

CHOICES FOR BETTER JOURNEYS - EXECUTIVE SUMMARY

Who We Spoke To

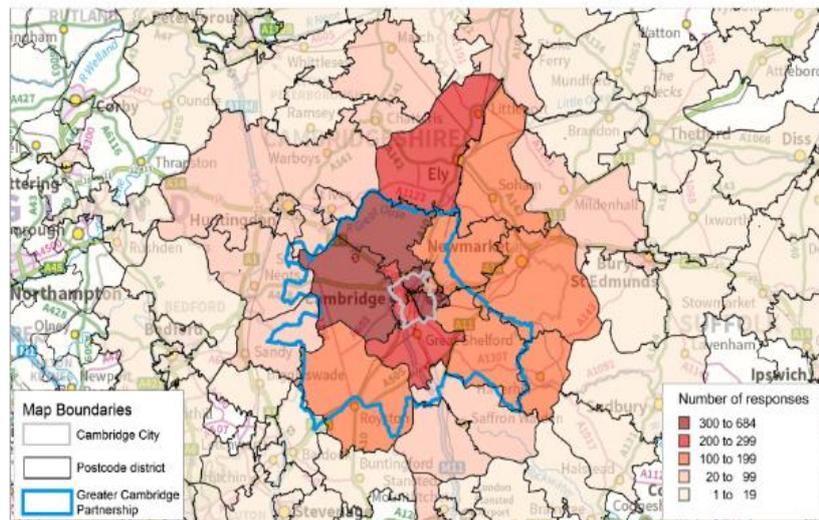
Between 25 February and 31 March 2019 the Greater Cambridge Partnership held an extensive engagement exercise to obtain feedback from the public and stakeholders on the transformation and funding of public transport.

Demographics

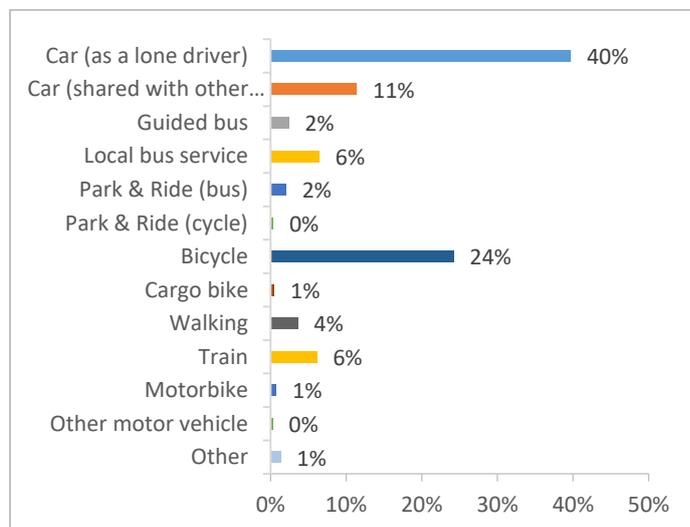
Gender distribution in the sample was fairly even with 46% males and 49% females. When compared to the Cambridgeshire population, a slightly higher proportion of respondents were of working age with a slightly lower proportion aged over 75 (likely linked to the targeting of the engagement towards those working in Cambridge).

Analysis of the geographical breakdown showed a wide reach with responses from 155 postcode districts.

36% of respondents started their journey in the **central Cambridge** postcode districts of CB1-CB5.



Primary Journey



Nearly three quarters of respondents (73%) were travelling to work as their primary journey.

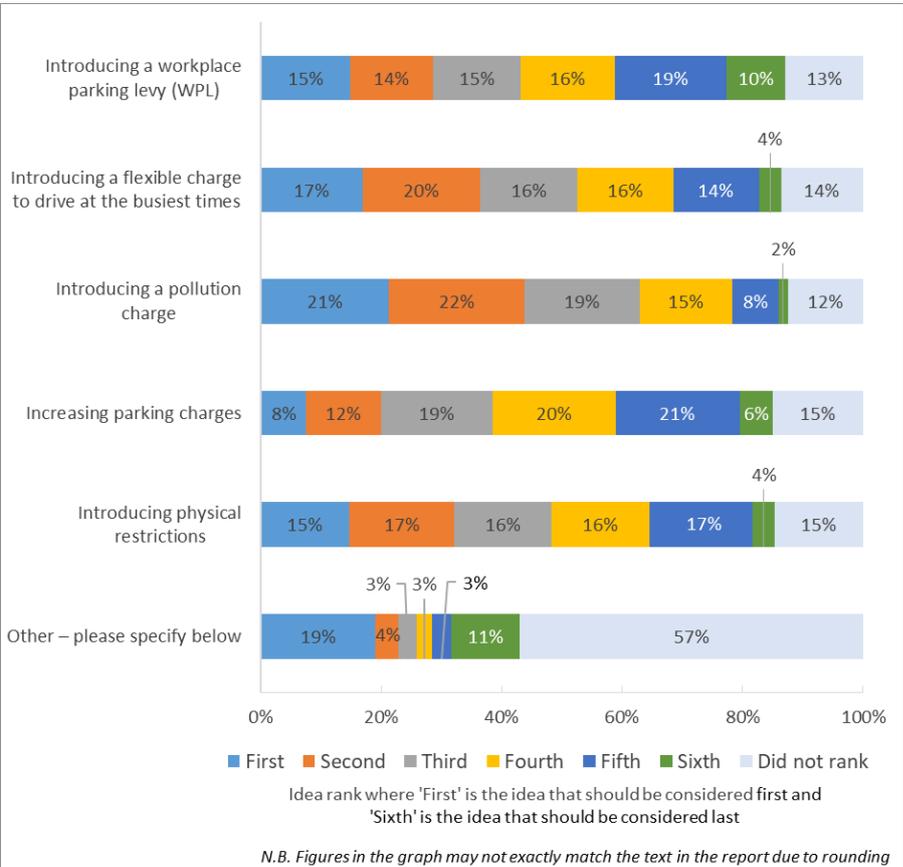
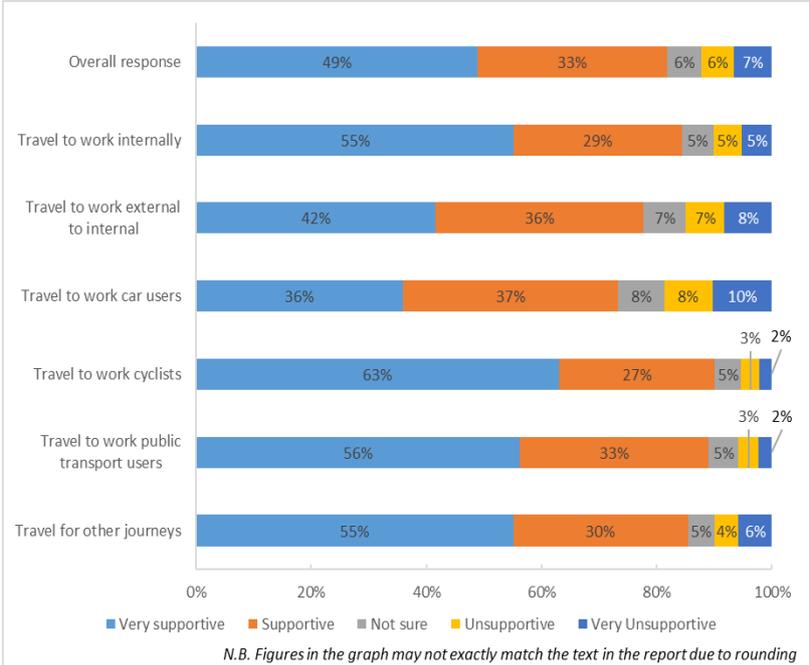
Over half (51%) were traveling by car and just under a quarter (24%) were travelling by bicycle.

55% of respondents were travelling from outside into central Cambridge and 32% were travelling within central Cambridge.

Key Findings

The majority of respondents (**82%**) supported the vision to significantly improve public transport. Those travelling to work by bicycle or public transport were the most supportive of the vision to improve public transport.

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



A **pollution charge** and **flexible charging** for road use were the highest ranked ideas being selected as either **first or second** choice by **44%** and **36%** of respondents respectively.

Other funding ideas recommended by respondents included boosting usage (and consequently revenue) by improving public transport (including Park & Ride provision) or utilising existing taxation streams.

If parking charges or a flexible/pollution based charge were introduced, the ideas most supported by respondents were that additional money raised should be used to improve transport across the area and that it should be cheaper to travel into Cambridge by public transport than to drive in and park.

Should changes be made to vehicle access for some roads, respondents were most supportive of the suggestion that essential private vehicle access to residential properties should be maintained.

A consistent theme that emerged prominently throughout the qualitative feedback sections of the survey was that respondents felt improvements needed to be made to public transport so that people had a viable alternative to driving. Other key themes that emerged included the need for improvements to cycling infrastructure, concerns about the workplace parking levy and concerns relating to how the potential proposed changes may impact on those with low incomes.