

# SURREY TRANSPORT PLAN CONSULTATION REPORT



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## EXECUTIVE SUMMARY

GENERALLY, 70% RESPONDENTS TO THE SURREY TRANSPORT PLAN CONSULTATION FELT THAT THE DRAFT PLAN WILL BE AT LEAST SOMEWHAT EFFECTIVE. Measures that support travel by foot and bike were generally seen as the most important in achieving the impact strategies. Criticism arose over the plan being too complicated and not having enough concrete targets. Across the board measures that looked to change driver behaviour received less support.

## VISION AND OBJECTIVES

There was a varied view of the visions and objectives. Half of respondents feel positive about the level of ambition within the vision, while almost a quarter (23%) disagree. Half of respondents see rapidly reducing carbon emission as the priority. Just under a quarter (24%) of respondents feel the vision and objectives will not address the challenges and opportunities Surrey faces, while 70% believe the measures will be at least somewhat effectively.

## PRINCIPLES AND POLICY AREAS

Just over a half of respondents (52%) support the Avoid-Shift-Improve principles, while just over a quarter disagree (27%). Around 1 in 5 remained neutral on the subject. Similarly, just under a quarter feel it will be ineffective at meeting net zero targets, while 70% believe it will have some effect. This is reflective of the support seen for the vision and objectives.

## MEASURES TO IMPROVE JOURNEYS

Efficient Network Management measures were seen as key to reaching net zero targets with 70% feeling that they will have some effect on reaching the net-zero targets. Over a quarter of respondents felt the most effective measure to manage the road network more efficiently would be the creation of a data driven network management and a 'vision zero' approach to road safety. More respondents felt the promoting zero emission vehicle measures would be effective (75%) than the behaviour change measures (71%).

## IMPACT STRATEGIES

Respondents generally favoured measure supporting more travel by foot or bike. Half of respondents feel positive about the impact strategies, while 13% feel negative. A large proportion (37%) did not have strong feelings either way. Respondents overwhelmingly (44%) chose 'Travel more on foot or bike' as the most effective measure in Impact strategy 1. Similarly, respondents chose access to easy using non-car modes and amenities within walking/cycling distance as the most effective measure in Impact Strategy 2 at 47%.

Respondents were in less agreement about which measure would be most successful at providing well-connected communities, with integrated public transport being selected by 34% of respondents, while local centres providing services that can be accessed by foot or bike receiving 27%, and services accessible to all receiving 25%. 'Travel to local centres on foot and bike and rebalanced traffic calmed roads' (39%) was seen as the top measure to support Impact Strategy 4. This was followed by ensuring traffic flows smoothly at 18%.

## MEASURES TO AVOID OR REDUCE JOURNEYS

Measures to avoid or reduce journeys was a divisive topic with just under half (43%) feeling positively about the ideas to reduce or avoid journeys, with 25% negative. Respondents felt digital connectivity measures would be most effective (67%) at reducing journeys, with the 'Planning for Place' measures close behind. Behavioural change measures were least popular with 38% of respondents thinking they would not be effective.

The establishment of 20-minute neighbourhoods (43%) were seen as the most likely way to encourage respondents to reduce or avoid journeys by car, while new developments designed to promote sustainable travel options came second at 22%. In the short-term walking and cycling schemes were the most popular (35%) to achieve this goal, with making land use changes to increase the range of activities available close behind at 29%.

#### MEASURES TO SHIFT MORE JOURNEYS TO SUSTAINABLE FORMS OF TRAVEL

There was a real indication of support for the sustainable travel hierarchy with 60% of respondents feeling positively about the idea. However, 26% still felt active travel measures would have no effect in encouraging walking or cycling, with 72% thinking it would be effective.

The main barriers to walking and cycling were fast traffic making cycling unsafe (19%), poorly maintained cycle and footpaths (18%) and cycleways that aren't joined up (17%). 69% of respondents felt public and shared transport measures would be effective. Improved, integrated and simplified services were considered the most effective measure to encourage public transport use with 49% agreeing with this. Improved journey time reliability came second at 19%. Demand management for cars was seen as one of the least effective measures for encouraging less car use with 36% of respondents disagreeing with this. However, measures effecting the negative impacts of good vehicles and encouraging goods vehicles to operate more sustainably were seen more positively with only 19% of respondents thinking they would be ineffective. Again, the behaviour change measures received less support, with only 12% thinking they would be very effective.

## INTRODUCTION

TRANSPORT ACCOUNTS FOR 46% OF SURREY'S CARBON EMISSIONS. The Surrey Transport Plan is an opportunity to help tackle the global climate challenge whilst creating clear local benefits for Surrey's communities, environments, and economy. The draft plan sets out our vision for a carbon net-zero transport system by 2050 and the big ideas that will help us get there. It is the transport roadmap to tackle climate change by reducing carbon emissions and reinvigorating our local places and communities, helping us to deliver our Community Vision for 2030 and our Health & Wellbeing Strategy.

The plan has been developed from an extensive evidence base, compiled by reviewing local policies, strategies, and datasets to get to the heart of the challenges facing Surrey and identify the key opportunities for transport across the county. Once adopted, the plan will form Surrey County Council's primary transport policy, directing future thinking, investment, and developments in transport.

In order to gain resident feedback on the draft Local Transport Plan a consultation took place from July to November 2021. This consultation was primarily undertaken through an online survey with some further insight being provided through direct emails. This report brings together the findings from both of these data sources and provides recommendations for next steps.

## CONTEXT AND CONSIDERATIONS

On the 5<sup>th</sup> of July the Surrey Transport Plan Commonplace was launched. This provided both access to the full documentation and a summary for each of the sections to allow respondents to access as much detail as they felt necessary to respond accurately. Overall, the commonplace site received 8333 visitors and 1437 contributions.

There was a total of 414 confirmed respondents across the Commonplace survey. A further 84 responses were received but not confirmed. Following best practice these responses have not been included in the analysis, however, can be provided separately if requested. The nature of commonplace also allowed respondents to focus in on the area of the report they were most interest in, and therefore each section has a varied response rate ranging from 80 to 346. It is therefore important to acknowledge that some areas of feedback are more comprehensive than others.

During the period that the commonplace page was live the Council also received emails from statutory consultees. These responses have been included in the computer-aided thematic analysis which was undertaken of all free text responses.

It is important to note that all forms of engagement have been self-selecting, and therefore all findings should be understood as indicative of residents' views rather than representative of all residents.

It is also notable that during this period a series of in person engagement events were held. Attendees were encouraged to complete the commonplace Survey and any feedback from these meetings were shared directly with the design team and therefore has not been included in this report.

## DEMOGRAPHICS

THE MAJORITY OF RESPONDENTS LIVED IN SURREY AND WERE CAR DRIVERS. Of those who gave their demographic details two groups were underrepresented: females and younger people.

The Surrey Transport Plan commonplace received 1437 responses in total. A large percentage of respondents drive private vehicles, with 50% selecting this choice (figure 2). However, cyclists were also common with 10% of contributors usually using a bicycle, and 7% primarily pedestrians.

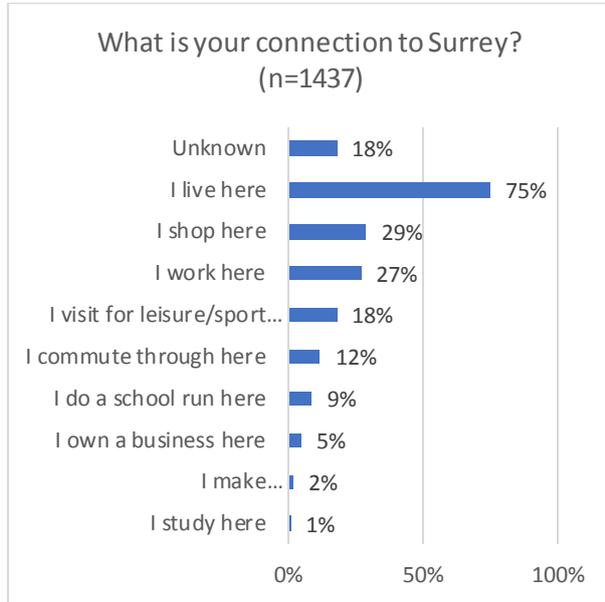


Figure 1: Connection to Surrey

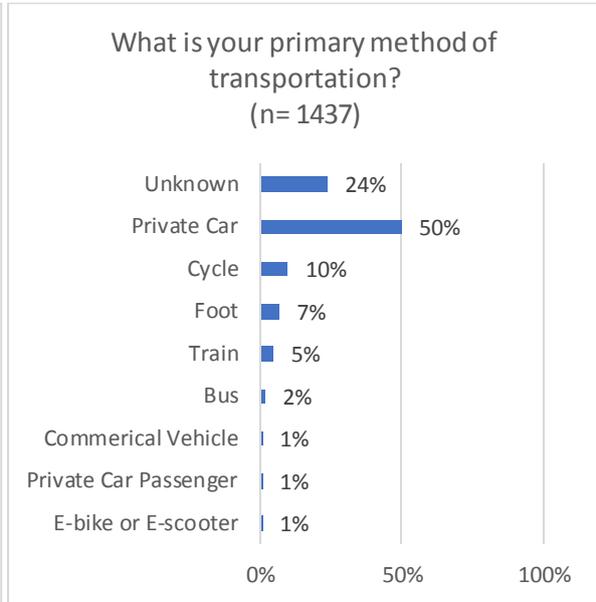


Figure 2: Primary Method of Travel

Respondents were more likely to be male, with 42% of respondents identifying as such compared to 28% female (figure 3). The majority of respondents (59%) were 45 and older (figure 4). This is above the general demographics for Surrey where 46% of the population are above 45. It should therefore be noted that this report provides more evidence on the views of an older male demographic. Due to the smaller sample sizes of younger people and females, more research would need to be conducted into these groups to ensure robust conclusions.

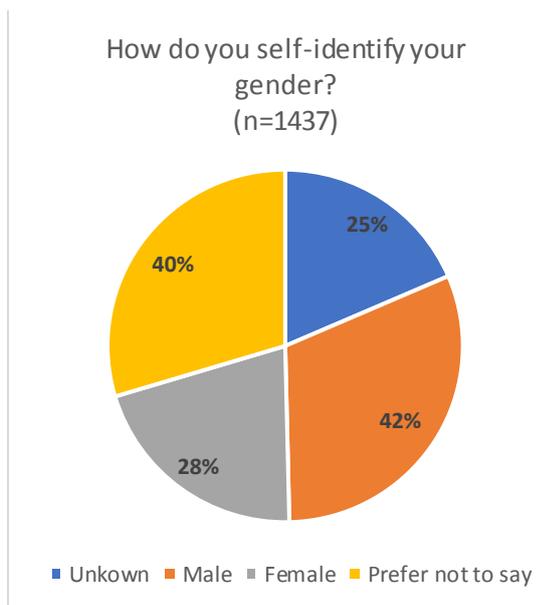


Figure 3: Gender

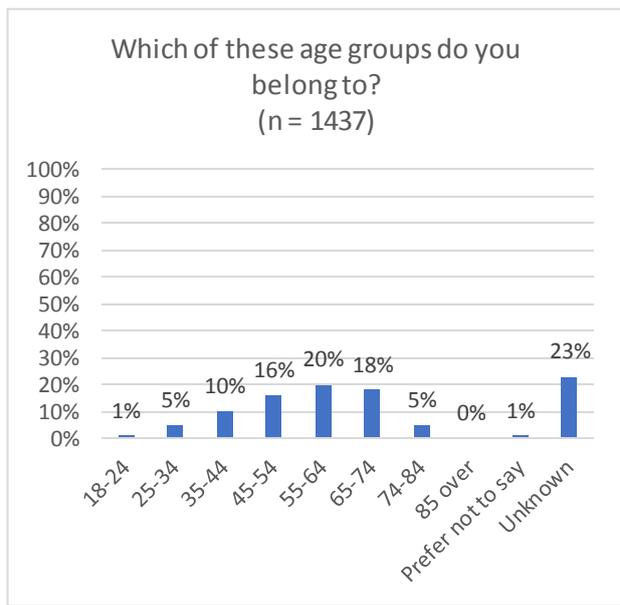


Figure 4: Age Band

## OUR VISION & OBJECTIVES

GENERAL SENTIMENT ON THE LEVEL OF AMBITION IS POSITIVE (50%) WHILE A FURTHER 28% DO NOT FEEL STRONGLY EITHER WAY. However almost a quarter (23%) disagree, which is a common finding throughout the consultation.

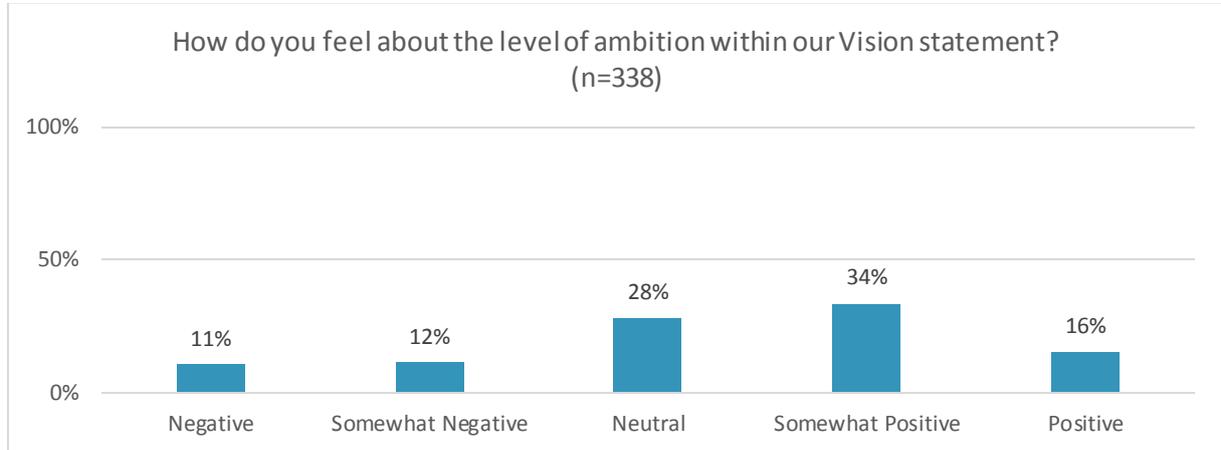


Figure 5: Ambition within Vision Statement

Of those who disagreed with the level of ambition and chose to expand their reasoning in the comments, there was a split between those who felt it did not go far enough (8% of comments) and those who considered it going too far (4% of comments).

*"I want to know why SCC are pursuing a net carbon zero agenda. The 'vision' appears to be collection of woke ideas and phrases that take no consideration of how ordinary people live their lives..."*

*"Good approach but stronger ambition needed."*

*"The climate and environmental crisis is URGENT, the draft Plan suggests that its going to be a gradual, easy route to decarbonisation - I doubt it is and this Plan doesn't give me confidence we'll get there!"*

Half of respondents see rapidly reducing carbon emission as the most important priority, with wellbeing and quality of life coming second at 23% (figure 6). This suggests respondents in general were willing to forgo certain personal benefits to achieve climate change goals.

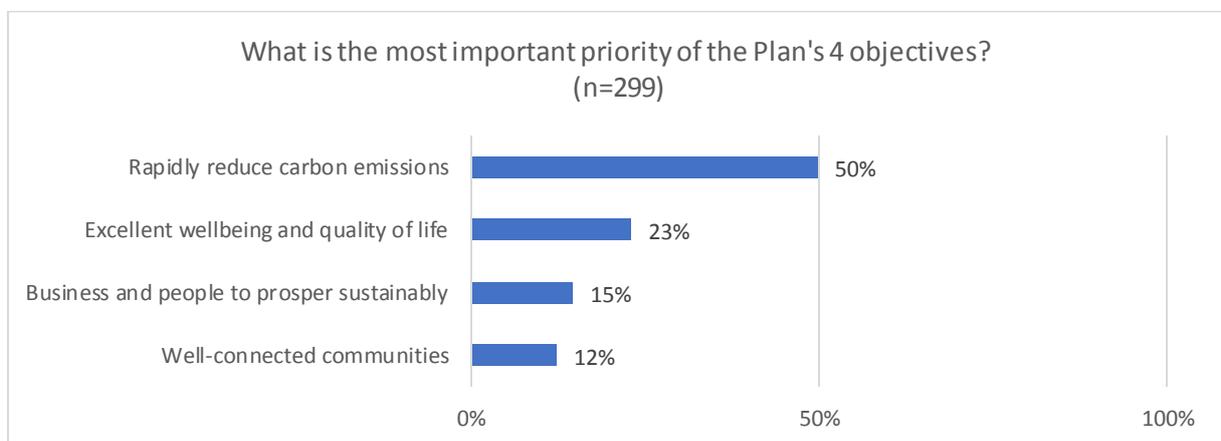


Figure 6: Prioritisation of the plans 4 objective

Just under a quarter of respondents feel the vision and objectives will not address the challenges and opportunities Surrey faces, while 70% believe the measures will be at least somewhat effectively (figure 7). This is reflected in those who agreed with the level of ambition in the plan.

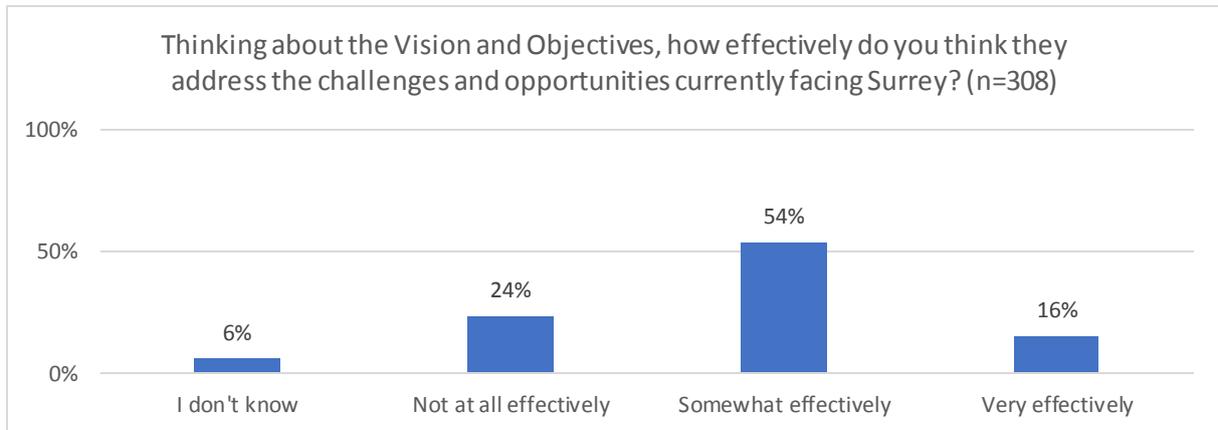


Figure 7: Effectiveness of Vision and Objectives

Over 1 in 10 who left further comments on the vision and objectives found the wording either too complicated or vague. There was an appetite for more precise and simple objectives, providing an opportunity to improve future communication when consulting on individual schemes that support the plan.

*'It is unnecessarily long, complicated and repetitive. Strategies should be concise, to the point and implementable.'*

*"Less vague unambitious statements. Set real targets to reduce traffic and improve active travel."*

*'Something simple saying how you intend to improve cycle lanes, reduce traffic speed, put in more electric vehicle charging points would have been much more useful.'*

There was also a strong desire from respondents for more references to active travel, public transport, and the bus network in the vision and objectives (figure 8). Respondents viewed these as the most likely way to achieve the goals laid out.

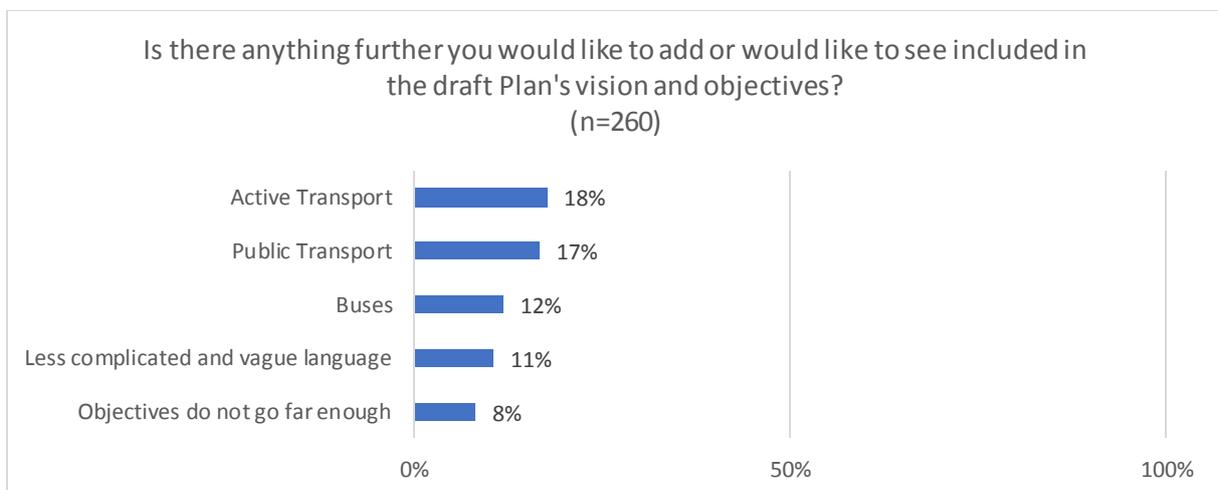


Figure 8: Additions to the vision and objectives

## PRINCIPLES AND POLICY AREAS

JUST OVER A HALF OF RESPONDENTS (52%) SUPPORT THE AVOID-SHIFT-IMPROVE PRINCIPLES, WHILE JUST OVER A QUARTER DISAGREE (27%). AROUND 1 IN 5 REMAINED NEUTRAL ON THE SUBJECT. This indicates that the majority of respondents were not strongly opposed to the principles on which the transport plan is built upon. However, just under a quarter feel it will be ineffective at meeting net zero targets, while 70% believe it will have some effect. This is reflective of the support seen for the vision and objectives.

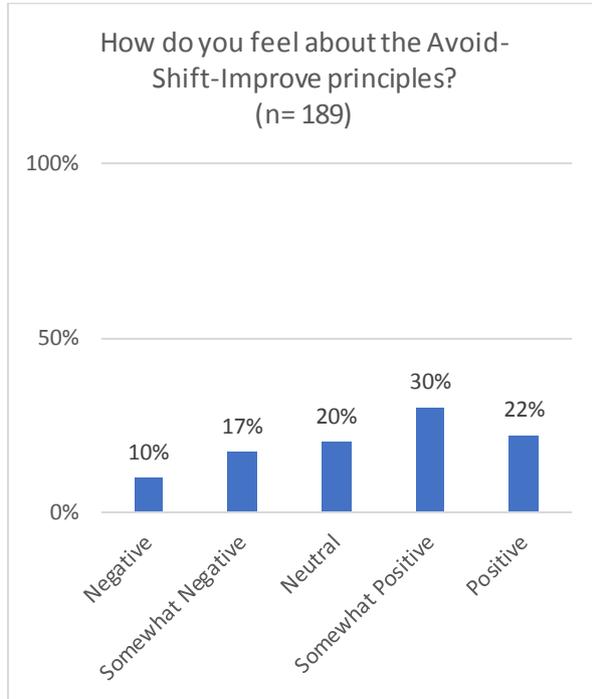


Figure 9: Feeling towards Avoid-Shift-Improve Principle

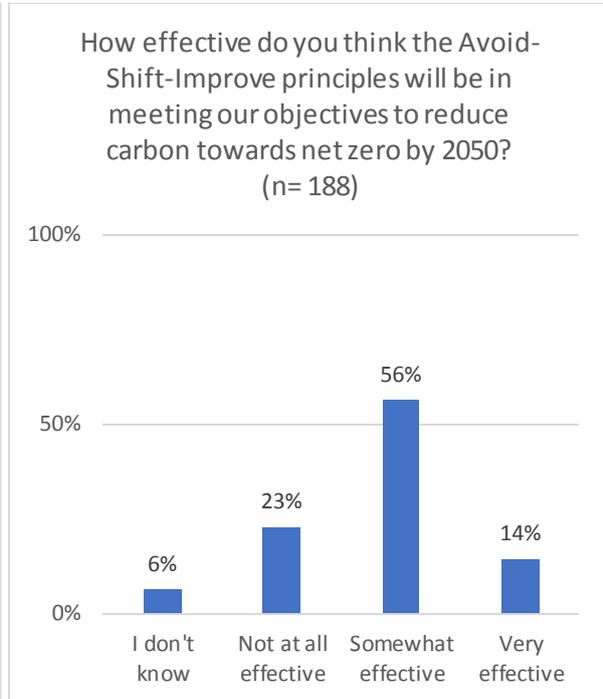


Figure 10: Effectiveness of Avoid-Shift-Improve principle

## MEASURES TO IMPROVE JOURNEYS

70% FEEL THAT EFFICIENT NETWORK MANAGEMENT MEASURES WILL HAVE SOME EFFECT ON REACHING THE NET-ZERO TARGETS (FIGURE 11). Figure 12 shows that over a quarter of respondents felt the most effective measure to manage the road network more efficiently would be the creation of a 'data driven network management' (29%) and 'a vision zero approach to road safety' (26%).

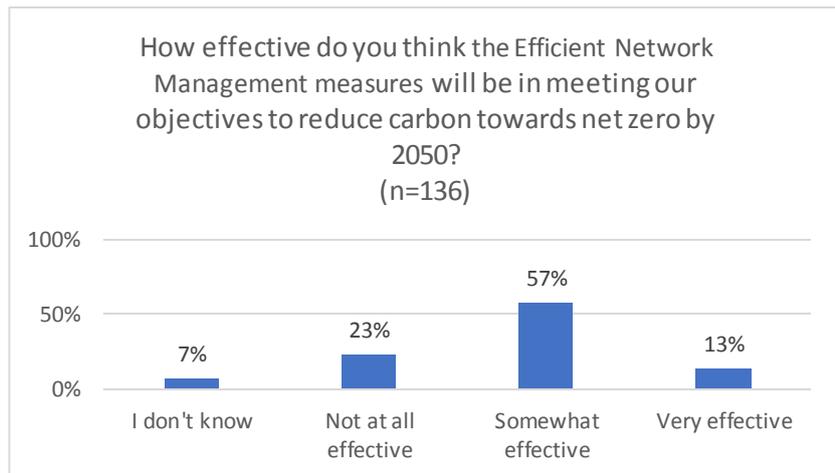


Figure 11: Effectiveness of the Efficient Network Management Measures

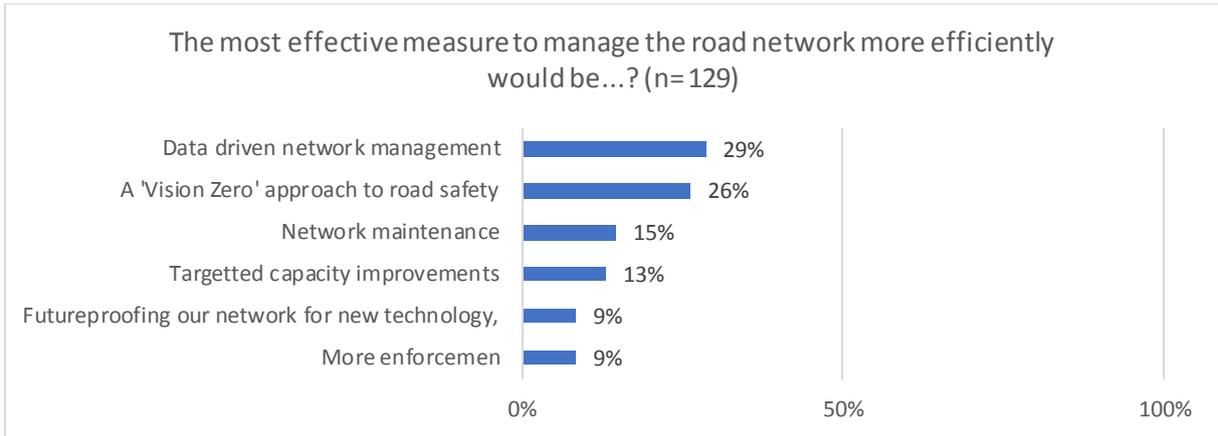


Figure 12: Most Effective Measure

Figures 13 and 14 show that more respondents felt the promoting zero emission vehicle measures would be effective (75%) than the behaviour change measures (71%). This suggests respondents are more likely to support the broad efforts for Surrey to move to low emission vehicles than plans to change their personal behaviour.

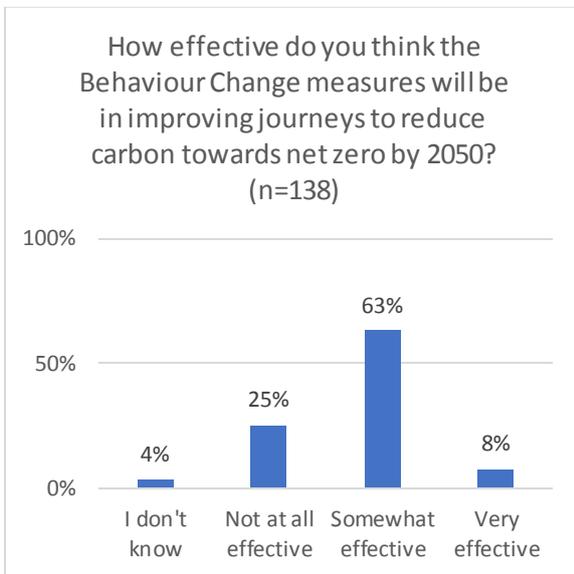


Figure 13: Effectiveness of Behaviour Change Measures

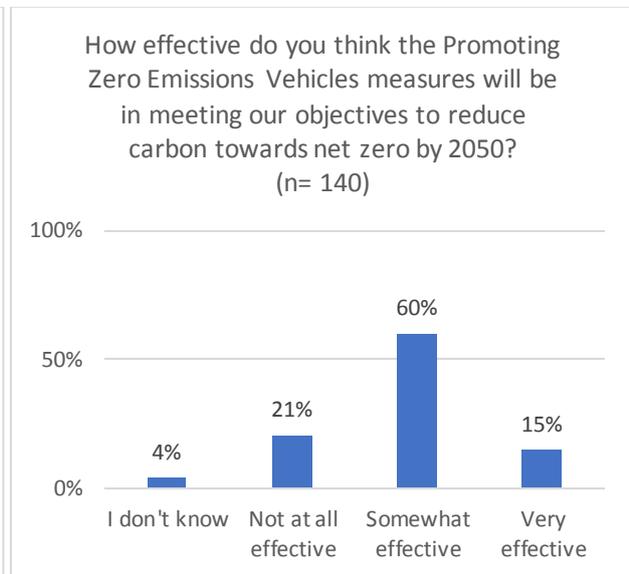


Figure 14: Effectiveness of Promoting Zero Emission Vehicles measures

The main barrier to reducing individual car ownership, as shown in figure 15, was understood to be due to the convenience that comes with having a personal vehicle (36%), the perceived lower cost of petrol engine vehicles compared to EVs or public transport (18%), and the cultural and societal expectations to own a vehicle (14%).

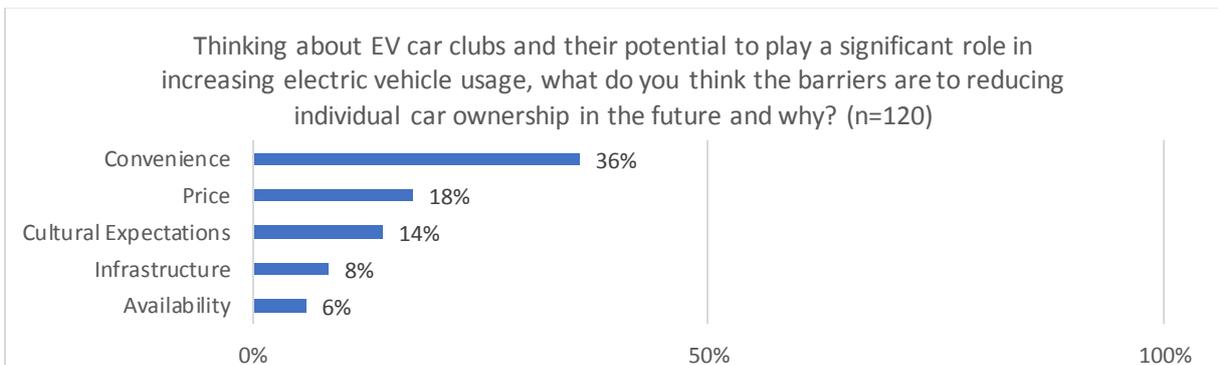


Figure 15: Barriers are to reducing individual car ownership in the future

Respondents would like to see more emphasis on public transport to improve efficiency and sustainability of journeys reflecting a larger trend of support for such measures (figure 16). There was also criticism on the emphasis on EVs before electricity generation is decarbonised (10%), while an equal number wished to see charging infrastructure improved.

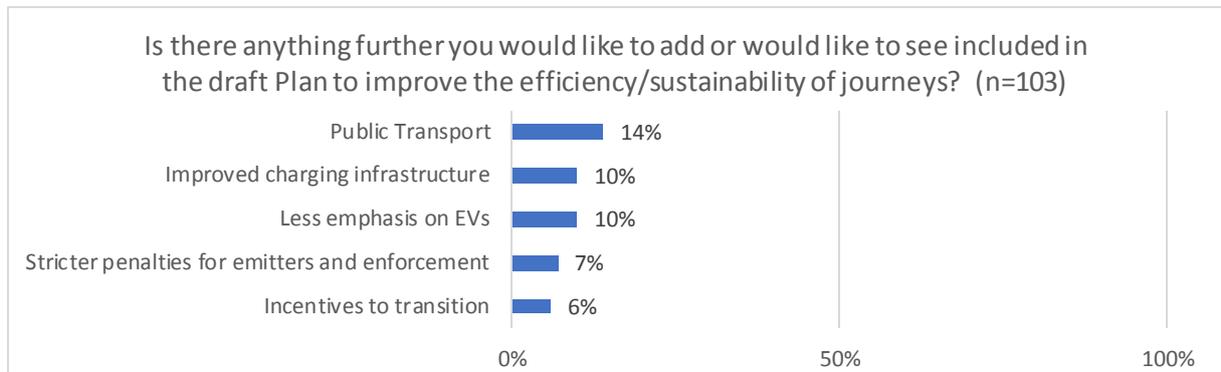


Figure 16: Additions to improve efficiency/sustainability of journeys

## IMPACT STRATEGIES

HALF OF RESPONDENTS FEEL POSITIVE ABOUT THE IMPACT STRATEGIES, WHILE 13% FEEL NEGATIVE. A LARGE PROPORTION (37%) DID NOT HAVE STRONG FEELINGS EITHER WAY. Across all 4 strategies active travel was seen as a very important component to achieving the goals. The low number of negative views indicates the impact strategies are the least controversial aspect of the plan.

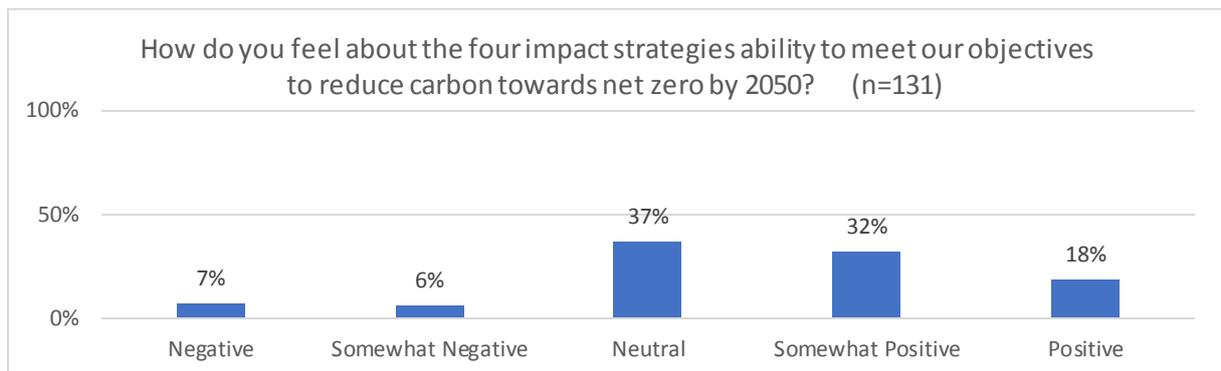


Figure 17: Impact strategies ability to meet our objectives to reduce carbon towards net zero by 2050

Respondents overwhelmingly (44%) chose 'Travel more on foot or bike' as the most effective measure in achieving impact strategy 1 (figure 18). Similarly, respondents chose easy access to use non-car modes and amenities within walking/cycling distance as the most effective measure in impact strategy 2 at 47% (figure 19). This provides support for the establishment of 20-minute neighbourhoods.

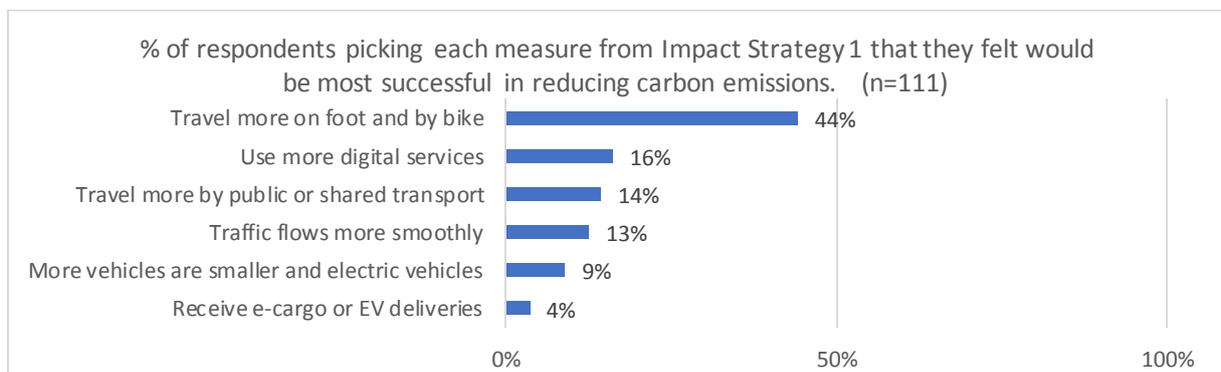
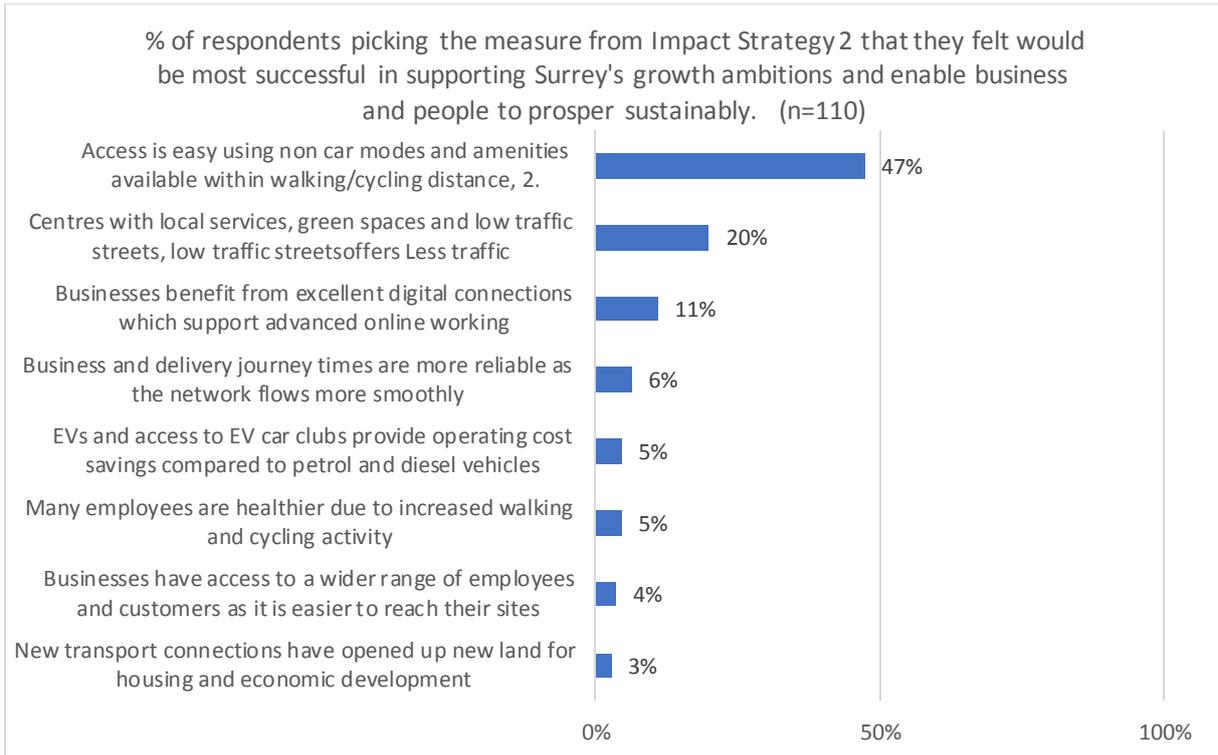
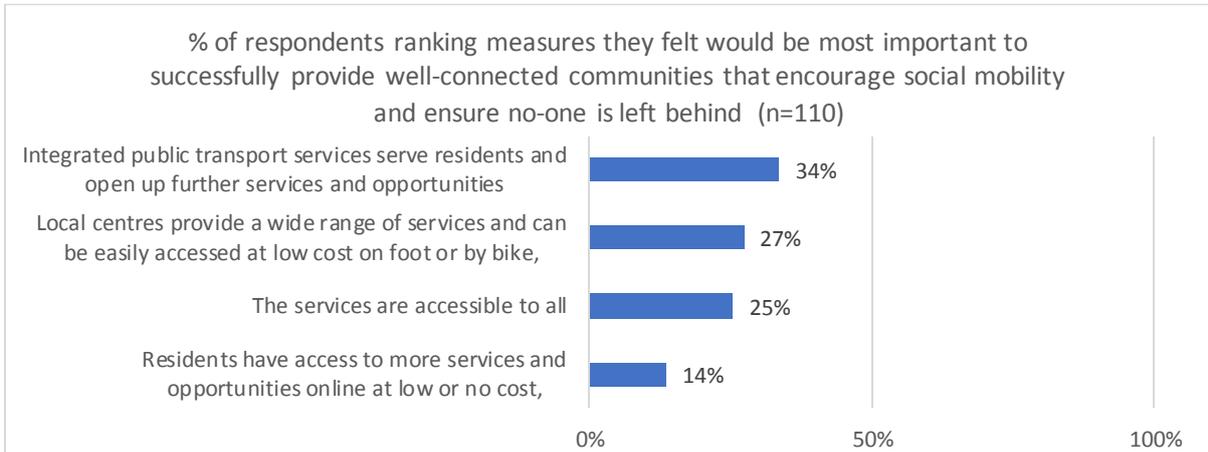


Figure 18: Most successful measure Impact Strategy 1



**Figure 19: Most successful measure Impact Strategy 2**

Respondents were in less agreement about which measure would be most successful at providing well-connected communities, with integrated public transport being selected by 34% of respondents, while local centres providing services that can be accessed by foot or bike receiving 27%, and services accessible to all receiving 25% (figure 20).



**Figure 20: Most successful measure well-connected communities**

'Travel to local centres on foot and bike and rebalanced traffic calmed roads' (39%) was seen as the top measure to support impact strategy 4 (figure 21). This was followed by ensuring 'traffic flows more smoothly' at 18%. These are compatible with the answers given to achieving the other impact strategies.

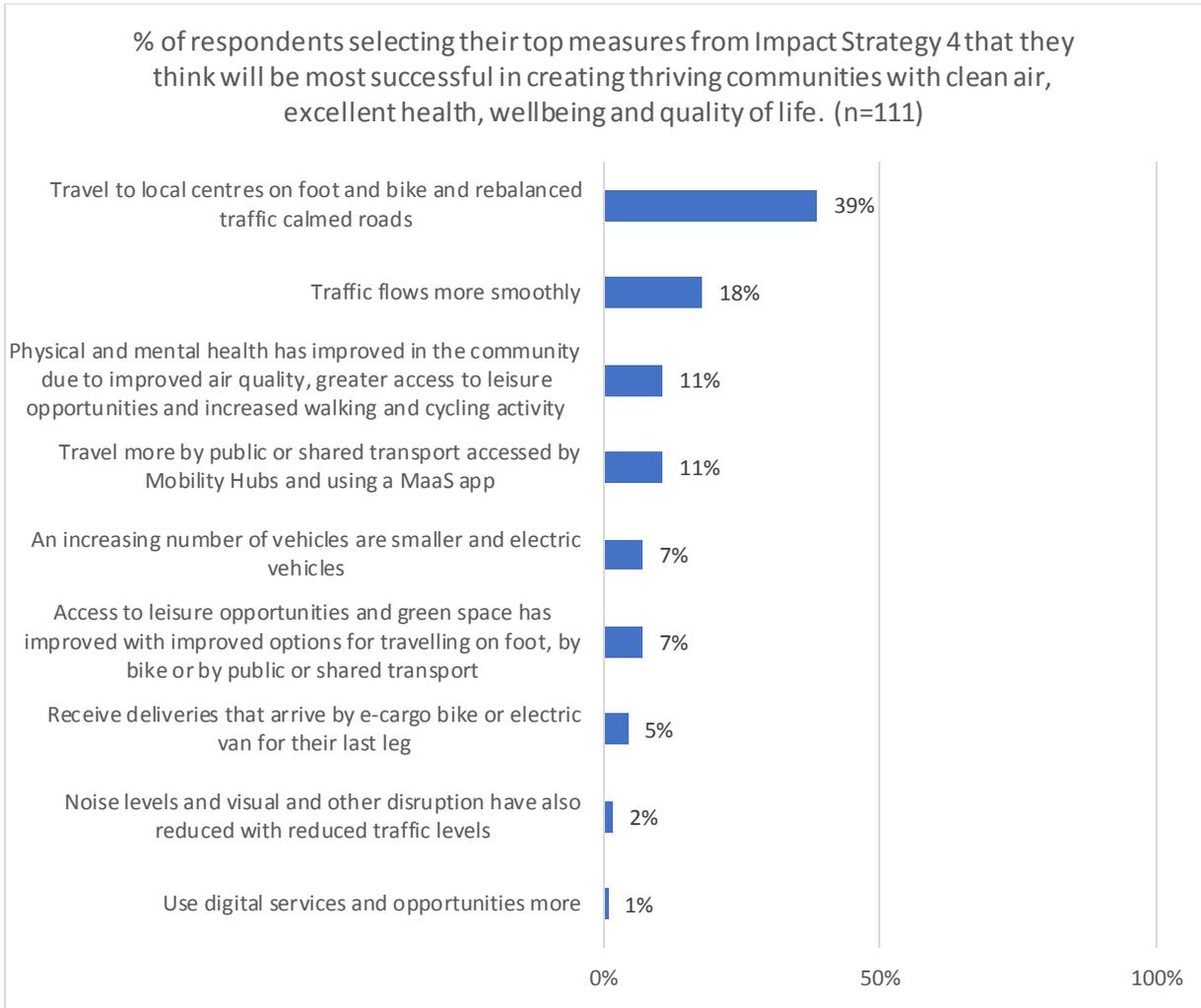


Figure 21: Most successful measure Impact Strategy 4

Figure 22 shows that when asked if they would like to include anything additional to the impact strategies respondents largely echoed previous answers, wanting a greater emphasis on active transport (13%) and infrastructure improvements (12%).

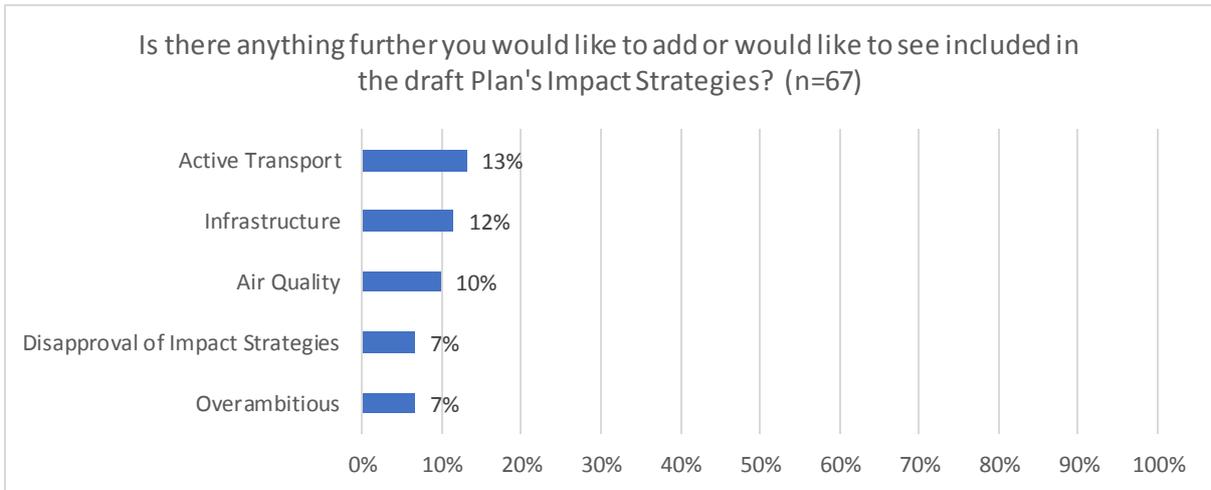


Figure 22: Addition to impact strategies

## MEASURES TO AVOID OR REDUCE JOURNEYS

JUST UNDER HALF (43%) FELT POSITIVELY ABOUT THE IDEAS TO REDUCE OR AVOID JOURNEYS, WITH 25% NEGATIVE.

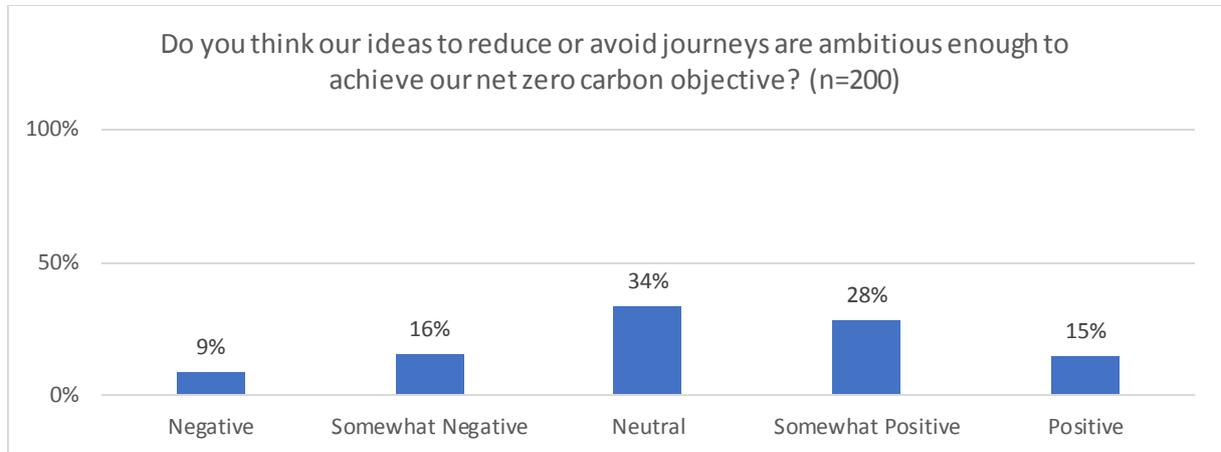


Figure 23: Ambitiousness of reduce or avoid journeys ideas to achieve our net zero carbon objective

Respondents felt digital connectivity measures would be most effective (67%) at reducing journeys, with the 'Planning for Place' measures close behind (figure 24). Behavioural change measures were least popular with 38% of respondents thinking they would ineffective.

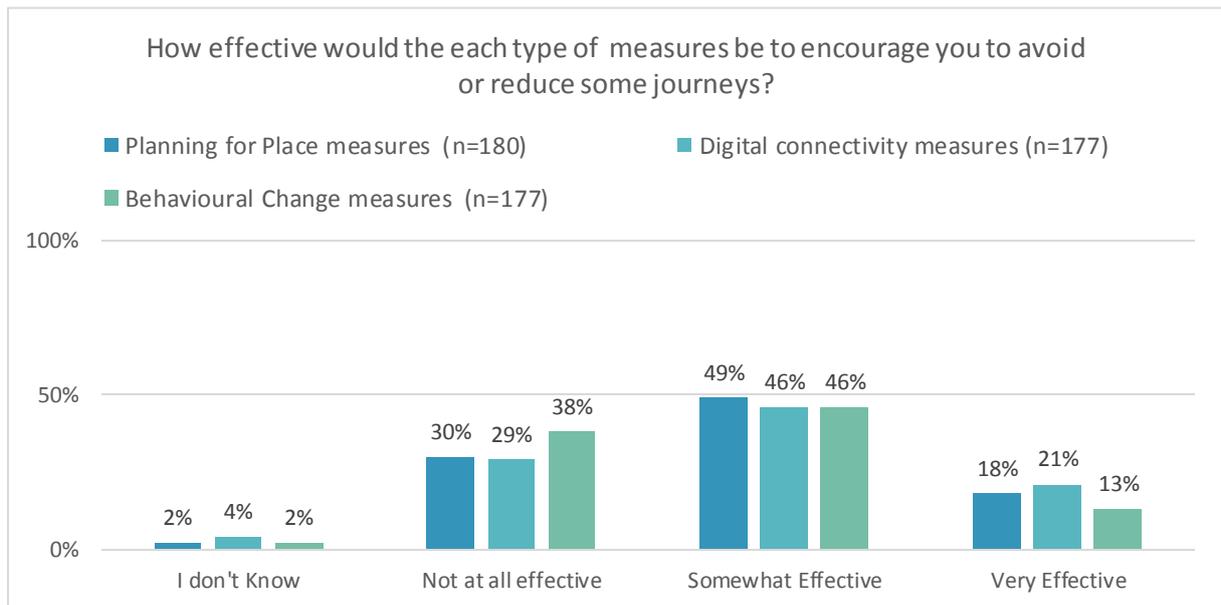


Figure 24: Effectiveness of each measure type on reduction or avoiding journeys

The establishment of 20-minute neighbourhoods (43%) were viewed as the most likely way to encourage respondents to reduce or avoid journeys by car, while new developments designed to promote sustainable travel options came second at 22%. This is supportive of a preparedness to shift to walking and cycling were possible seen throughout consultation. Of places to implement a 20-minute neighbourhood Guildford (7%) was most popular.

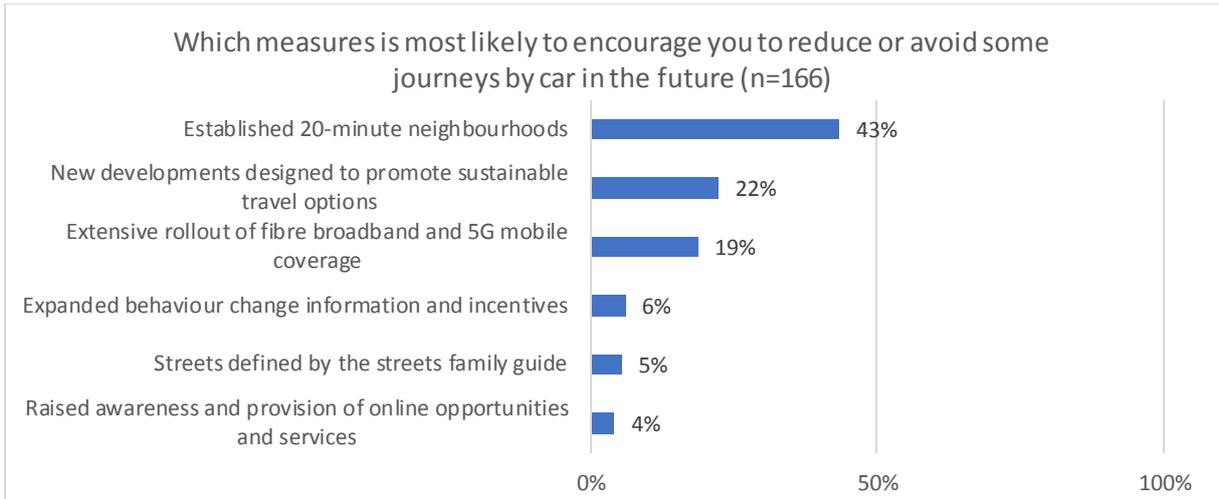


Figure 25: Measure prioritisation to avoid or reduce car journeys

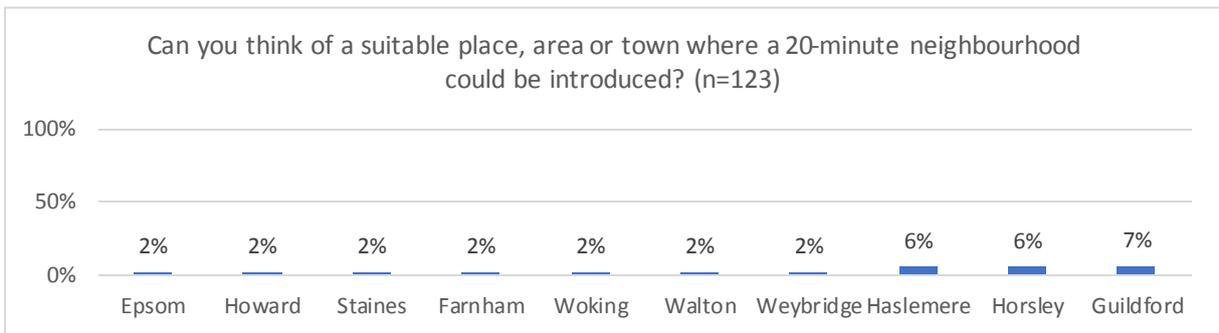


Figure 26: Locations for 20-minute Neighbourhoods

In the short-term walking and cycling schemes were the most popular (35%) to achieve the goal of reducing car journeys, while making land use changes to increase the range of activities available was close behind at 29% (figure 27). Again, this is indicative of a more general desire to see more walking and cycling measures with 19% wanting to see more active travel measures included in the plan, along with improved infrastructure to support this. This was coupled with improved public transport at 10% (figure 28).

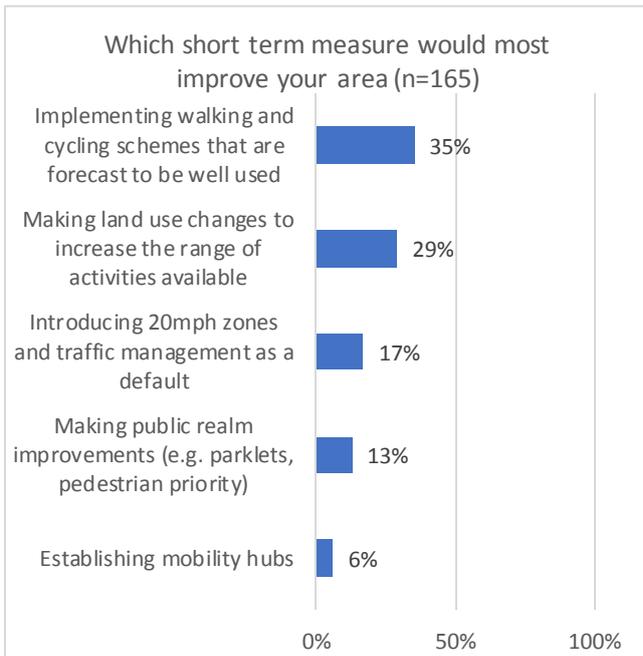


Figure 27: Prioritisation of short-term measures

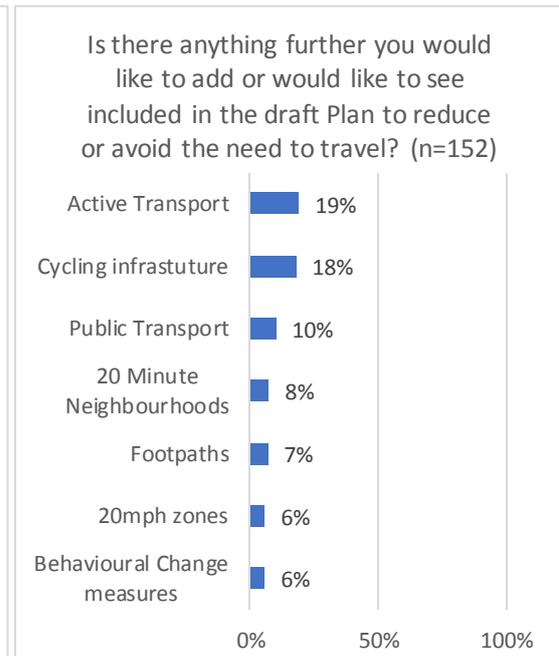


Figure 28: additions for reducing or avoiding the need to travel

## MEASURES TO SHIFT MORE JOURNEYS TO SUSTAINABLE FORMS OF TRAVEL

WITH 60% OF RESPONDENTS FEELING POSITIVELY ABOUT THE IDEA OF A SUSTAINABLE TRAVEL HIERARCHY, AND 18% NEGATIVE IT WAS THE MOST POPULAR OF THE METHODS (FIGURE 29). This was coupled with strong support for more active travel measures.

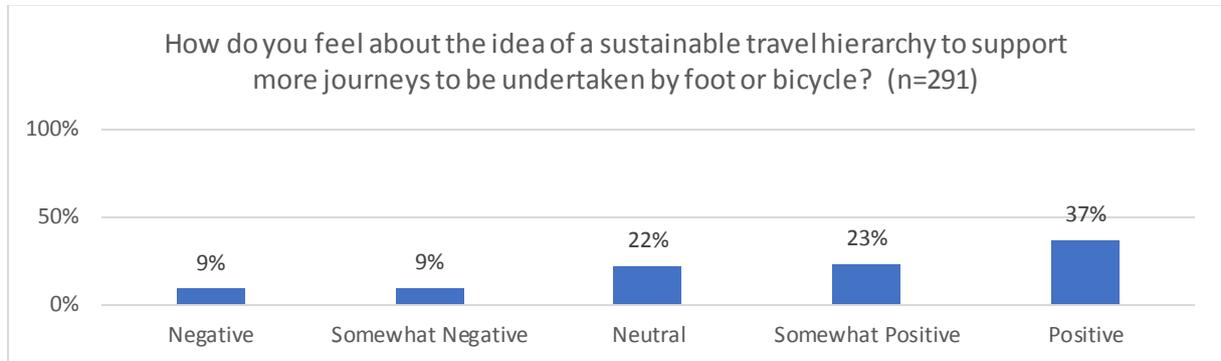


Figure 29: Sentiment toward travel hierarchy

While 26% still felt active travel measures would have no effect in encouraging walking or cycling, 72% thought it would be effective providing strong support for the measures (figure 30). When asked what the main barriers to walking and cycling were there was a strong response rate at 948 comments. Fast traffic making cycling unsafe (19%), poorly maintained cycle and footpaths (18%) and cycleways that aren't joined up (17%) were given as the main obstacles (figure 31). Limiting traffic speed and improving infrastructure and maintenance are therefore viewed as the best measure to remove barriers to active transport.

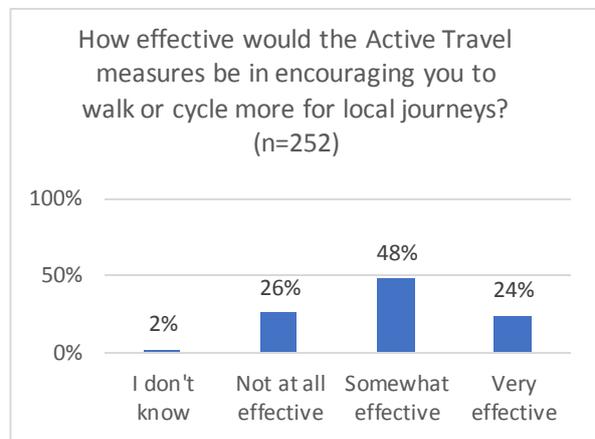


Figure 30: Effectiveness of Active Travel Measures

Of those that answered that other (9%) causes were a barrier to active travel a quarter said it was due to health or age limitations, while others said it was due to safety concerns. Any future plans will have to ensure those who rely on private vehicles to remain mobile due to reasons of health or disability are not excluded from accessing services due to the promotion of active travel.

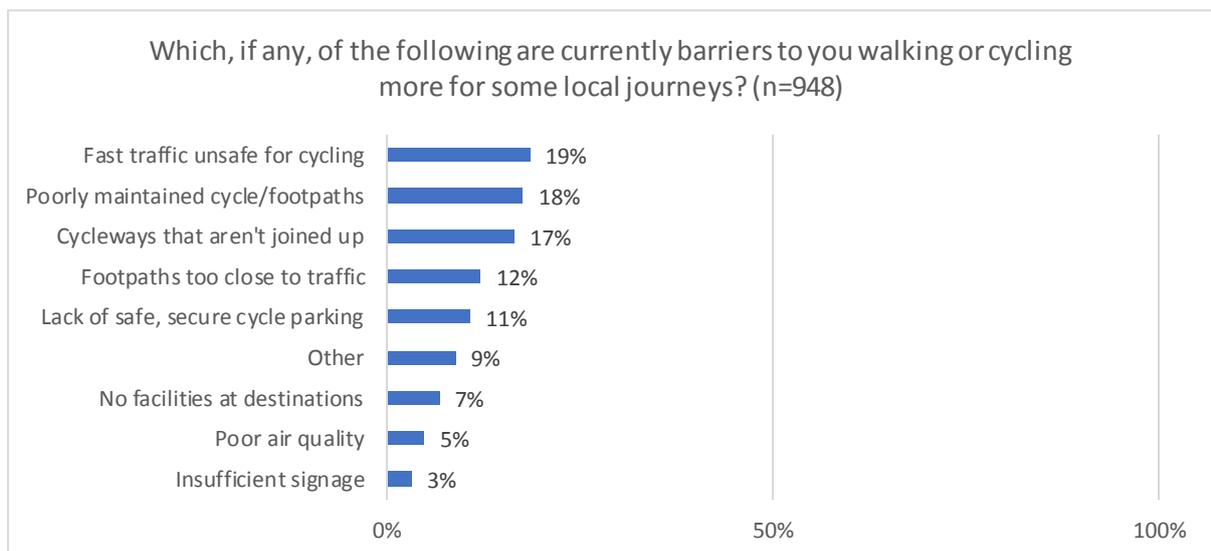


Figure 31: Barriers to walking or cycling for local journeys

Of the measures to encourage public and shared transport, 69% of respondents felt they would be effective (figure 32). 'Improved, integrated and simplified services' were considered the priority measure to achieve this at 49%, while 'improved journey time reliability' came second at 19% (figure 33). Plans for public transport should therefore prioritise joining up services and ensuring information on how to access them is simple, followed by improving service provision and reliability.

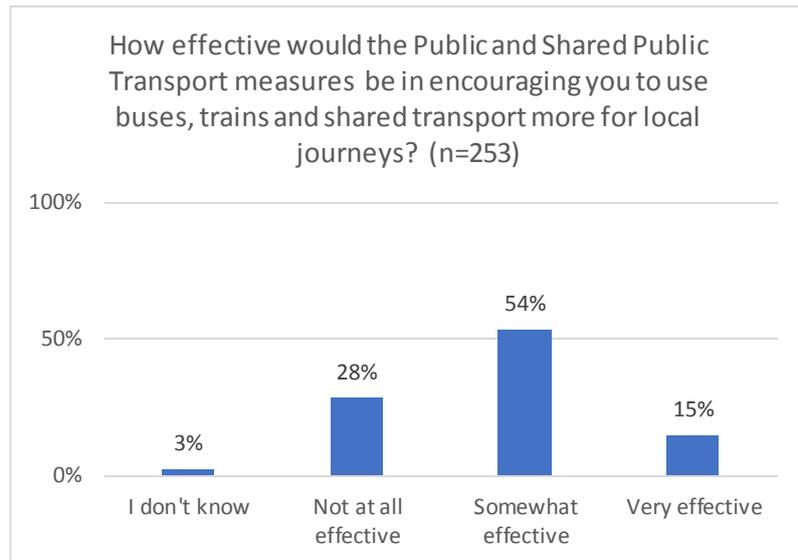


Figure 32: Effectiveness of Public and shared public transport measures

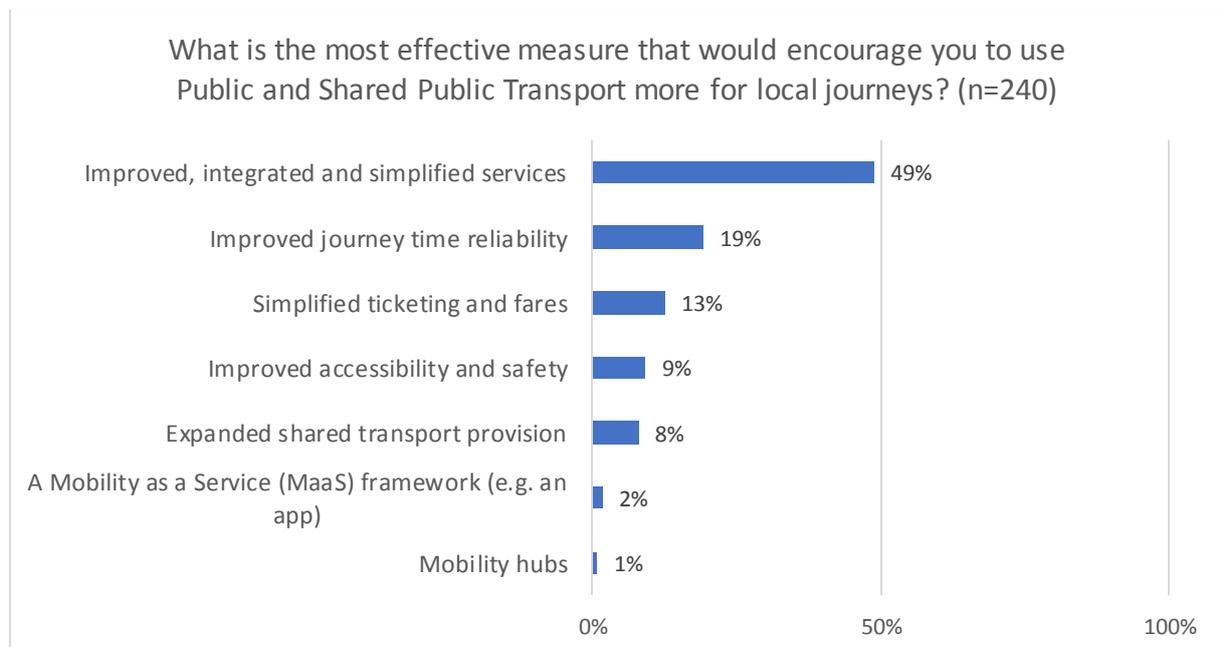


Figure 33: Prioritisation of measures to encourage use of public transport

Managing the demand for cars was seen as one of the least effective measures for encouraging less car use with 36% of respondents disagreeing with this (figure 34). However, measures effecting the negative impacts of good vehicles and encouraging goods vehicles to operate more sustainably were seen more positively with only 19% of respondents thinking they would be ineffective (figure 35). This is indicative of respondents in general supporting efforts to be more environmentally friendly but less supportive when these measures directly impact their behaviours. Similarly, behaviour change measures received less support, with only 12% thinking they would be very effective (figure 34).

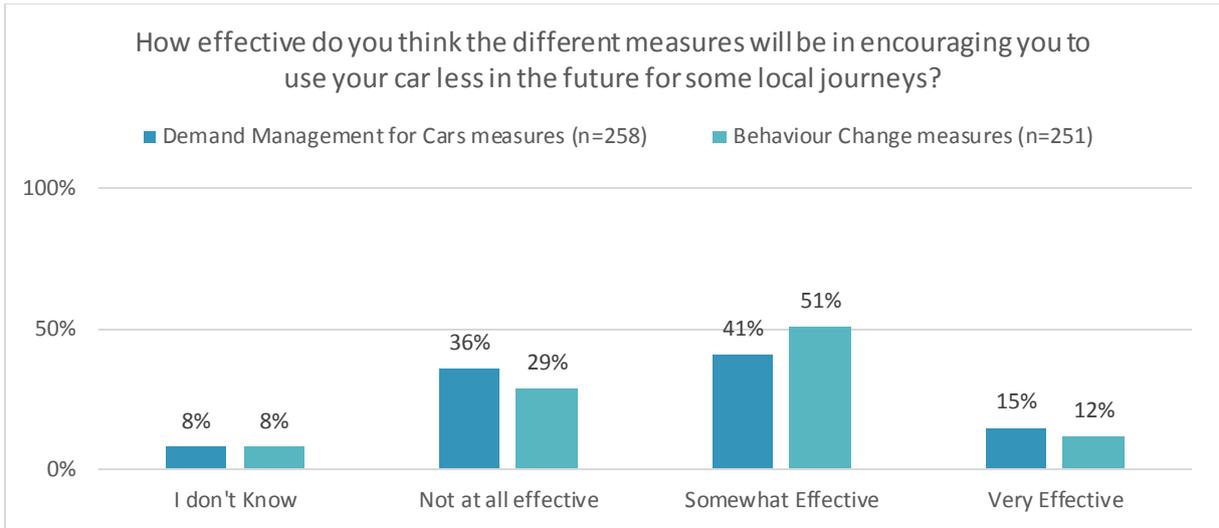


Figure 34: Effectiveness of different measures on decreasing car use

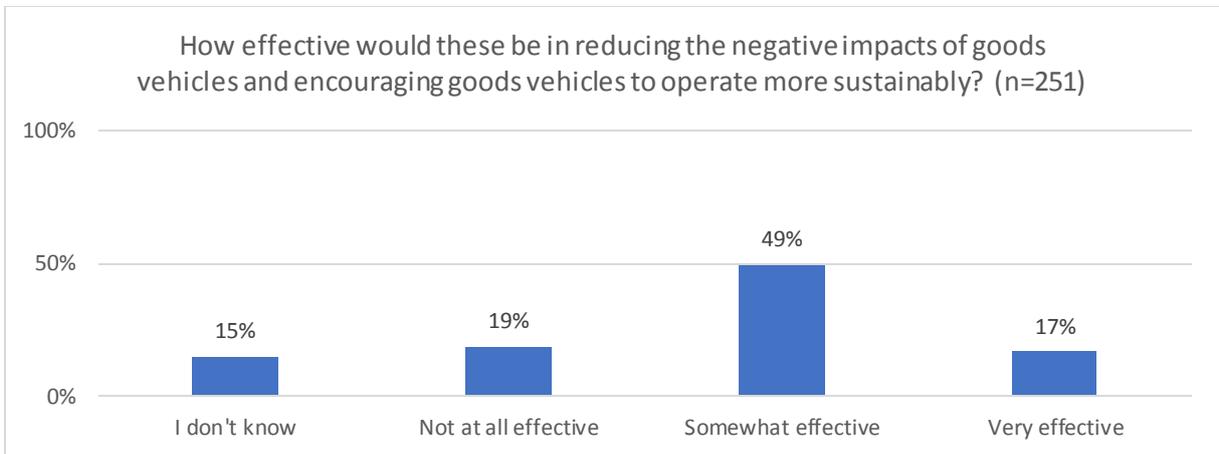
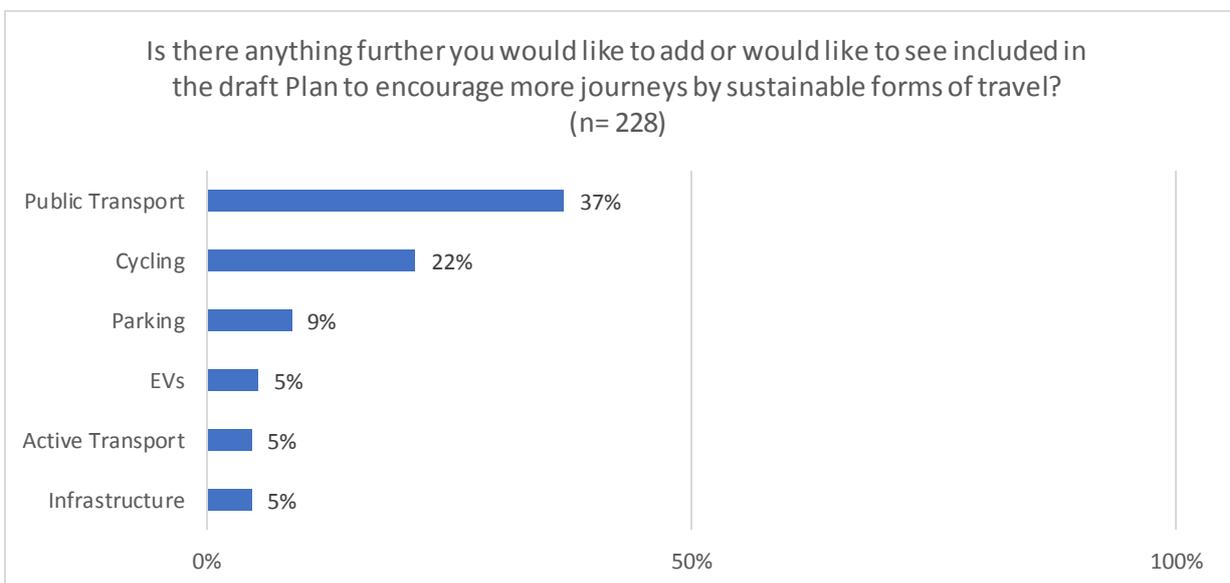


Figure 35: Effectiveness of measures on reducing impact of goods vehicles

The most popular measures to add to encourage sustainable travel were improved public transport (37%), cycling (22%) and stricter rules for parking (9%). This included preventing cars blocking footpaths and cycle lanes as well as preventing idling during the school run.



## RECOMMENDATIONS AND NEXT STEPS

The Surrey Transport Plan drew strong reactions from respondents as could be expected due to the breadth of the plan. Whilst there is general acceptance across the whole sample that changes will need to be made, there are divisions over how these should be implemented or the effectiveness of Surrey-only measures. There was broad spectrum support for creating an easier environment for walking and cycling, as well as little resistance for improving public transport. The main point of contention focussed on measures to limit the number of car journeys being made.



### **GENERAL SUPPORT FOR THE PLAN WAS VERY PROMISING BUT FUTURE EFFORTS SHOULD BE FOCUSED ON WINNING OVER THE ROUGHLY 25% WHO ARE HESITANT.**

Across all areas of the plan there was around a quarter of respondents felt hesitant or negative. These will likely be the contingent who will be most resistant should the plan be implemented so work will need to be done to engage and understand this groups concerns.



### **ENSURE FUTURE COMMUNICATION IS MORE CONCISE AND CONTAINS CLEAR TARGETS.**

Respondents found navigating the plan in its entirety unwieldy. Similarly, the lack of defined targets led to respondents feeling hesitant of the council's commitment to implementing the measures. Once the principles of the plan have been defined future communication with stakeholders will need to better outline precise schemes and when they will be carried out.



### **PURSUE ACTIVE TRAVEL MEASURES.**

Active travel measures were a popular and reoccurring theme throughout the free text questions. They also received very little resistance when proposed in theory. These can be an easy win going forward and be built into plans for 20-minute neighbourhoods going forward.



### **FRAME BEHAVIOUR CHANGE NARRATIVE MORE IN SOCIETAL TERMS RATHER THAN PERSONAL**

While many respondents understood the need for our habits to change when they felt their own personal behaviour was being targeted there was more resistance. An option to increase support for behaviour change would be to frame it in a wider context or to increase education.