposals for implementation will be delivered, given available resources, and progress status of various proposals.

This will include gap analysis between the effect of committed proposals and the core strategy, highlighting the nature of future proposals required to rebalance programme and close the gap

Engagement

Engagement Principles

Inclusive

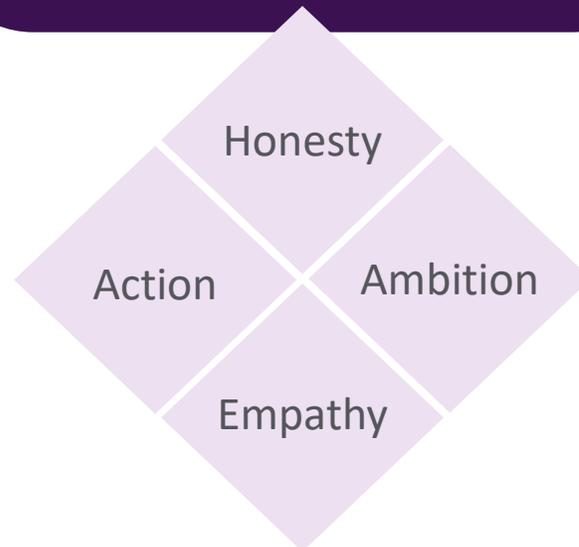
Everyone is a stakeholder.
Need to exploit multiple channels



Truth does not belong to the one who shouts the loudest.

Unbiased and Empowering

Helping people understand choices, and to articulate their views.



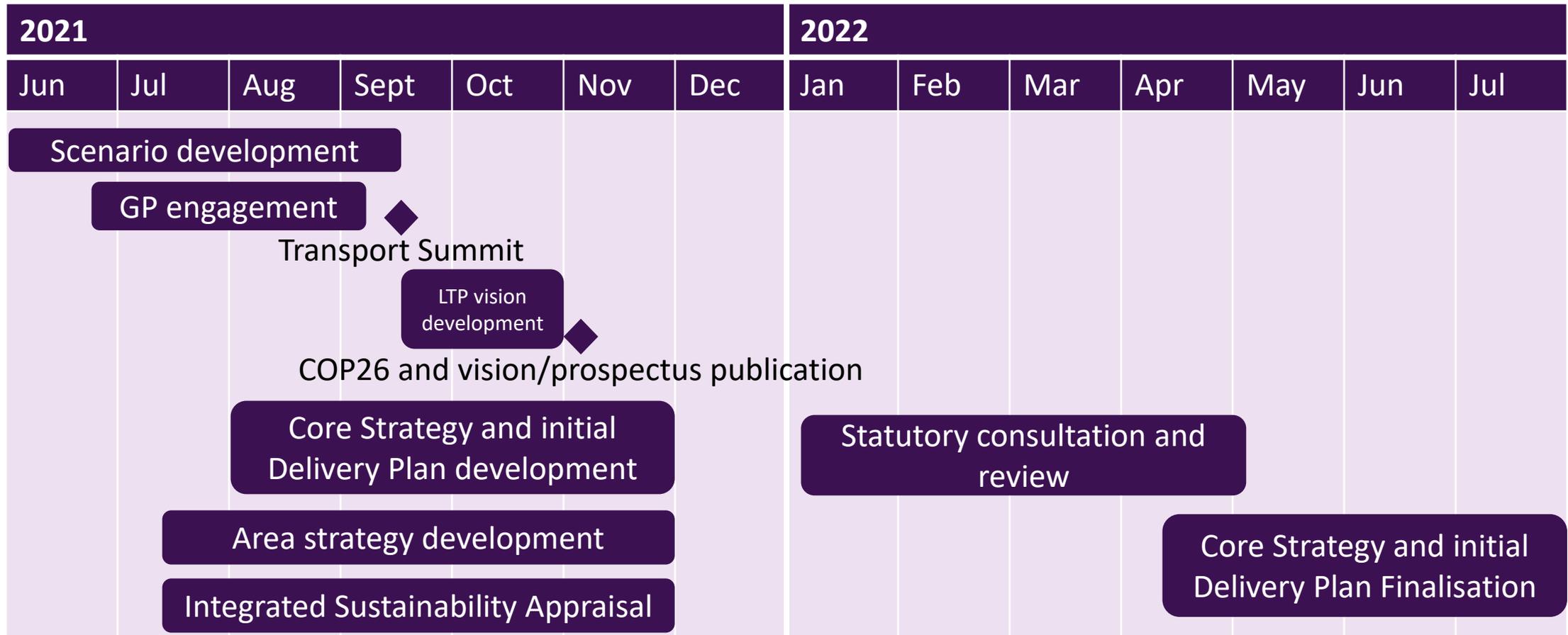
Deliberative

Enabling consensus around complex issues with diversity of stances.
Need to exploit new types of forums.



Programme

High-level programme



Note that during this there will be ongoing engagement