

Cleaner travel consultation outcomes

Overview

Two related strategies, proposed for incorporation into the Surrey Transport Plan, underwent a public consultation exercise between 4 June and 26 August 2018.



The strategies were:

- Electrical Vehicle Strategy
- Low Emission Transport Strategy

The consultations took place in parallel and were jointly promoted under a 'cleaner travel' banner.

Headline figures

- 🌐 The Surrey Transport Plan consultation web page was visited over **16,007** times by different visitors. This compares with only 32 visits during the same period last year when there was no consultation.
- 📖 The Electrical Vehicle Strategy was read by **373** unique visitors to the Surrey Transport Plan web page; the Low Emission Transport Strategy by **385** unique visitors.
- ✉️ **102** written responses to the Electric Vehicle Strategy and **71** written responses to the Low Emission Transport Strategy were received by email, letter or online survey.
- 💬 Over **40** comments relating to one or both strategies were received on the #cleanertravel theme via the Surrey Matters Twitter and Facebook platforms

Written responses received on behalf of organisations included district, borough and parish councils, a neighbourhood forum and transport user groups.

What we did

- **Web page:** A consultation home page at surreycc.gov.uk/cleanertravel with a web banner link on the Surrey County Council home page.
- **Survey:** Hosted on the online Surrey Says platform.
- **Libraries:** For those without internet access copies of the strategies and consultation posters were handed out to fifteen libraries across the county.

- **Posters:** In addition to libraries, posters were also distributed and displayed at county council offices, district and borough council offices and parish councils.
- **Social media:** Videos and artwork were shared on Facebook, Twitter and Instagram, with #cleanertravel. There were 1535 clicks to the Cleaner Travel consultations from social media.
- **Online advertising:** Google Ads and Facebook promoted posts, targeted at Surrey residents and linking through to the consultation web page. The most-seen Facebook post was a video watched 20,998 times.
- **Mailout:** Notification emails were sent to over 1,000 stakeholders including statutory groups, special interest forums, businesses and individuals signed up to the Surrey Transport Plan mailing list.
- **EV round table:** Event hosted by Cllr Mike Goodman and attended by industry representatives, organisations and officers from the county, borough and district councils.
- **Press coverage:** The consultation was reported in local media sources including Get Surrey and Guildford Dragon
- **A toolkit** featuring social media posts, editorial and artwork was shared with the Surrey Communications Group, including districts and boroughs.
- **Members and MPs:** Information and details regarding the cleaner travel consultations was placed in Communicate, the weekly members' bulletin, and Issues Monitor, the weekly update for news and campaigns sent to wider stakeholders and MPs.
- **Local newsletters:** The consultation was promoted via county and borough newsletters. A Surrey Matters online magazine article was viewed 887 times.
- **Disability networks:** The consultation was shared with disability and partner networks through the Information and Engagement team in Adult Social Care
- **Internal networks:** S-net, Jive Surrey and staff newsletters were used to promote the consultation amongst Surrey County Council officers.

Reception

Both strategies received broad support. As illustration of this

- **3 in 4** respondents to the Electric Vehicle Strategy consultation agreed or strongly agreed with the aim of the strategy
- **2 in 3** respondents to the Low Emission Transport Strategy agreed or strongly agreed with its aim and preferred approach

Many respondents provided substantial written comments to support their submissions, and we have reviewed and amended both strategies in light of the suggestions received. As both strategies are highly complementary, feedback on the Electric Vehicle Strategy has also been used to strengthen the Low Emission Transport Strategy and vice-versa.

A summary of common comments, suggestions and key resulting amendments to the strategy are provided for each strategy below. Comprehensive consultation outcome reports have been prepared for both strategies, including a schedule of all the actions that were taken as a result of feedback. These reports will be made publically available on the Council's website at <https://www.surreycc.gov.uk/roads-and-transport/policies-plans-consultations/transport-plan/consultations>.

Feedback on the Electric Vehicle Strategy

The table below lists some of the common significant themes that emerged from the consultation and the response or actions that were taken as a result:

Summary of comment or suggestion	Response / action taken
The strategy places too much emphasis on the role of electric vehicles in addressing transport challenges, noting that this should not be to the detriment of other sustainable modes of travel and did not resolve congestion issues.	The strategy's <i>aim</i> has been rewritten to acknowledge the importance of an integrated transport approach, and a transition from petrol/diesel to EV rather than just growth.
Whilst electric vehicle demand is still developing, greater urgency in the rollout of publicly accessible chargepoint provision (both on and off street) is needed to both support existing users and encourage take-up.	<i>Objectives</i> within the strategy have been rewritten and combined to explicitly acknowledge the importance of public charging infrastructure in delivering the overall aim strategy.
The council will need to adopt an approach to charge points that is in line with other parts of the UK for interoperability, and that offers a common standard throughout Surrey.	The council notes the importance of a consistent user experience and seeks to reflect this in the strategy. It is expected that a business model consisting of a partnership with a chargepoint supplier based upon a regional framework will help to address this.
The application of electric motor technology extends beyond the private car and to other modes. The strategy should be amended to acknowledge this.	The strategy did already refer to the use of EVs in other transport services such as car clubs, buses and taxis. The strategy has since been amended to include reference to and specific actions that support the use of electric bikes.
Accurate education and public information provision around electric vehicles is important to ensure potential users are not put off by myths or misinformation about the technology.	The strategy has been amended to include a specific action for the council to maintain and update its own online resource on EV information provision and signpost to reputable sources.

Feedback on the Low Emission Transport Strategy

The table below lists some of the common significant themes that emerged from the consultation and the response or actions that were taken as a result:

Summary of comment or suggestion	Response / action taken
The aim of the strategy places weight on health concerns over and above environmental concerns.	The strategy's <i>aim</i> has been rewritten to clarify that that both health and environmental challenges are to be addressed by the strategy.
The strategy needs to be clearer as to what actions will be taken as a result of the strategy.	The <i>preferred approach</i> section of the strategy has been rationalised, and matched to a new table (4.1) of actions that will be taken.
Greater levels of investment in walking, cycling, public transport and electric vehicles are key to lowering emissions.	Actions to promote and direct investment into such schemes and services are included in new table 4.1.
Air quality should be seen as a problem beyond Air Quality Management Areas (AQMAs) alone.	Together with the Surrey Air Alliance, we are in the process of modelling the effects of air pollution across the whole county, to understand air quality issues beyond AQMAs.
Travel behaviour indicators and the quantum of new infrastructure delivered in support of this strategy should be additional indicators.	We have added indicators in line with these comments where data is readily available for monitoring.