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Choices for Better Journeys: Summary Report of Engagement Findings

Final Draft

May 2019

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EXECUTIVE SUMMARY

Who We Spoke To

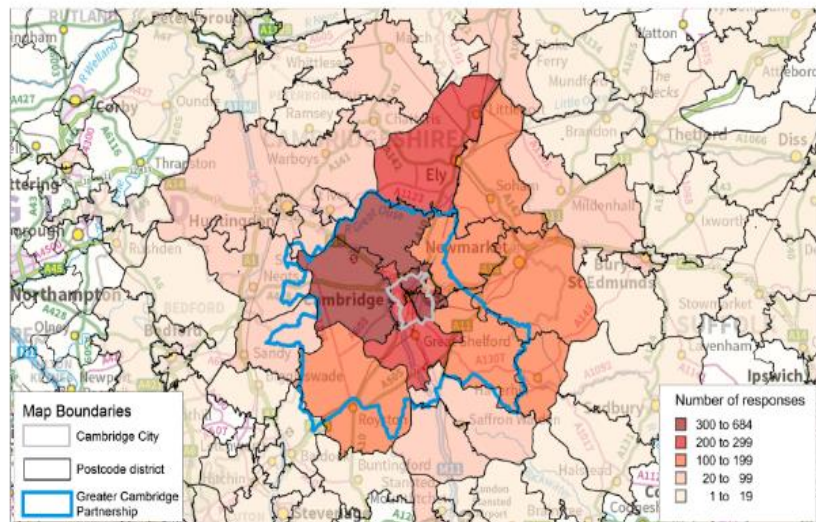
Between 25 February and 31 March 2019 the Greater Cambridge Partnership held an extensive engagement exercise to obtain feedback from the public and stakeholders on the transformation and funding of public transport.

Demographics

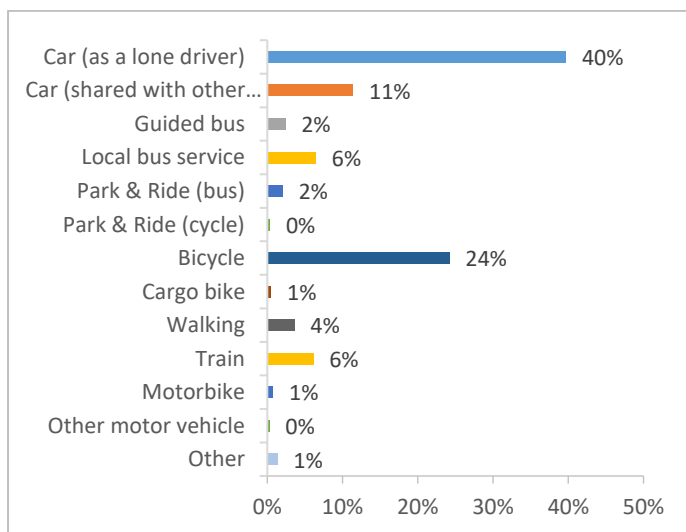
Gender distribution in the sample was fairly even with 46% males and 49% females. When compared to the Cambridgeshire population, a slightly higher proportion of respondents were of working age with a slightly lower proportion aged over 75 (likely linked to the targeting of the engagement towards those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

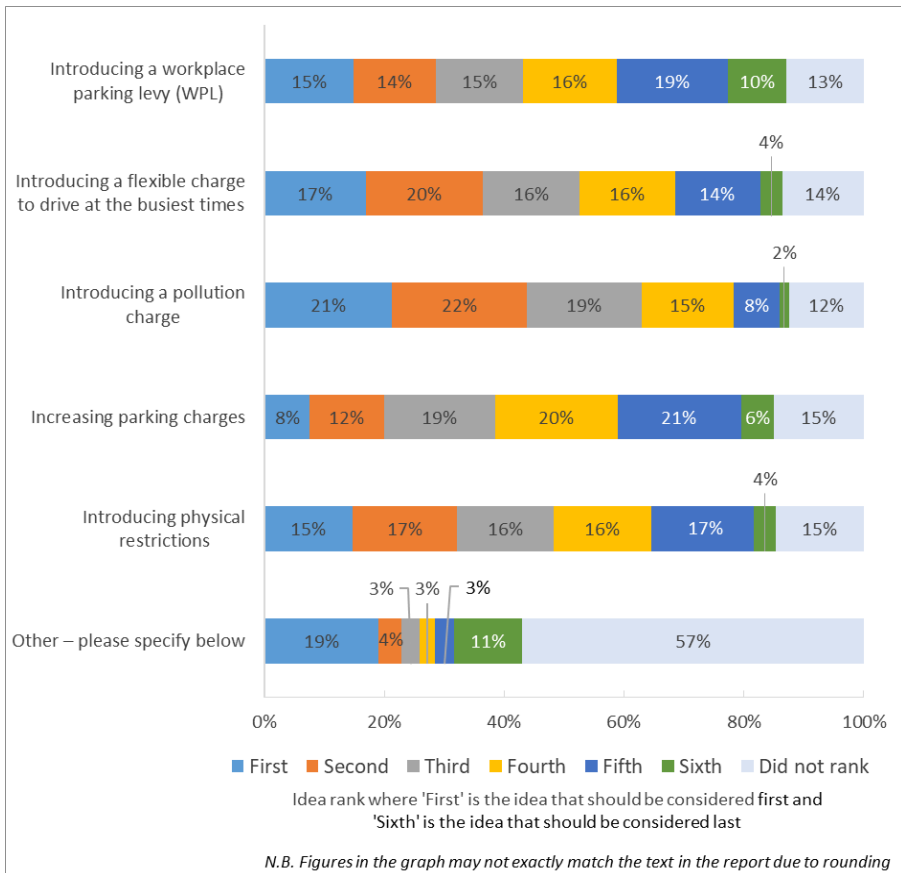
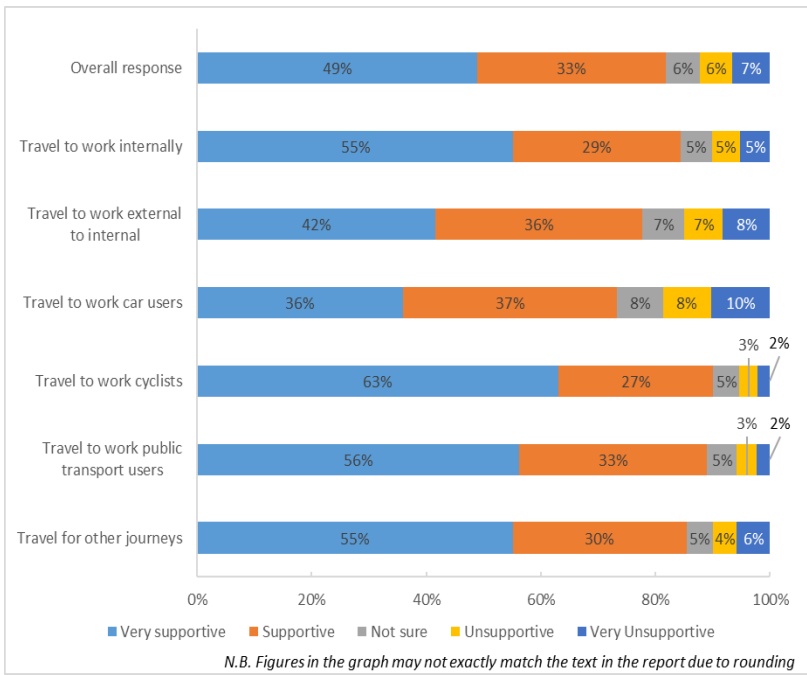
Over half (51%) were travelling by car and just under a quarter (24%) were travelling by bicycle.

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.

INTRODUCTION

In autumn 2017, 'Our Big Conversation' asked people about the travel challenges they face and their ideas for the future to help us consider where money should be invested. We spoke to thousands of people at events and received over 10,000 comments. Many people during Our Big Conversation said that a more affordable public transport network, with better availability and reliability, would be of great benefit to them.

Choices for Better Journeys was a five week public engagement campaign run by the Greater Cambridge Partnership (GCP) from 25 February to 31 March 2019. It aimed to articulate and explain the GCP's public transport 'vision', and obtain detailed feedback from the public and stakeholders on options for funding public transport and methods of reallocating road space.

The objectives of the engagement were to:

- Set out the options for funding better public transport and methods of reallocating road space, how each option would affect different people and gain feedback on these.
- Demonstrate the impact of congestion and increase public awareness and understanding of the relationship between improving public transport and reducing congestion.
- To show how each option can support better public transport through Cambridge, and link with GCP schemes.

The engagement was promoted via online, print and digital advertising (including bus screens and radio), social media promotion, posters in key locations, emails, 39 engagement events, press releases, partner channels, the GCP and Consult Cambs websites and the distribution of over 700 brochures and 4,200 postcards.

Consultation and Analysis Methodology

Consultation Strategy

The strategy for the Choices for Better Journeys survey was designed by the GCP communications team. The survey was developed in collaboration with Cambridge Ahead and was also delivered in association with Cambridge Network, Cambridgeshire Chambers of Commerce and Cambridge BID.

Identification of the Audience

The consultation was open for anyone to contribute to. The key target audience were individuals or organisations that are interested because they live and travel in the areas that the scheme may affect. Through Cambridge Ahead (a partnership of local employers), Cambridge Network, Cambridgeshire Chambers of Commerce and Cambridge BID, the materials and survey reached out to a significant number of people working in Cambridge.

Design of Consultation Materials

It was identified that the audience for the engagement required a great deal of detailed information upon which to base their responses. So whilst the key consultation questions were relatively straight forward (people were asked to provide details of their most frequent Cambridge journey, express how important elements of a public transport were to them, rank potential funding ideas and to express how far they supported a range of options for making changes to transport within the Cambridge area), a twelve-page information document was produced and supplemented with additional information available online on the GCP and Consult Cambs websites and at key locations.

This document explained the GCP's strategy and discussed the reasons why changes to the transport network in Greater Cambridge were being considered. It also provided detailed information on each of the options to enable residents to understand the options and compare the pros and cons.

Design of Consultation Questions

The engagement questions themselves were designed to be neutral and clear to understand. For the first section of the survey there was a focus on questions relating to respondents' most frequent Cambridge journey, before moving onto questions relating to the overall vision of improving public transport and potential funding ideas. The next set of questions focused on specific options for funding and making changes to the transport network and the final section of the survey focused on multiple choice questions relating to respondents' personal details, allowing comparison between groups.

The main tools for gathering comments were an online survey and a paper return survey which was available on request. It was recognised that online engagement, whilst in theory

available to all residents, could potentially exclude those without easy access to the internet. Events were held to collect responses face to face and other forms of response e.g. detailed written submissions and social media comments were also received and have been incorporated into the analysis of the feedback.

The survey included the opportunity for 'free-text' responses and the analysis approach taken has enabled an understanding of sentiment as well as the detailed points expressed.

Analysis

The strategy for analysis of the consultation was as follows:

- An initial quality assurance review of the data was conducted and a review with the engagement team carried out to identify any issues or changes that occurred during the consultation process.
- A set of frequencies were then produced and checks made against the total number of respondents for each question and the consultation overall. A basic sense check of the data was made at this point with issues such as checking for duplicate entries, data entry errors and other quality assurance activities taking place.
 - **Duplicate Entries.** Measures were in place to avoid analysing duplicated entries. The online survey software collects the timestamp of entries so patterns of deliberate duplicate entries can be spotted and countered.
 - **Partial Entries.** The system records all partial entries as well as those that went through to completion (respondent hit submit). These are reviewed separately and in a few cases, where a substantial response has been made (as opposed to someone just clicking through), then these are added to the final set for analysis.
 - Within the analysis a search for any unusual patterns within the responses was carried out, such as duplicate or 'cut and paste' views being expressed on proposals.
- Closed questions (tick box) are then analysed using quantitative methods which are then presented in the final report through charts, tables and descriptions of key numerical information.
- Data was also cross-tabulated where appropriate, for example, to explore how respondents with different journey types answered questions. Characteristic data was then used to provide a general overview of the 'reach' of the consultation in terms of input from people of different socio-economic status and background.
- Free-text questions were analysed using qualitative methods, namely through thematic analysis. Key themes were identified using specialist software and then responses tagged with these themes (multiple tags can be given to the same

response). At this stage totals of tagged themes are created and the themes with the most tags are summarised in the final report. Comment themes are listed in order of the number of comments received, from most to least.

- The final report is then written to provide an objective view of the results of the consultation.

Quality Assurance

Data Integrity

To ensure data integrity was maintained, checks were performed on the data.

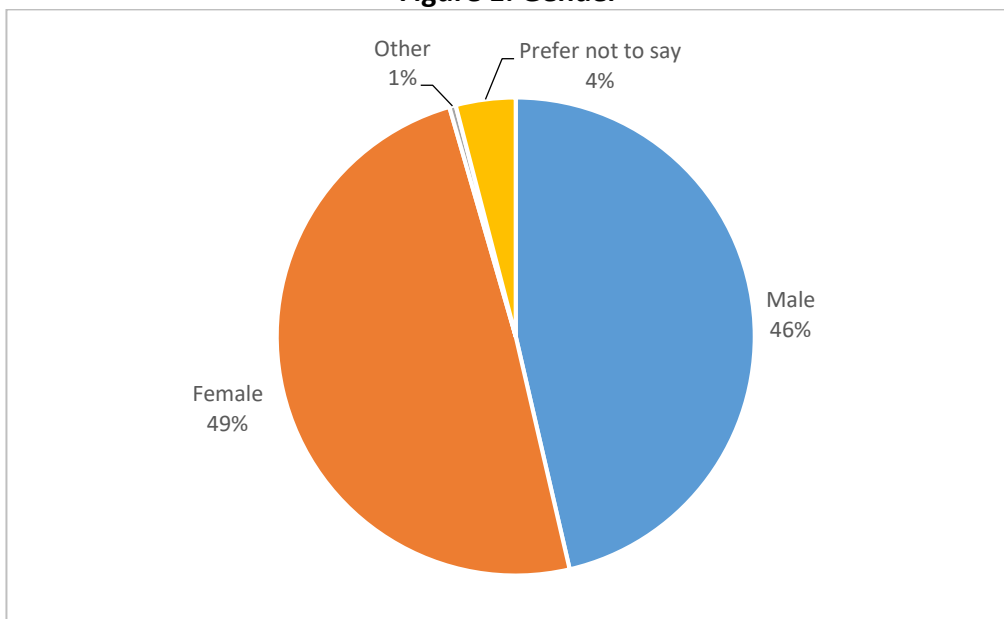
- A visual check of the raw data showed no unusual patterns. There were no large blocks of identical answers submitted at a similar time.
- Date / time stamp of submissions showed no unusual patterns.
- Text analysis showed no submissions of duplicate text.

Respondent Profile

Respondents' gender

5,063 respondents answered the question on their gender.

Figure 1: Gender

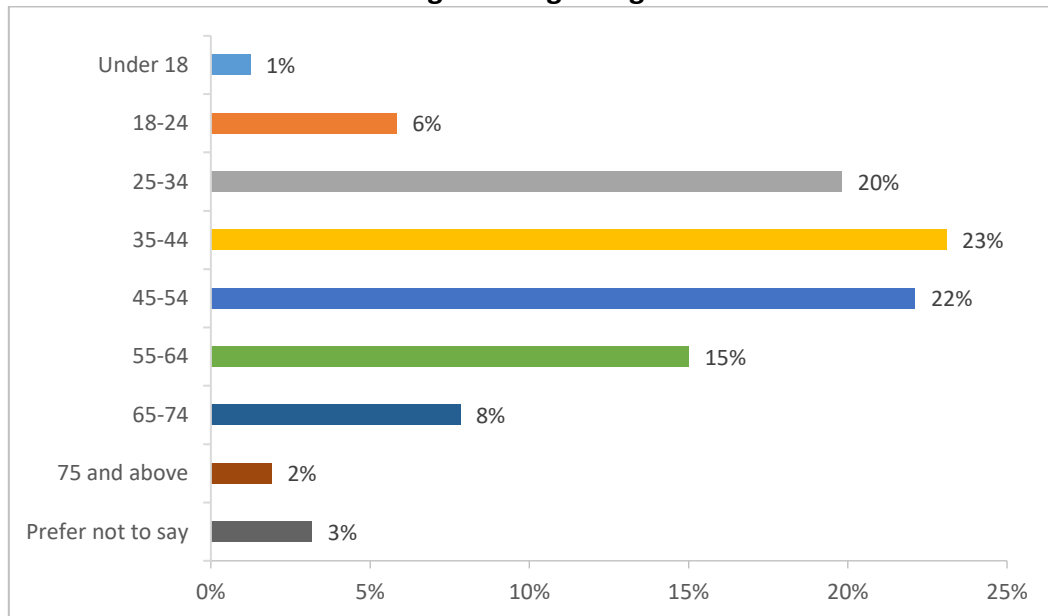


- There was a slightly higher proportion of female respondents (49%) compared to male respondents (46%).
- A small number of respondents indicated that they would 'prefer not to say' (4%) or selected 'other' (1%).

Respondents' age

5,097 respondents answered the question indicating their age range.

Figure 2: Age range

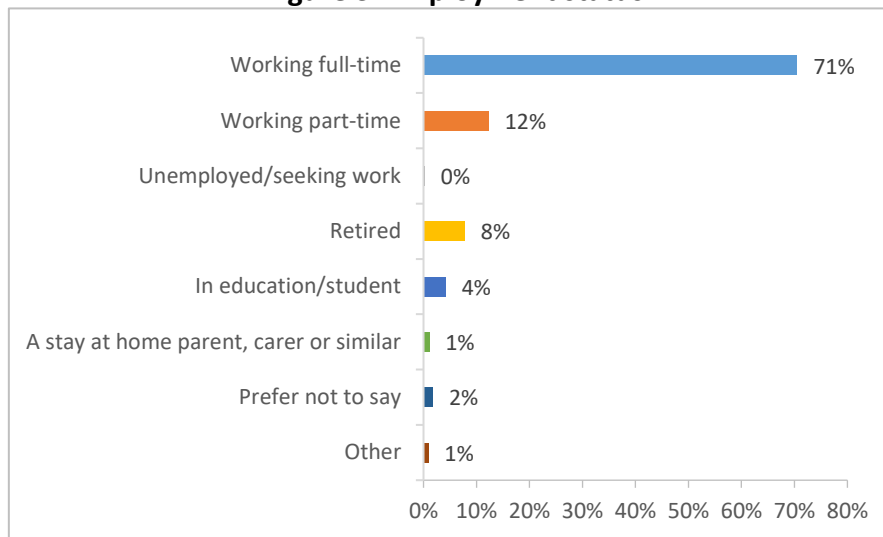


- Ages from '25-34' to '45-54' were slightly over represented compared to the general Cambridgeshire population, accounting for 65% of respondents.
- Ages '20-24', '55-64' and '65-74' were well represented.
- Ages '75 and above' were slightly under represented compared to the general Cambridgeshire population, accounting for just 2%. The age profile of respondents reflects the specific targeting of the engagement towards individuals working in Cambridge.

Respondents' employment status

5,098 respondents answered the question about their employment status.

Figure 3: Employment status

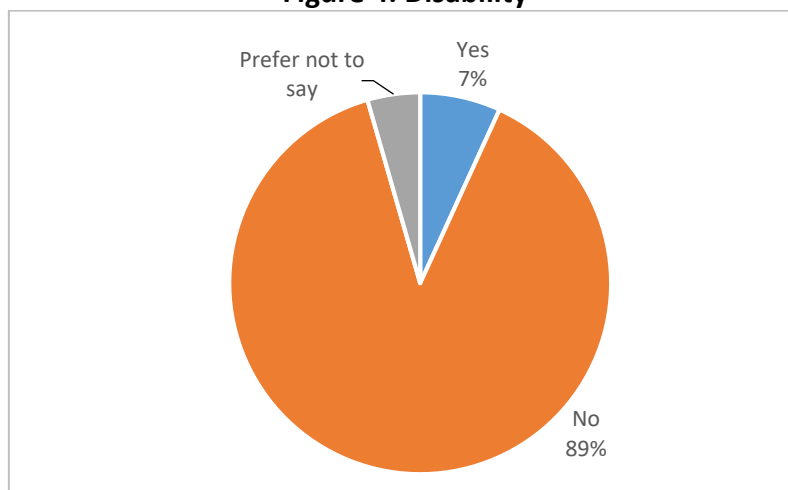


- The majority of respondents indicated that they were working with 71% 'working full-time' and 12% 'working part-time'.
- A small number of respondents reported their employment status as as:
 - 'Retired' (8%)
 - 'In education/student' (4%)
 - 'A stay at home parent, carer or similar' (1%)
 - 'Prefer not to say' (2%)
 - 'Other' (1%).

Respondents' disability status

5,069 respondents answered the question about whether they had a disability that limits their mobility, with 7% indicating that they did.

Figure 4: Disability



Geographical breakdown

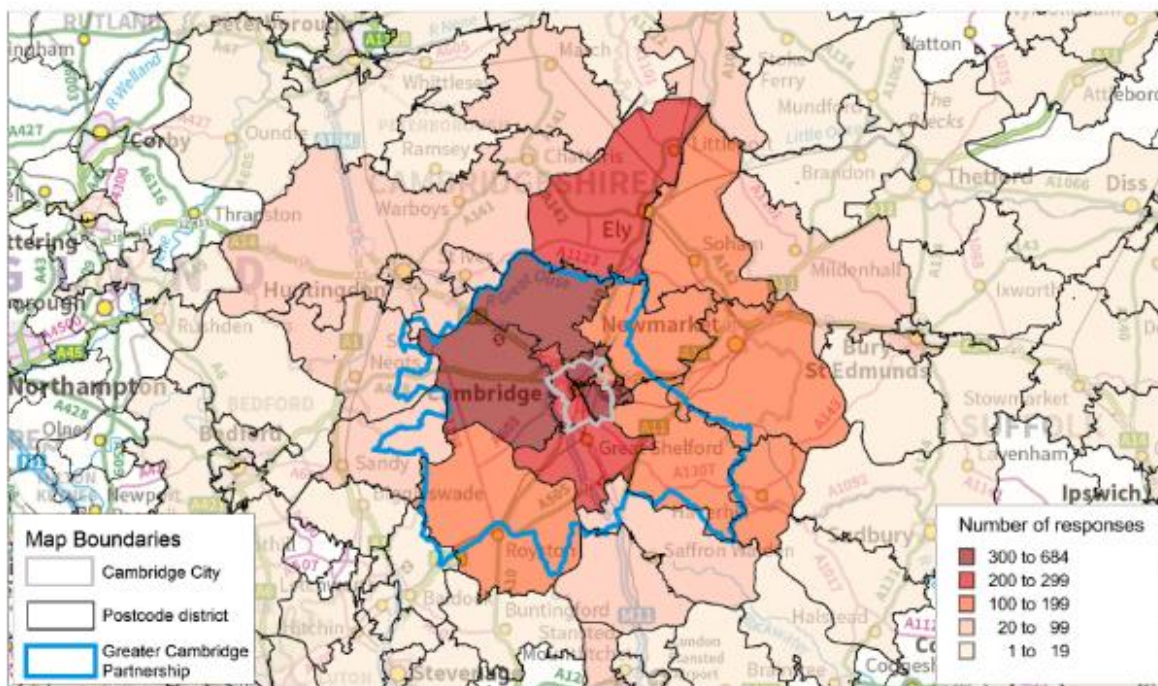
Respondents were asked for the full postcode of the start and end point of their most frequent Cambridge journey, but were not forced to enter a response. A recognisable postcode for their journey start point was entered by 4,910 respondents (95%).

Based on the postcode data provided 36% of respondents started their journey in the central Cambridge postcode districts of CB1-CB5, with the highest numbers in CB1 (13%) and CB4 (10%). Postcode districts CB22-CB24 also accounted for a high proportion of respondent's start locations: CB24 (9%), CB23 (8%) and CB22 (6%).

A full breakdown of the postcode districts for respondent's start location can be found in Appendix 1.

The following map shows the rate of response by postcode district.

Figure 5: Map to show areas of respondents start location for most frequent journey

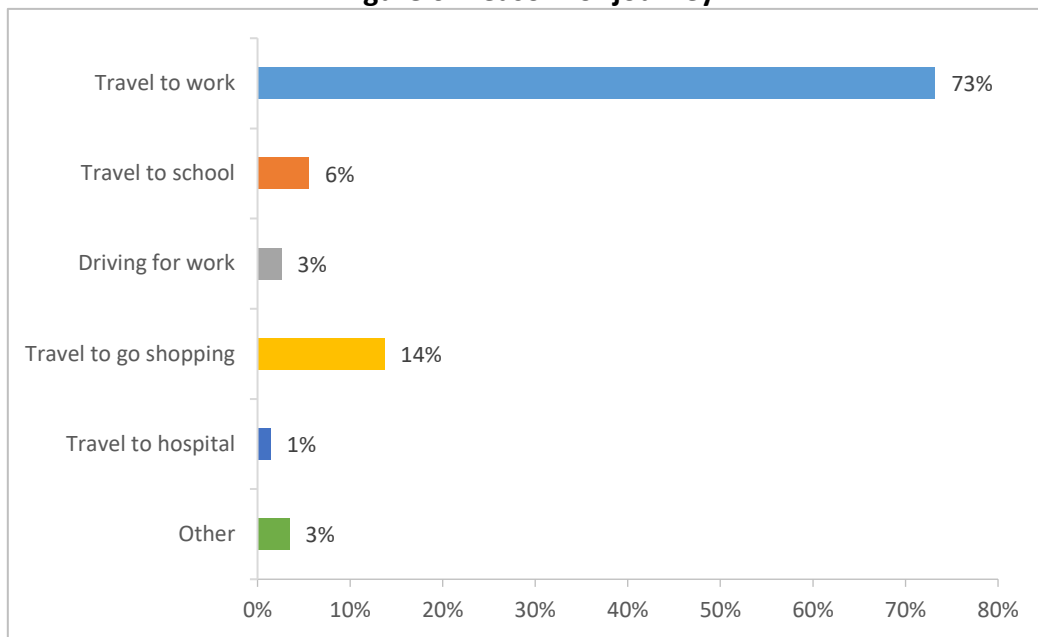


Journey Profile

5,131 respondents answered the question indicating the reason for their most frequent Cambridge journey.

Reason for most frequent journey

Figure 6: Reason for journey

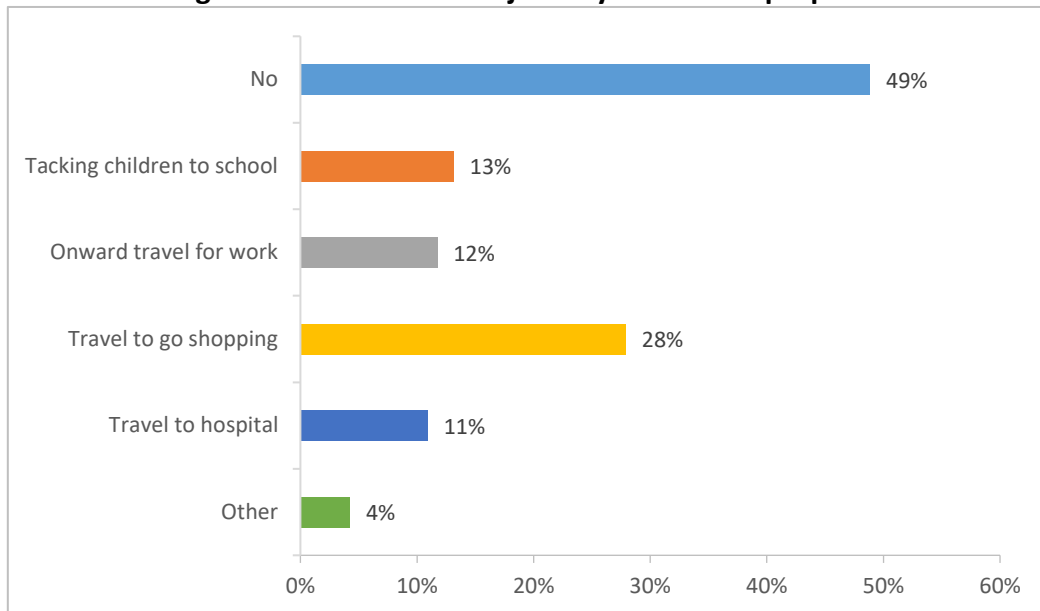


- Just under three quarters of respondents indicated that the reason for their most frequent journey was to 'travel to work' (73%).
- A few respondents indicated that the reason for the most frequent journey was:
 - 'Travel to go shopping or use leisure facilities' (14%)
 - 'Travel to school, college or university' (6%)
 - 'Driving for work (e.g. making deliveries, attending meetings)' (3%)
 - 'Travel to hospital' (1%)
 - 'Other' (3%).

Journey combination

4,996 respondents answered the question about whether they frequently combined this most common journey with other purposes. Respondents were asked to select all options which applied.

Figure 7: Combination of journey with other purposes



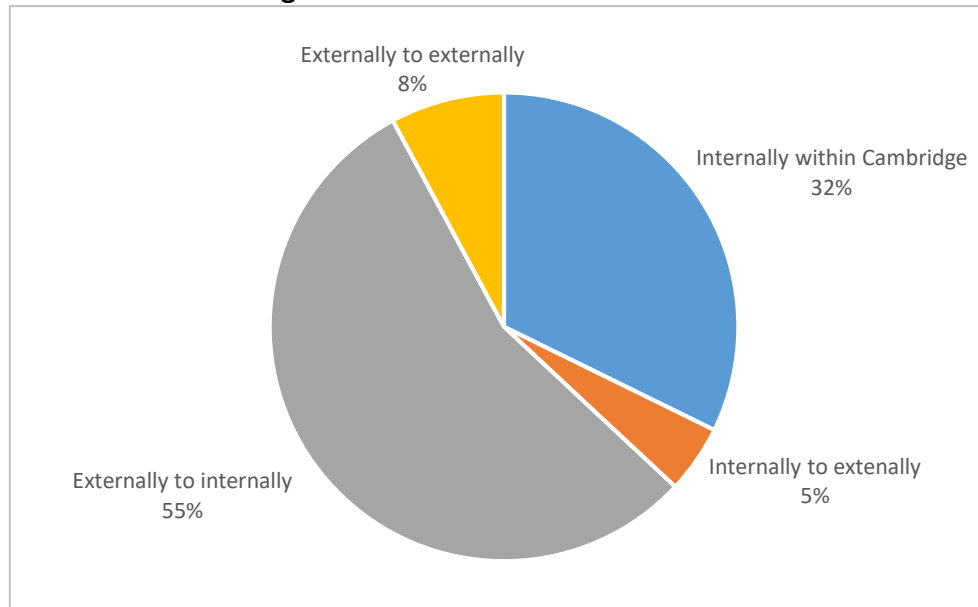
- Just under half of respondents stated that they did not frequently combine their journey with other purposes (49%).
- Over a quarter of respondents indicated that they combined the journey with 'travel to go shopping' (28%).
- A few respondents indicated that they combined their journey with the following purposes:
 - 'Taking children to school' (13%)
 - 'Onward travel for work' (12%)
 - 'Travel to hospital' (11%)¹
 - 'Other' (4%).

¹ Analysis of this group showed a broadly similar age profile to the overall sample, with a slightly higher proportion of respondents aged over 65. Of the 562 respondents who indicated that they frequently combine 'travel to hospital' with their primary journey, 71% also selected one of the other options as being frequently combined with their primary journey.

Start and finish destination

4,854 respondents provided a postcode for both the start location and finish location of their most frequent journey. These postcodes were used to classify their journey start and end points as either internal (postcode districts CB1-CB5) or external (all other postcode districts).

Figure 8: Start and finish destination

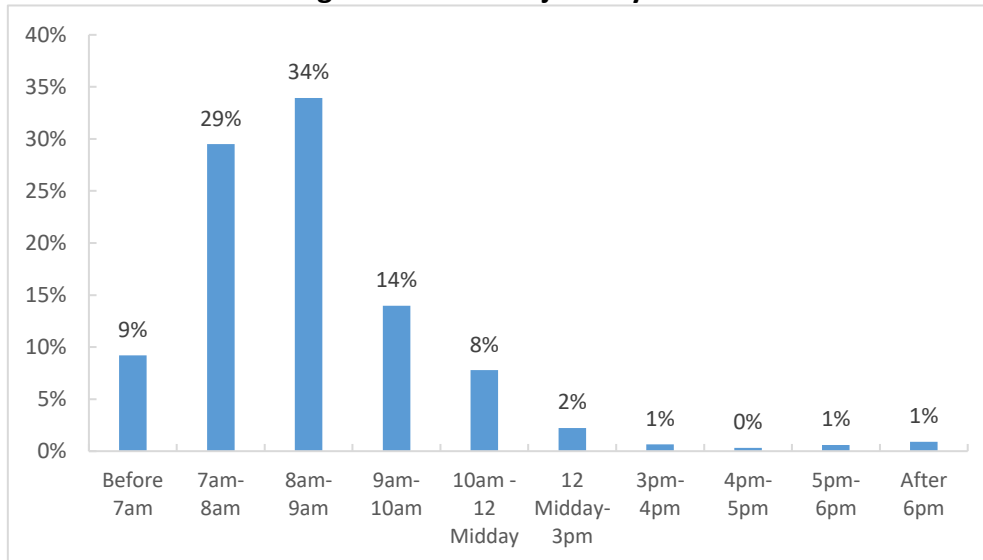


- Of the respondents who provided postcodes, the majority (87%) finished their journey internally (within the Cambridge postcode districts of CB1-CB5), with 55% travelling in from outside and 32% travelling internally within Cambridge.
- A few respondents both started and finished their journey externally (8%) and a few respondents travelled from within CB1-CB5 to an external postcode district (5%).

Time of most frequent journey

5,099 respondents answered the question about the time of day that they usually make their outward journey.

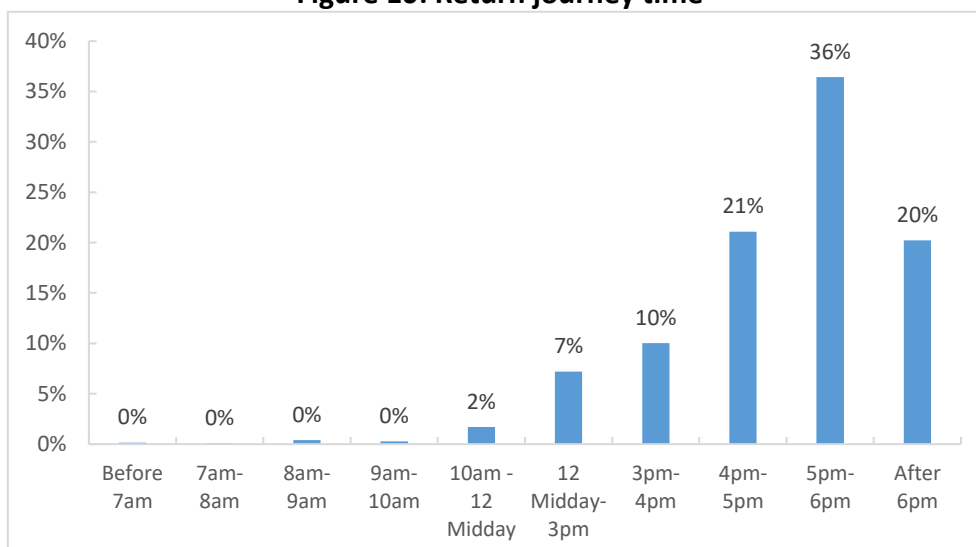
Figure 9: Outward journey time



- The majority of respondents completed their outward journey between 7am-9am (63%).
- A few respondents completed their outward journey between:
 - 9am-10am (14%)
 - Before 7am (9%)
 - 10am-12 midday (8%).
- The remaining 5% of respondents completed their outward journey after 12 midday.

5,018 respondents answered the question about the time of their return journey.

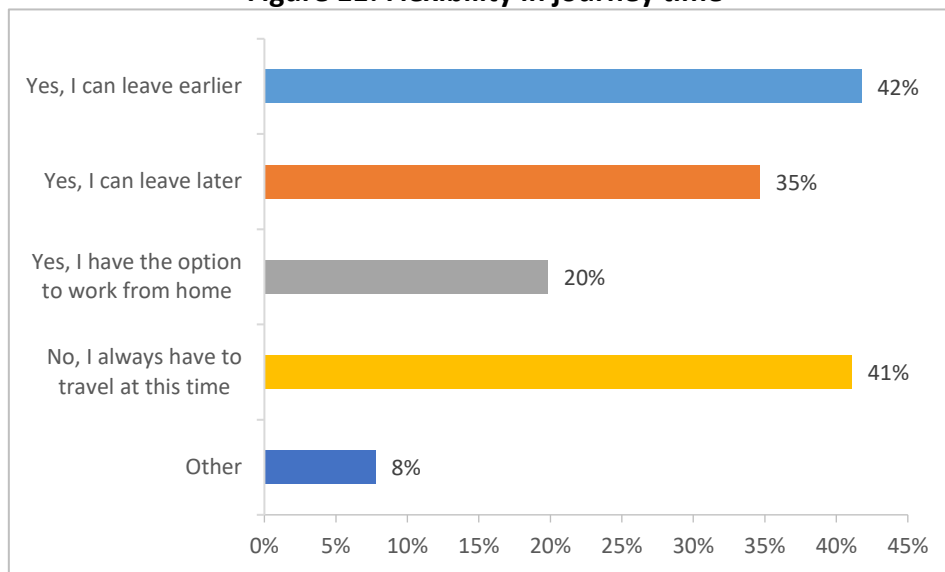
Figure 10: Return journey time



- Over three quarters of respondents (78%) completed their return journey after 4pm, with 5pm-6pm being the most common journey time (36%).
- A few respondents completed their return journey between:
 - 3pm-4pm (10%)
 - 12 midday-3pm (7%)
 - 10am-12 midday (2%).

5,075 respondents answered the question about whether they were flexible with the time they started their journey. Respondents could select multiple answers.

Figure 11: Flexibility in journey time

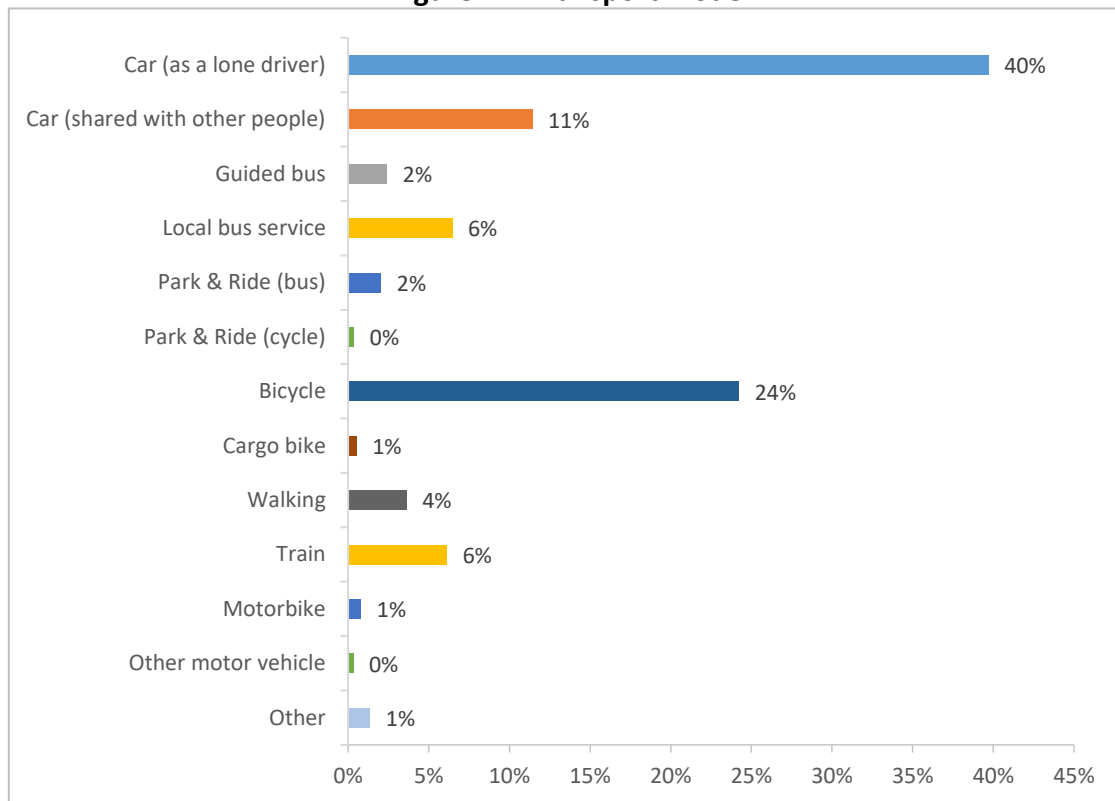


- 41% respondents indicated that they had no flexibility in the time that they started their journey.
- For respondents who indicated that they did have flexibility in the start time of their journey:
 - 42% indicated that they can leave earlier
 - 35% could leave later
 - 20% had the option to work from home.
- A few respondents answered 'other' (8%), of those 386 respondents left comments providing further details with factors described including:
 - Flexibility levels varying on different days
 - School/nursery time constraints
 - Travel time determined by shift patterns or appointment/activity times
 - The limitation of public transport timetables
 - Flexibility of being able to work from home
 - Flexibility due to travelling for leisure
 - Travelling off-peak due to concessions
 - Not needing to be flexible due to cycling or walking.

Mode of transport

5,110 respondents answered the question about their main mode of transport for their most frequent journey.

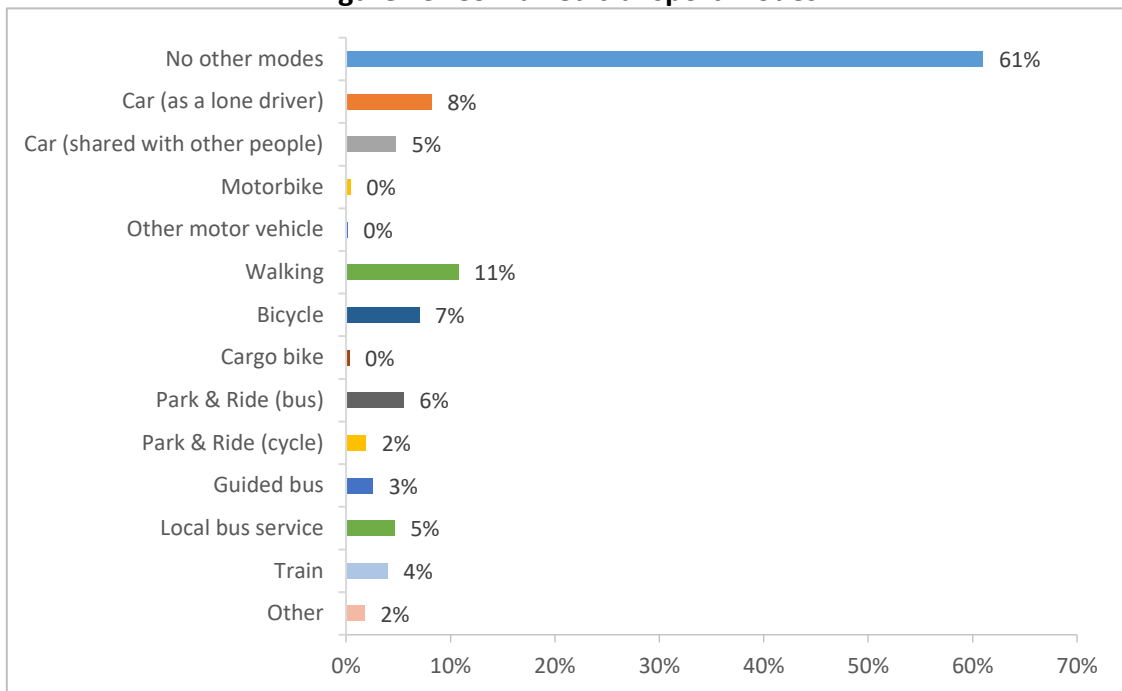
Figure 12: Transport mode



- Just over half of respondents (51%) indicated that 'car' was their main mode of transport, with 40% travelling in a car as a lone driver and 11% travelling in a car shared with other people. This represents a slightly lower proportion than the 2011 census travel to work data for England and Wales which shows car driver share to be 58%.
- Just under a quarter of respondents indicated that 'bicycle' was their main mode of transport (24%), significantly higher than the 3% modal share for England and Wales in the travel to work census data for 2011.
- A few respondents indicated that they used following modes of transport for their journey:
 - 'Local bus service' (6%)
 - 'Train' (6%)
 - 'Walking' (4%)
 - 'Guided bus' (2%)
 - 'Park & Ride (bus)' (2%)
 - 'Cargo bike' (1%)
 - 'Motorbike' (1%)
 - 'Other' (1%).

4,910 respondents answered the question about whether they combined their main mode of transport with other modes. Respondents could select multiple answers.

Figure 13: Combined transport modes



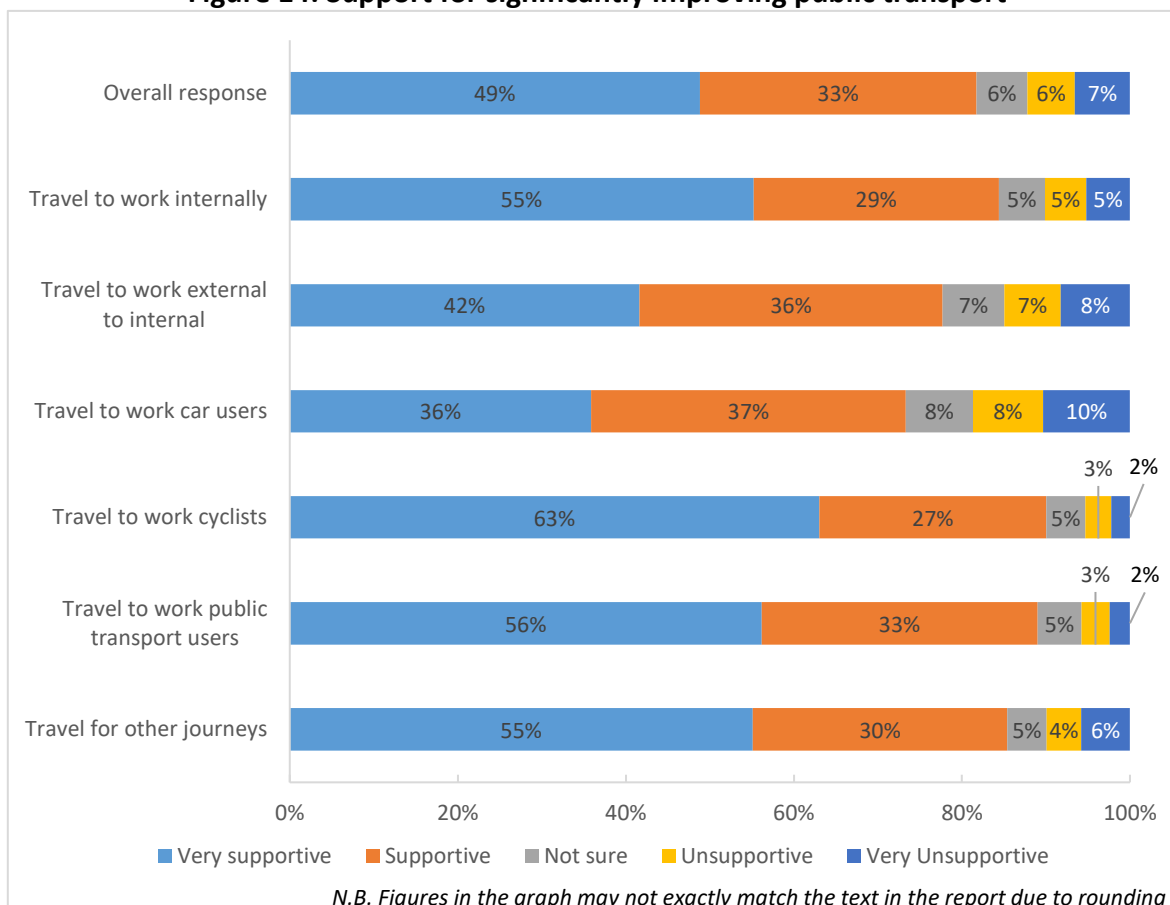
- The majority of respondents indicated that they did not combine with any other modes of transport (61%).
- A few respondents indicated that they combined their main mode of transport with the following transport modes:
 - 'Walking' (11%)
 - 'Car (as a lone driver)' (8%)
 - 'Bicycle' (7%)
 - 'Park and Ride (bus)' (6%)
 - 'Car (shared with other people)' (5%)
 - 'Local bus service' (5%)
 - 'Train' (4%)
 - 'Guided bus' (3%)
 - 'Park and Ride (cycle)' (2%)
 - 'Other' (2%).

PUBLIC TRANSPORT

Support for the vision to significantly improve public transport

5,086 respondents answered to what extent they were supportive or unsupportive of the vision to significantly improve public transport.

Figure 14: Support for significantly improving public transport

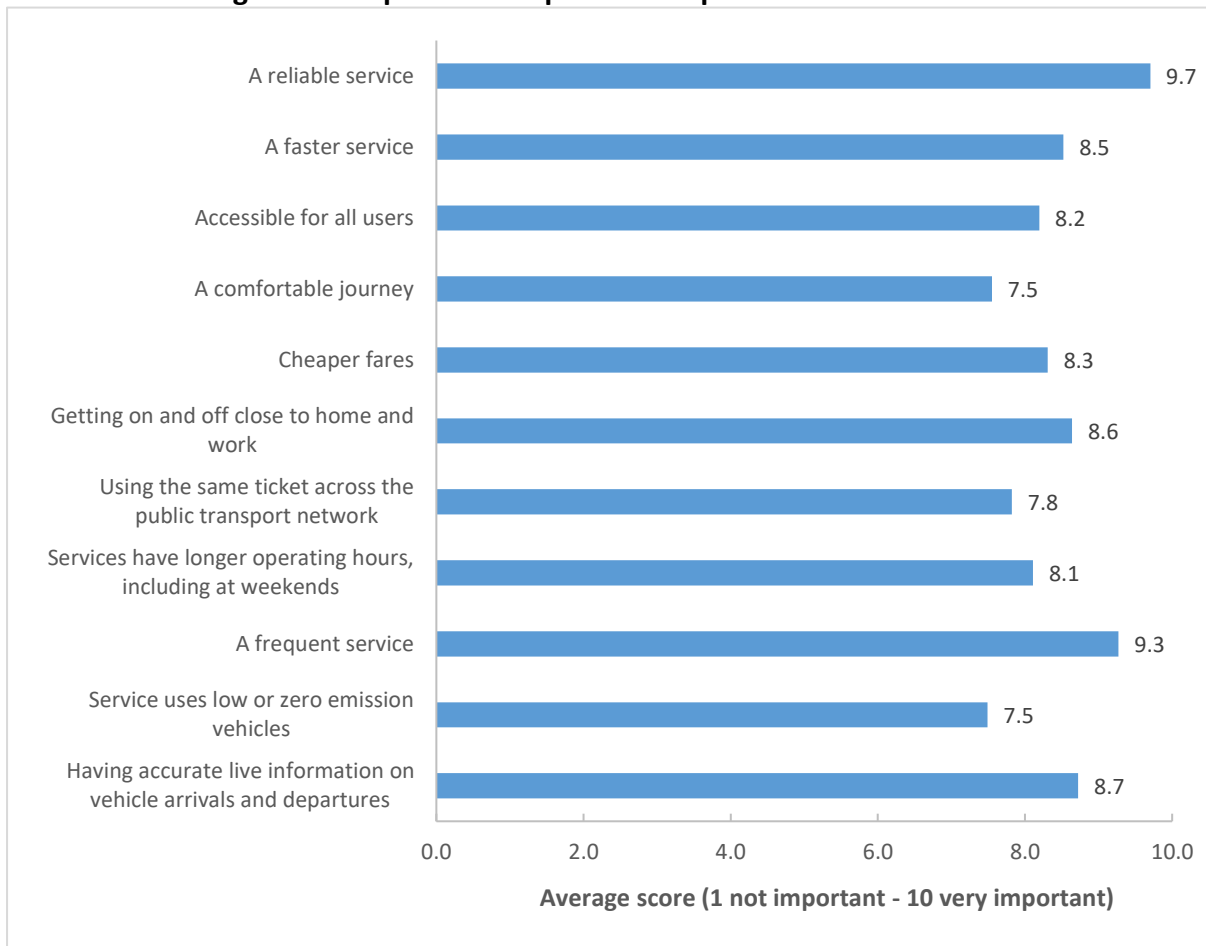


- The majority of respondents (82%) supported the vision to significantly improve public transport, whilst 12% of respondents were unsupportive.
- Cross-tabulation of support by key groups showed slightly higher levels of support, compared to the overall response, for respondents who:
 - Travel to work as cyclists (90%)
 - Travel to work as public transport users (89%)
 - Travel for other journeys (85%)
 - Travel to work internally (CB1-CB5) (84%).
- Respondents were slightly less supportive, compared to the overall response, if they:
 - Travel to work as car users (73%)
 - Travel to work from outside of Cambridge to inside Cambridge (78%).

Importance of public transport network elements

5,118 respondents answered the question about how they would rate the importance of specific elements of a transformed public transport network. Respondents were asked to rate each element between 1 and 10 (1 – not important, to 10 - very important). The average scores for each element are displayed in figure 14.

Figure 15: Importance of public transport network elements



- All of the elements were rated as important by respondents with average scores ranging from 7.5 to 9.7.
- The elements with the highest average rate of importance (above 8.5) were:
 - A reliable service (9.7)
 - A frequent service (9.3)
 - Having accurate live information on vehicle arrivals and departures (8.7)
 - Getting on and off close to home and work (8.6).
- The elements with a slightly lower average rate of importance (below 8) were:
 - 'A comfortable journey' (7.5)
 - 'Service uses low or zero emission vehicles' (7.5)
 - 'Using the same ticket across the public transport network (7.8).

Respondents were subsequently asked whether there was anything else that was important to them about a transformed public transport network. A total of 1,982 respondents left comments, with the most common themes in responses being improvements to public transport routes and reliability as well as reduced costs, improvements to cycling provision and safety improvements across all elements of the transport network.

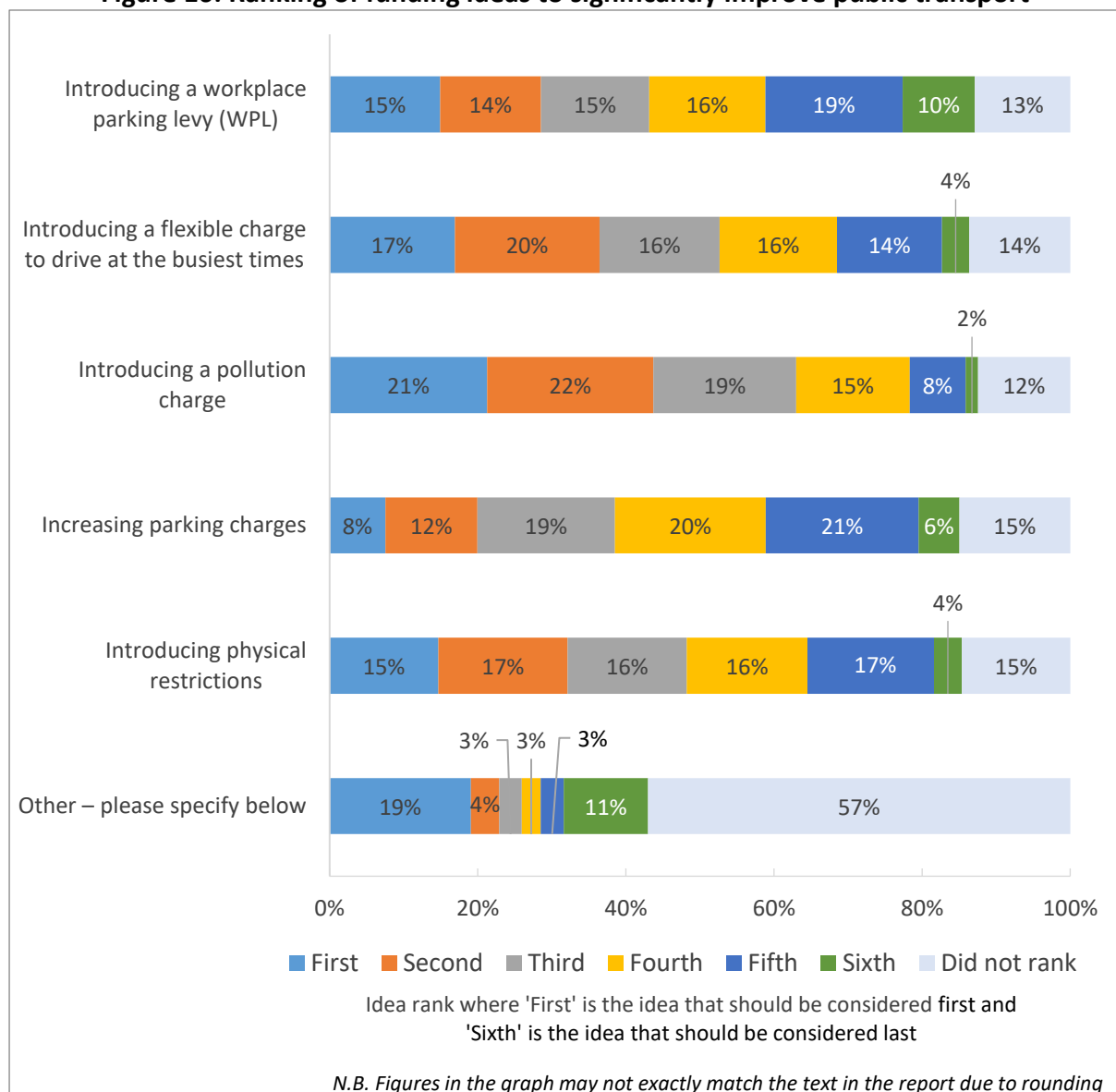
Comment theme	Respondent comments
Improved route options	Respondents felt that more enhanced, integrated public transport routes were needed. Particularly respondents felt that there should be more circular routes around Cambridge which linked key locations without requiring travel into and out of the city centre. The need for more links to nearby villages and direct routes to employment centres, were also discussed.
Cycling improvements	Respondents felt that more safe cycling routes were needed around Cambridge and to surrounding villages. To facilitate multimodal travel, a few respondents felt that it would be beneficial if bicycles could be taken onto trains and buses.
Reduced cost	Respondents felt that current public transport fares were expensive and needed to be reduced, ideally to a level which made it a cheaper alternative to driving. A few respondents discussed having a simple, fair and transparent fare structure.
Reliability	Respondents felt that public transport needed to run reliably to timetables.
Safety	Respondents felt that safety needed to be improved on the transport network including both public transport and cycling/walking routes. Suggested improvements included considerate drivers, safe cycle paths, CCTV and sufficient lighting.

OPTION SPECIFICS

Public transport improvement funding ideas

4,857 respondents answered the questions about which funding ideas the GCP should consider, should public transport be significantly improved. Respondents were asked to rank the ideas where '1' is the idea that should be considered first.

Figure 16: Ranking of funding ideas to significantly improve public transport



- 'Introducing a pollution charge' was the highest ranked option with 44% of respondents selecting it as either their first or second choice.
- The next highest ranked option was 'Introducing a flexible charge to drive at the busiest time' which was selected as either first or second by 36% of respondents.

- ‘Increasing parking charges’ was the lowest ranked option with just 20% selecting it as first or second and over a quarter (26%) selecting it as fifth or sixth.
- Less than half of respondents (43%) provided a ranking for ‘Other’, however, of those that did a high proportion ranked this option highly with 19% of all respondents ranking ‘Other’ as their first choice.

Respondents were asked to leave their suggestion if they selected ‘Other’, a total of 1,629 respondents left comments. The main suggestions related to improving existing public transport, funding from taxation or expressing a lack of support for all of the ideas.

Comment theme	Respondent comments
Improve public transport	Respondents felt that funds could be raised via higher usage rates that would result from improvements to public transport. Suggested improvements included cheaper fares, improved reliability and new services such as a metro.
None of the suggestions	Respondents indicated that they didn’t support the suggestions for funding, particularly as they felt they would adversely impact those on lower incomes and those who required a motorised vehicle.
Improve Park & Ride	Respondents felt that improvements should be made to the Park & Ride sites, particularly increasing the number of sites, reducing the cost of using the sites and making the service more reliable.
Taxation	Respondents felt that funding should come from existing taxation sources, such as council tax, business tax or road tax, with some suggestion to increase these.
Reduce school related traffic	Respondents felt that traffic caused by school pickups and drop offs needed to be addressed. Some respondents suggested a Park and Ride type solution for Cambridge schools.

Cross tabulation of the qualitative themes by key group showed the following notable differences from the overall response:

- **Cycling** featured as a top five theme for respondents who cycled to work, with respondents making recommendations for an enhanced cycling infrastructure within Cambridge and the surrounding areas.
- **None of the suggestions** featured in the top five themes for all groups apart from those travelling to work by bicycle.

Funding ideas - variation by key group

The data was cross-tabulated by six key groups which were coded according to respondent's answers about their most frequent Cambridge journey. The six groups were:

- Travel to work internally (CB1-CB5)
- Travel to work external to internal (from outside to a CB1-CB5 postcode)
- Travel to work by car
- Travel to work by bicycle
- Travel to work by public transport
- Travel for other journeys

The cross-tabulated data was analysed to explore how respondents with different journey types answered the survey questions and where notable patterns were observed, compared to the overall response, these differences are outlined in the report as displayed in the following section. Full cross-tabulated data can be found in Appendix 1.

Table 1 displays the percentage of respondents who selected each of the options as either first or second choice, broken down by travel to work by start and end destination and travel to work by mode of transport. Where the percentage of respondents ranking the option either first or second is higher than for the overall response the figure is displayed in blue, where the percentage is lower it is displayed in orange. The subsequent section then includes charts which display the percentages for all ranking selections for the options across all of the key groups.

Table 1: Percentage of respondents who ranked each funding idea either first or second by key group

Key Group	Workplace Parking Levy	Flexible Charge	Pollution Charge	Parking Charges	Physical Restrictions
All respondents	29%	36%	44%	20%	32%
Travel to work: start <u>and</u> end within Cambridge	28%	41%	51%	19%	32%
Travel to work: start external to Cambridge <u>and</u> end within Cambridge	25%	32%	41%	22%	35%
Travel to work: Car Users	23%	29%	38%	26%	35%
Travel to work: Cyclists	30%	45%	54%	15%	34%
Travel to work: Public Transport Users	30%	44%	49%	15%	31%

Figure 17: Ranking of funding ideas to significantly improve public transport for ‘travel to work internally’² respondents

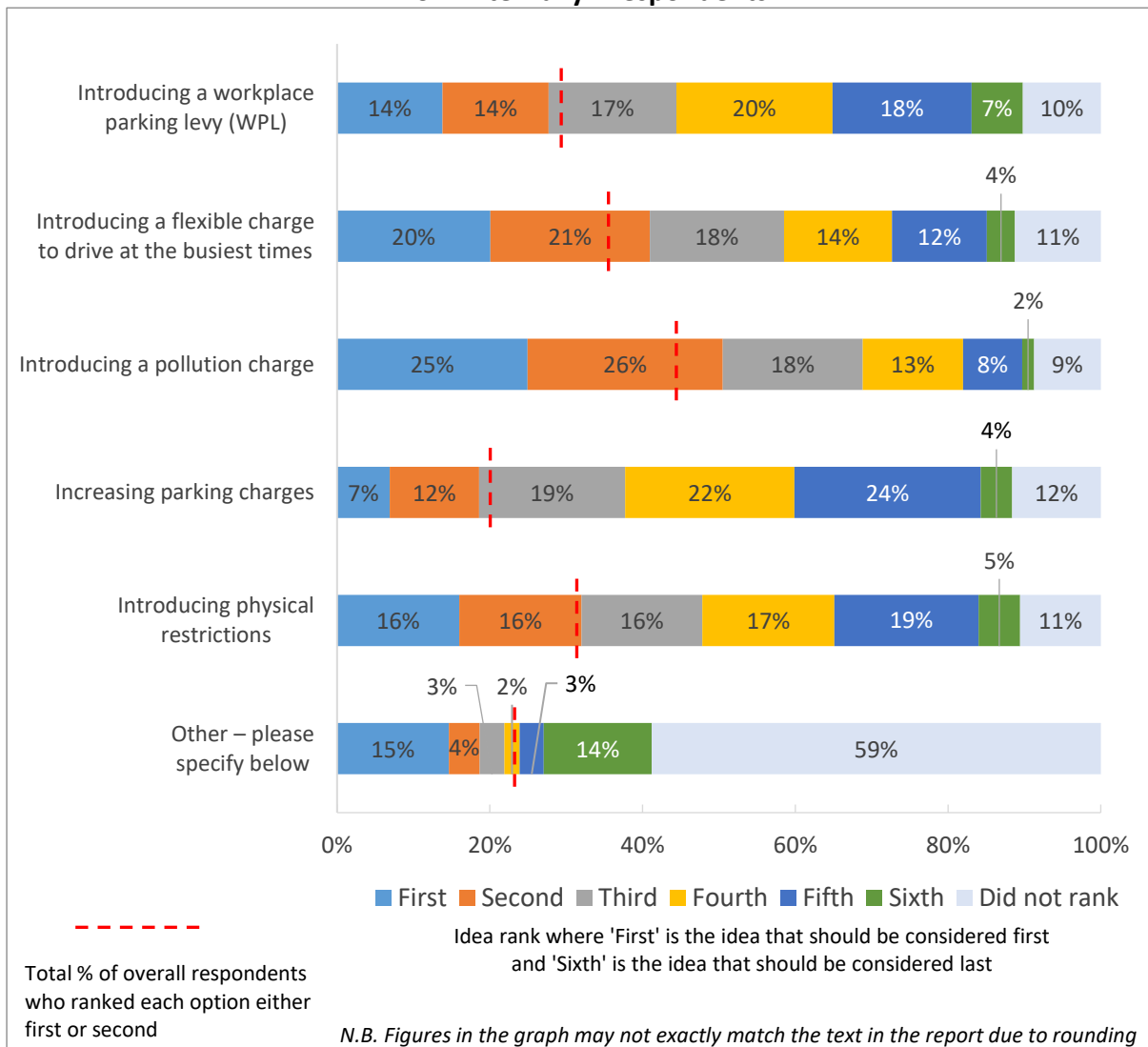


Figure 17 shows the ranking of funding ideas for just those respondents whose primary journey involved travelling to work within the CB1-CB5 area. The dashed red line indicates the percentage of all respondents who ranked each option as either first or second in order to allow comparisons between this group and the overall response.

- ‘Introducing a pollution charge’ was ranked either first or second by just over half of respondents travelling internally (51%), compared to 44% of all respondents.
- ‘Introducing a flexible charge’ was also ranked first or second by a slightly higher proportion of respondents travelling internally (41%) compared to all respondents (36%).
- A lower proportion of respondents travelling internally ranked ‘Other’ as either first or second with just 19% compared to 23% of all respondents and a higher percentage ranked it last, 14% compared to 11% of all respondents.

² Respondents both starting and ending their journey to work inside postcode districts CB1-CB5

Figure 18: Ranking of funding ideas to significantly improve public transport for ‘travel to work external to internal³’ respondents

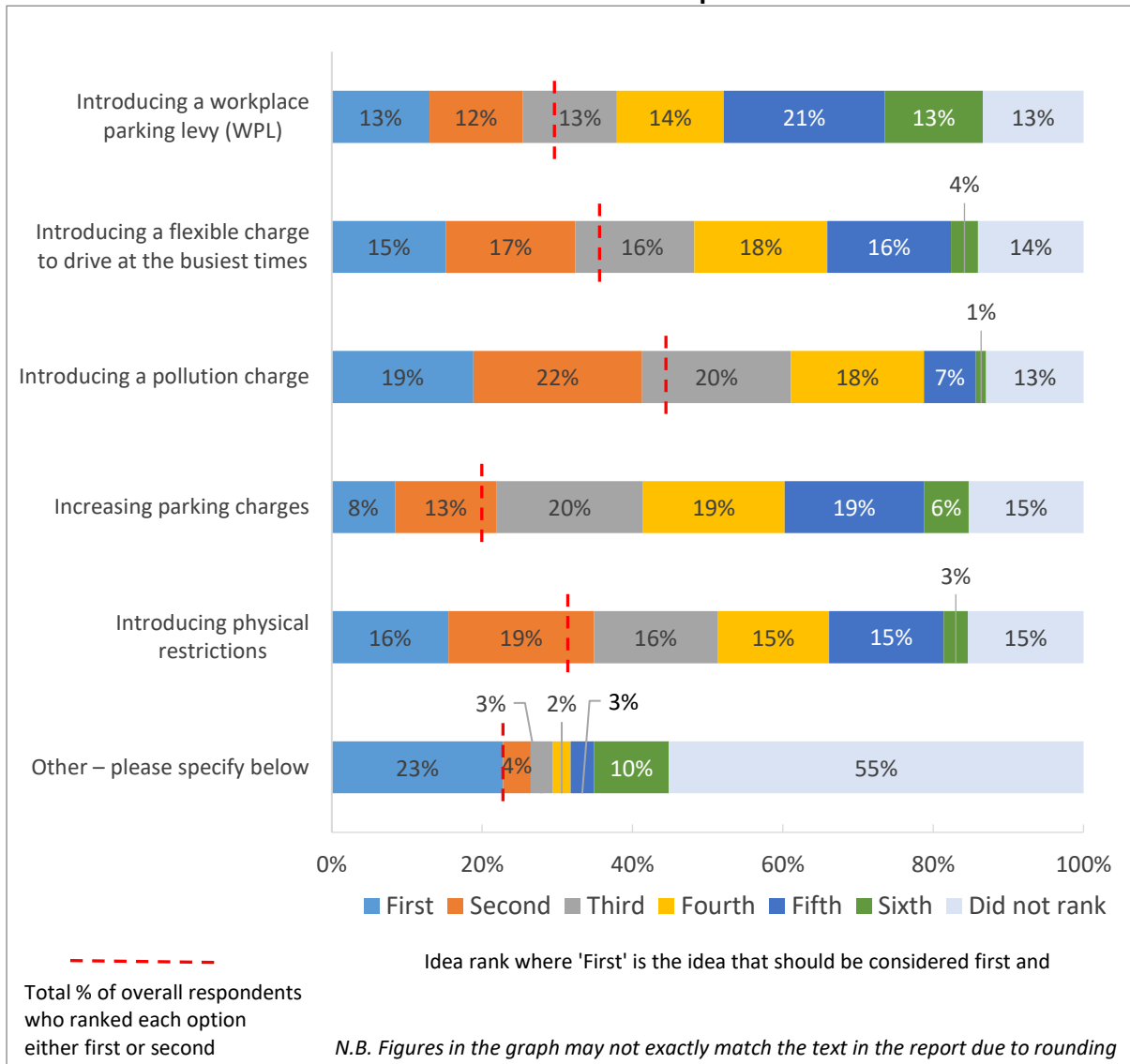


Figure 18 shows the ranking of funding ideas for just those respondents whose primary journey involved travelling to work in the CB1-CB5 area from an external postcode district.

- ‘Introducing a workplace parking levy’ was ranked either first or second by a slightly lower proportion of respondents travelling into Cambridge from outside (25%), when compared to all respondents (29%).
- ‘Introducing a flexible charge’ was also ranked first or second by a slightly lower proportion of those respondents travelling into Cambridge from outside (32%), when compared to all respondents (36%).

³ Respondents starting their journey to work outside of postcode districts CB1-CB5 and ending their journey within CB1-CB5.

Figure 19: Ranking of funding ideas to significantly improve public transport for ‘travel to work car driver’ respondents

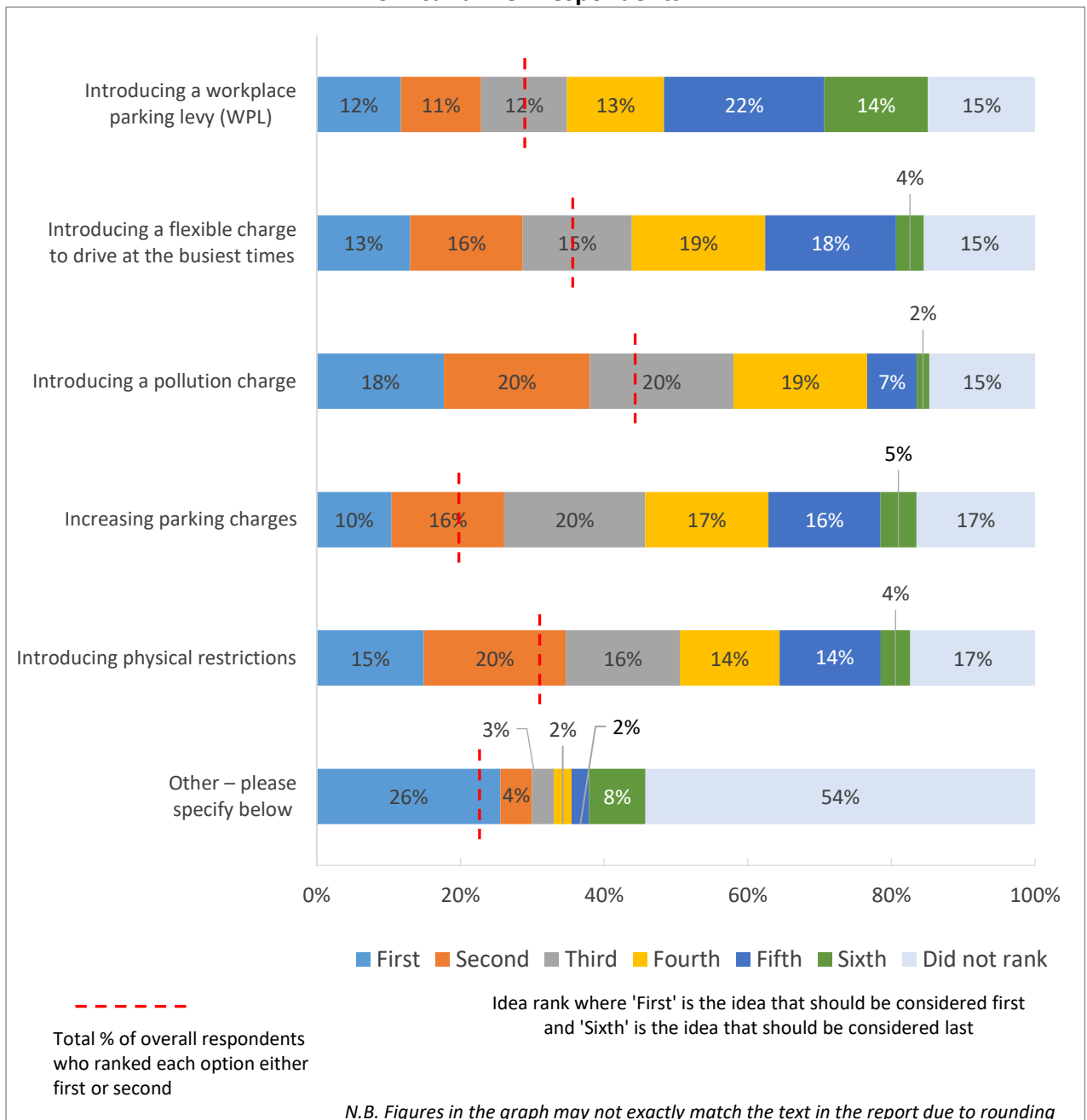


Figure 19 shows the ranking of funding ideas for just those respondents whose primary journey involved driving to work.

- ‘Increasing parking charges’ was ranked either first or second by a slightly higher proportion of respondents driving to work (26%), when compared to all respondents (20%).
- ‘Introducing a workplace parking levy’ ‘introducing a flexible charge’ and ‘introducing a pollution charge’ were all ranked first or second by a slightly lower proportion of respondents driving to work, when compared to all respondents.

Figure 20: Ranking of funding ideas to significantly improve public transport for ‘travel to work cyclists’ respondents

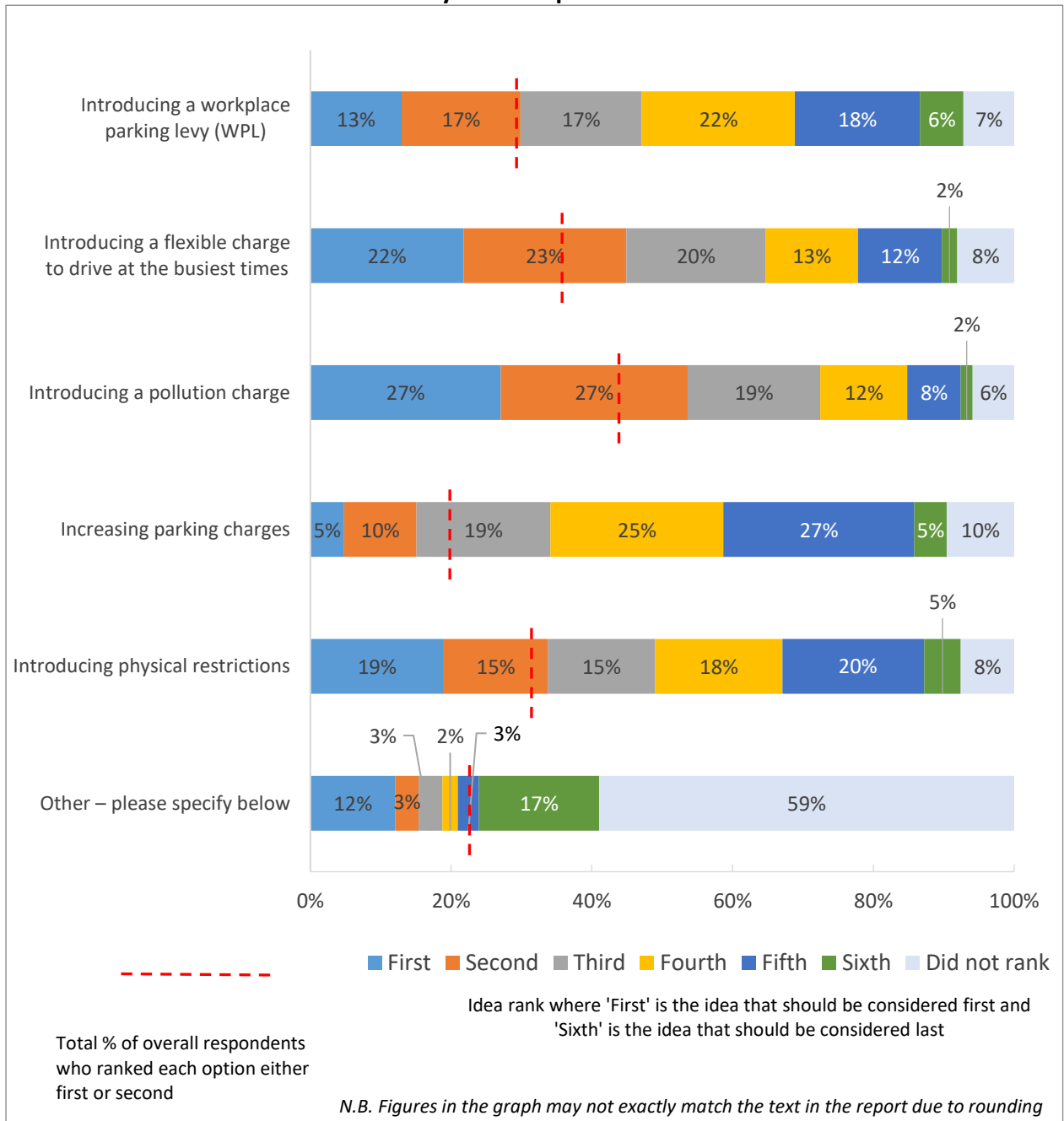


Figure 20 shows the ranking of funding ideas for just those respondents whose primary journey involved travelling to work by bicycle.

- ‘Introducing a pollution charge’ was ranked either first or second by a slightly higher proportion of respondents travelling to work by bicycle (54%), when compared to all respondents (44%).
- ‘Introducing a flexible charge’ was also ranked first or second by a slightly higher proportion of those respondents travelling to work by bicycle (45%), when compared to all respondents (36%).

Figure 21: Ranking of funding ideas to significantly improve public transport for ‘travel to work public transport user’ respondents

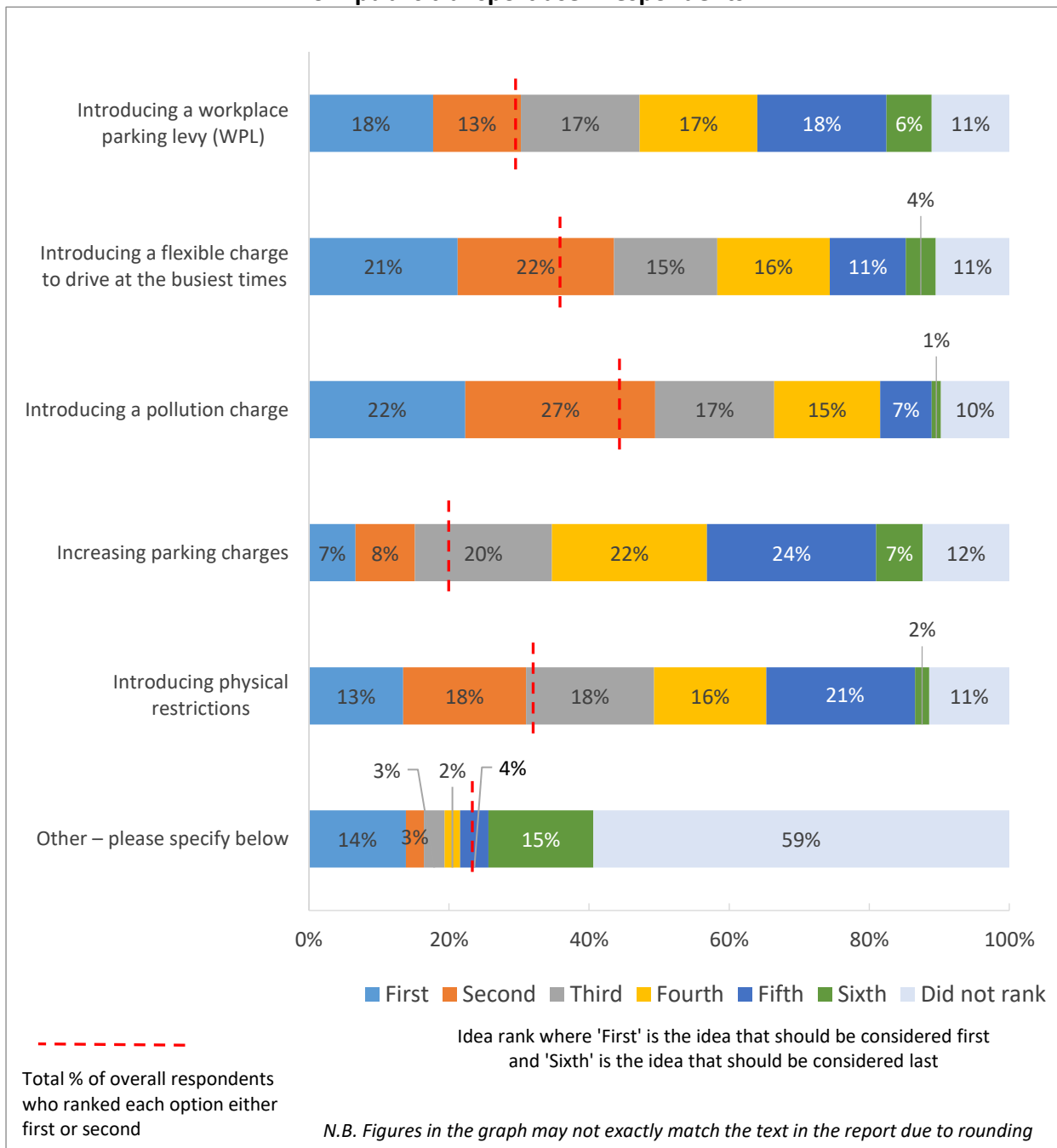


Figure 21 shows the ranking of funding ideas for just those respondents whose primary journey involved travelling to work via public transport.

- ‘Introducing a pollution charge’ was ranked either first or second by a slightly higher proportion of respondents travelling to work via public transport (49%), when compared to all respondents (44%).
- ‘Introducing a flexible charge’ was also ranked first or second by a slightly higher proportion of those respondents travelling to work by bicycle (44%), when compared to all respondents (36%).

Figure 22: Ranking of funding ideas to significantly improve public transport for ‘travel for other journeys’ respondents

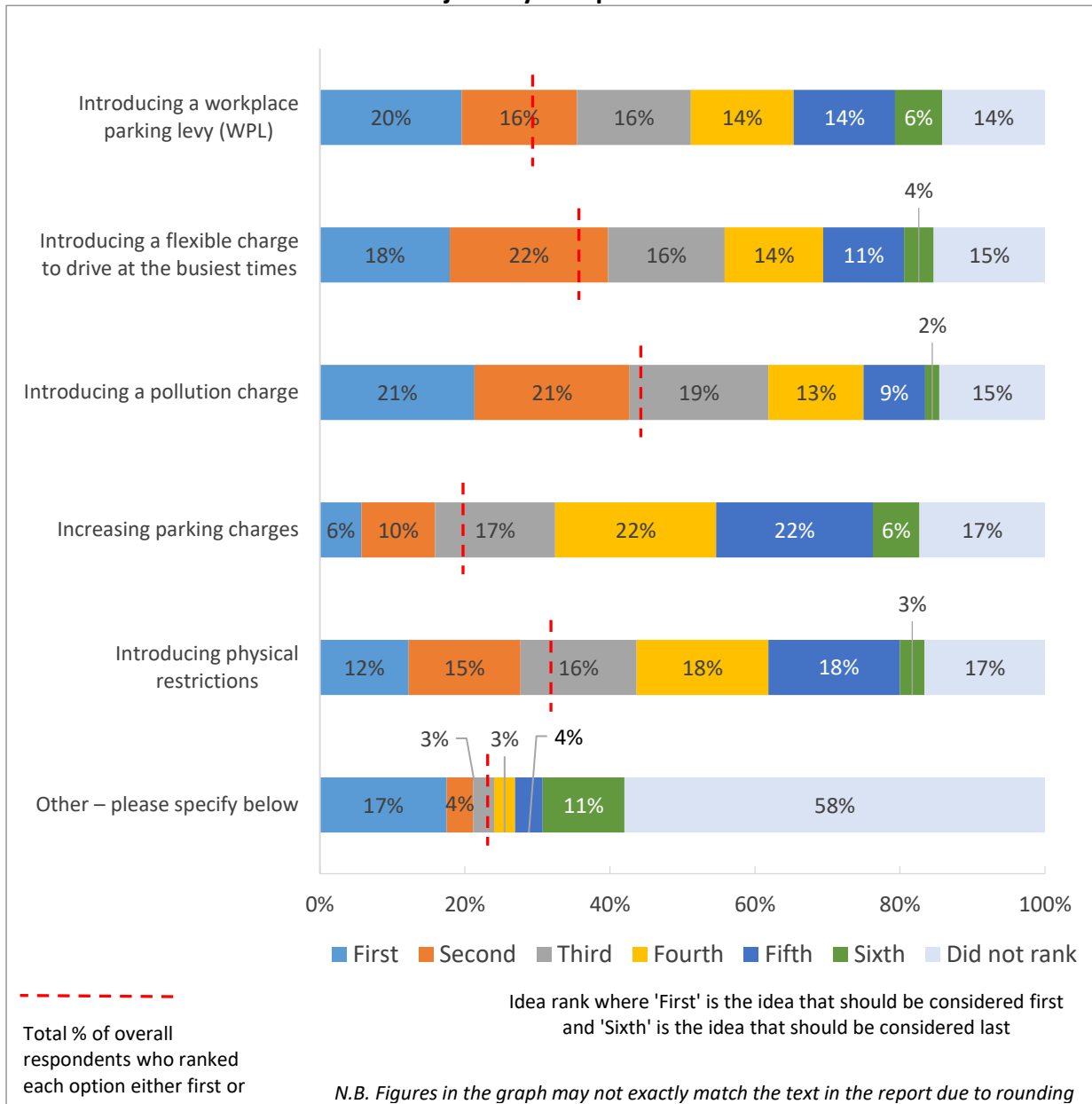


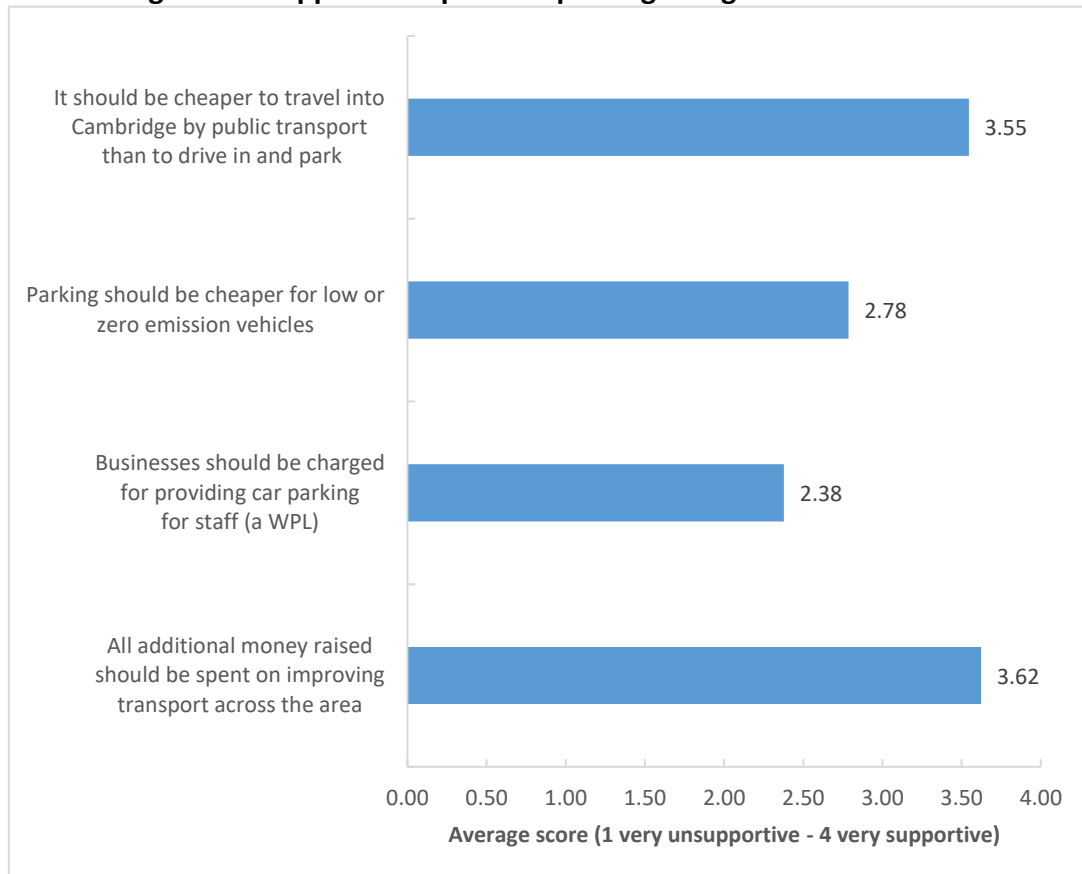
Figure 22 shows the ranking of funding ideas for just those respondents whose primary journey did not involve driving to work.

- ‘Introducing a workplace levy’ was ranked first or second by a slightly higher proportion of respondents who were travelling for other journeys (35%), when compared to all respondents (29%).

Increases to parking charges

5,105 respondents answered the question about the extent to which respondents were supportive or unsupportive of specific options if parking charges were increased. Based on these responses a scale was produced from 1 (very unsupportive) to 4 (very supportive) and the average scores for each option are displayed in figure 23 (any score above 2 indicates overall average levels of support).

Figure 23: Support for options if parking charges were increased

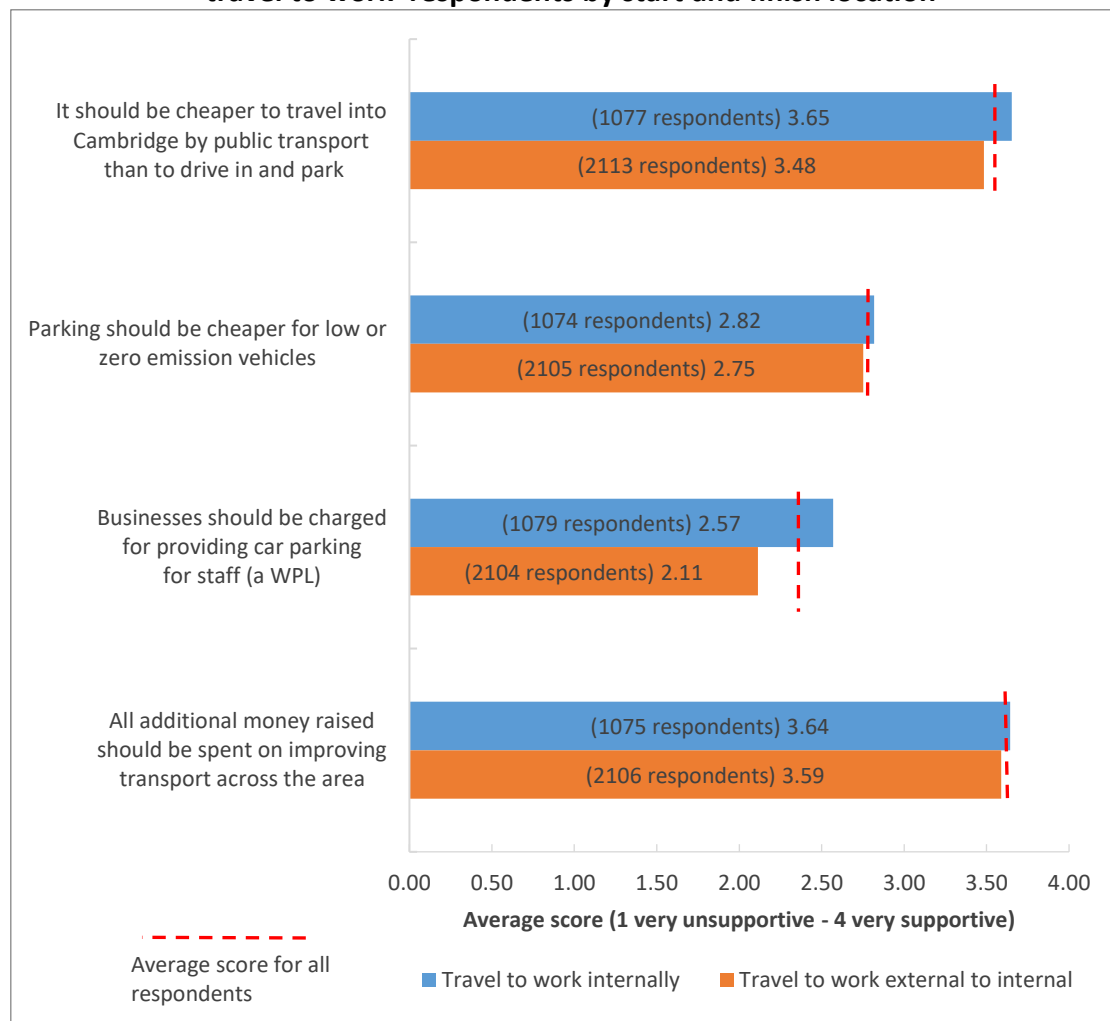


- The options with the highest average score of support were:
 - 'All additional money raised should be spent on improving transport across the area' (3.62)
 - 'It should be cheaper to travel into Cambridge by public transport than to drive in and park' (3.55).

Parking charges – variation by key group

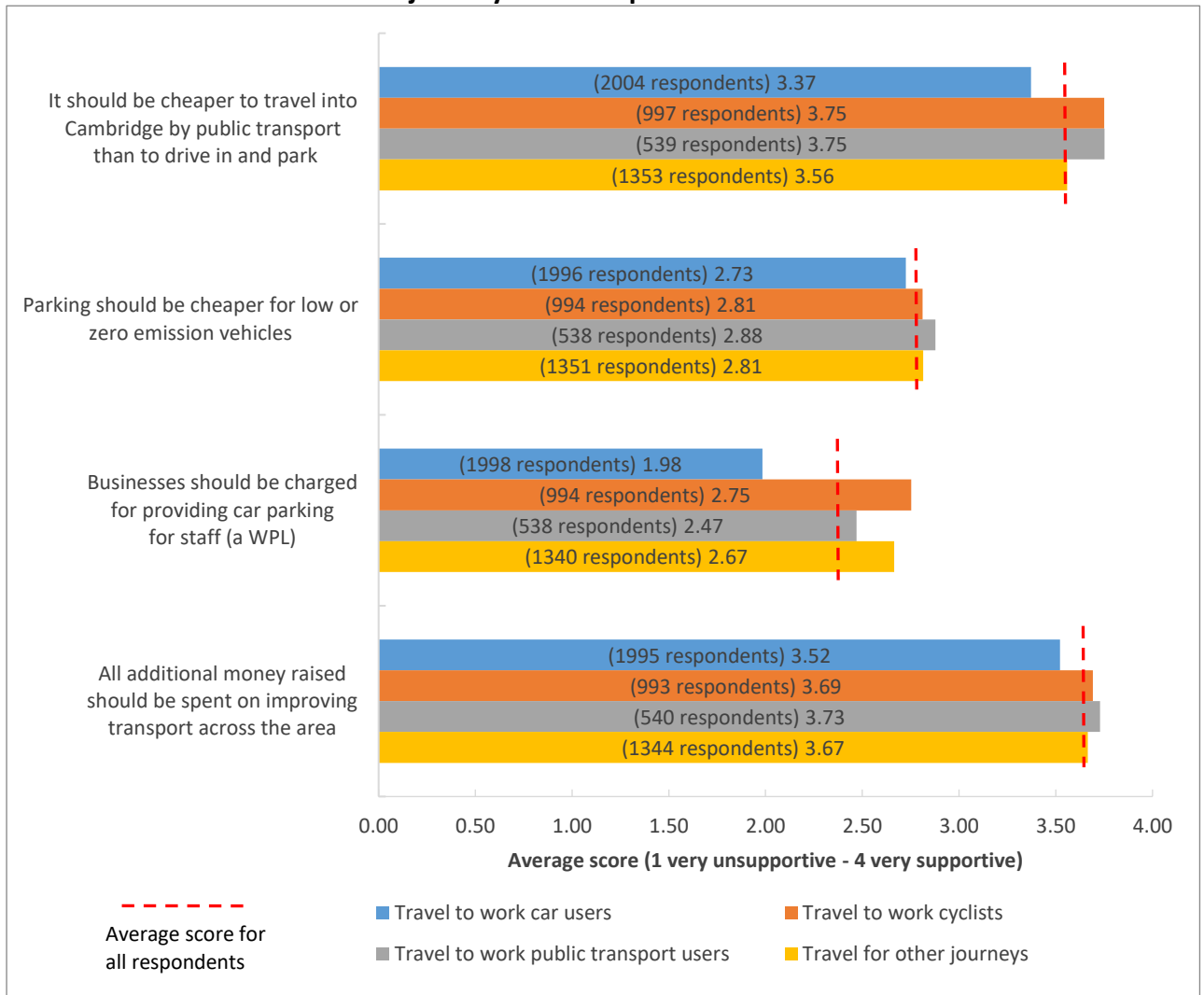
The average score of support was cross-tabulated by the six key groups, the results are presented in figure 24 and figure 25. The average score of support for respondents as a whole is marked on the charts with a dashed red line to allow visual comparisons to be made.

Figure 24: Average score of support for options if parking charges were increased, for ‘travel to work’ respondents by start and finish location



- Respondents travelling within Cambridge were more supportive of the workplace parking levy option with an average support score of 2.57 compared to 2.38 for all respondents.
- In contrast, respondents travelling into Cambridge from outside were less supportive of the workplace parking levy compared to the overall response, with an average support score of 2.11.

Figure 25: Average score of support for options if parking charges were increased, by type of journey and transport mode



- A workplace parking levy had higher levels of support from respondents who travelled to work by bicycle (2.75) or travelled for other journeys (2.67), compared to the overall response, whilst those travelling to work by car were notably less supportive with an average support score of 1.98.
- The option ‘it should be cheaper to travel into Cambridge by public transport than to drive in and park’ had higher levels of support from respondents travelling to work by bicycle or public transport with both groups having an average support score of 3.75, compared to 3.55 for all respondents. Respondents who travelled to work by car were less supportive with an average support score of 3.37.

Respondents were asked whether they had any further comments on making changes to parking. A total of 1,737 respondents left comments on this question.

Comment theme	Respondent comments
Improve public and alternative methods of transport	Respondents felt that changes should not be made until public transport and alternative methods of transport, such as walking and cycling, were significantly improved.
Concerns relating to the Workplace Parking Levy (WPL)	Respondents were concerned that a WPL may result in costs being passed onto employees, with particular concern for low paid workers. Respondents were also concerned about the negative impact of a WPL, particularly on small businesses, and the potential to discourage businesses from Cambridge.
Car parking required	Respondents felt many people needed parking due to a lack of viable alternative methods of transport or needing flexible transport from a personal vehicle due to the particulars of employment or personal circumstances.
Current parking is expensive	Respondents felt that current parking charges were already excessively high in comparison to other cities and that further charges would negatively impact businesses and those who required a personal vehicle.
Issues with cheaper parking for low or zero emission vehicles	Respondents felt that this option would have an adverse impact on those with low incomes, who wouldn't be able to afford lower emission vehicles, and that this would not be effective in reducing congestion in the long term as more vehicles become green.

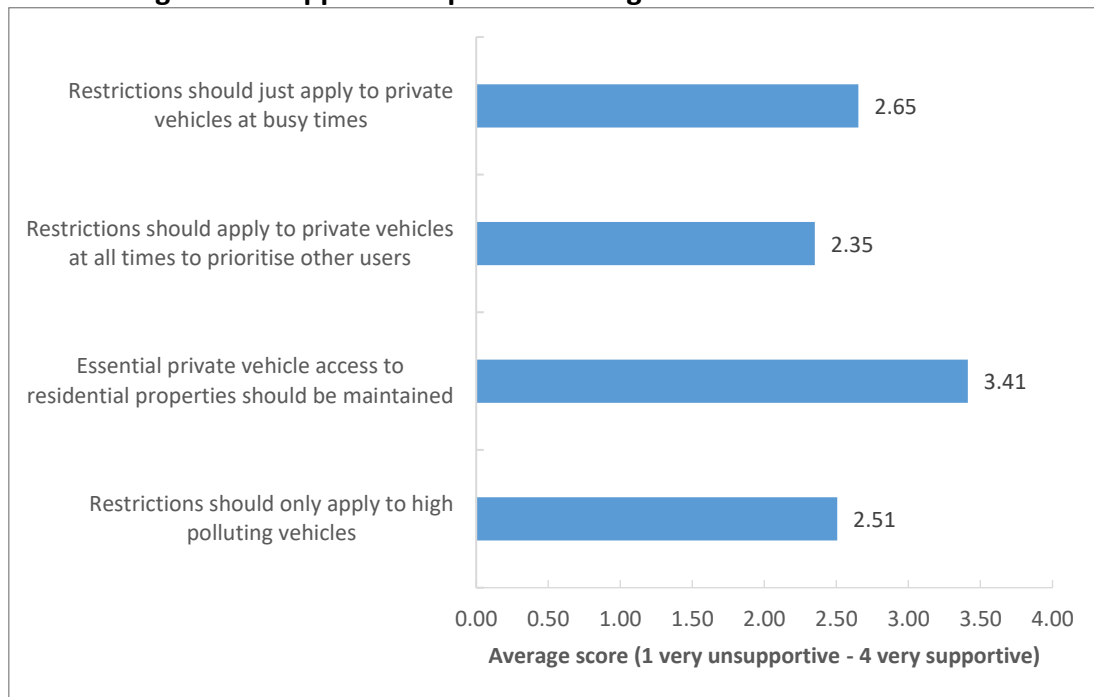
Cross tabulation of the qualitative themes by key group showed the following notable differences from the overall response:

- **Reduce parking** emerged as a top five theme for the 'travel to work internally' and 'travel to work cyclist' groups. Respondents suggested that existing parking provision should be reduced within Cambridge, particularly on-street parking.
- **Resident parking** emerged as a top five theme for the 'travel for other journeys' group. Most respondents indicated support for maintaining or increasing current resident parking schemes. Respondents discussed the benefits of reducing on-street commuter parking by introducing more resident only restrictions.
- **'Current parking is expensive'** was discussed by less respondents who travelled to work internally or travelled to work by bicycle and did not feature in the top five themes for either group.

Changes to vehicle access

5,086 respondents answered the question about the extent to which respondents were supportive of certain statements, if changes were to be made to vehicle access to some roads. Based on these responses a scale was produced from 1 (very unsupportive) to 4 (very supportive) and the average scores for each statement are displayed in figure 26 (any score above 2 indicates overall average levels of support).

Figure 26: Support for options if changes made to vehicle access

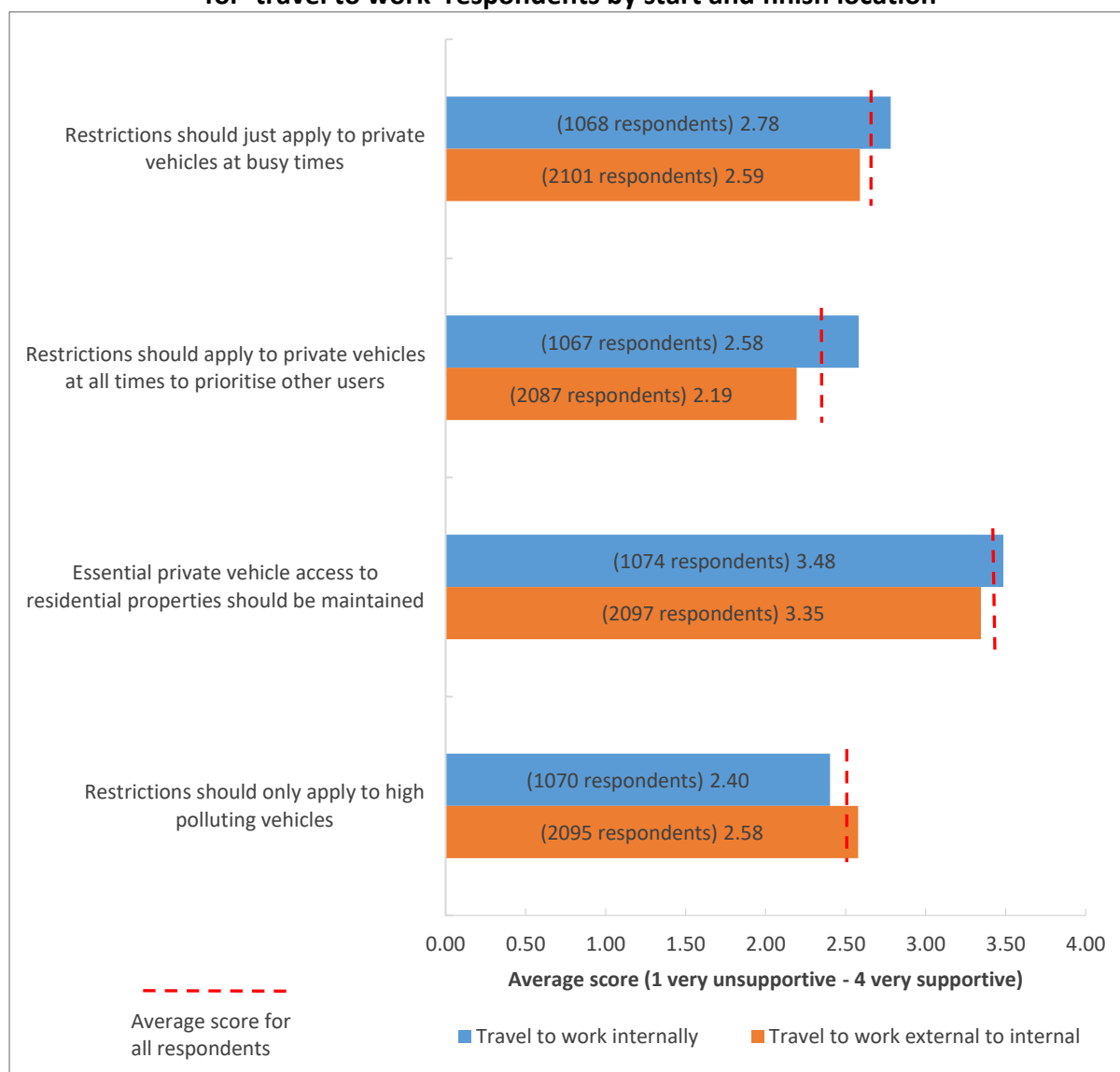


- The option with the highest average score of support was 'Essential private vehicle access to residential properties should be maintained' (3.41).
- The option with the lowest level of support was 'Restrictions should apply to private vehicles at all times to prioritise other users' (2.35).

Changes to vehicle access – variation by key group

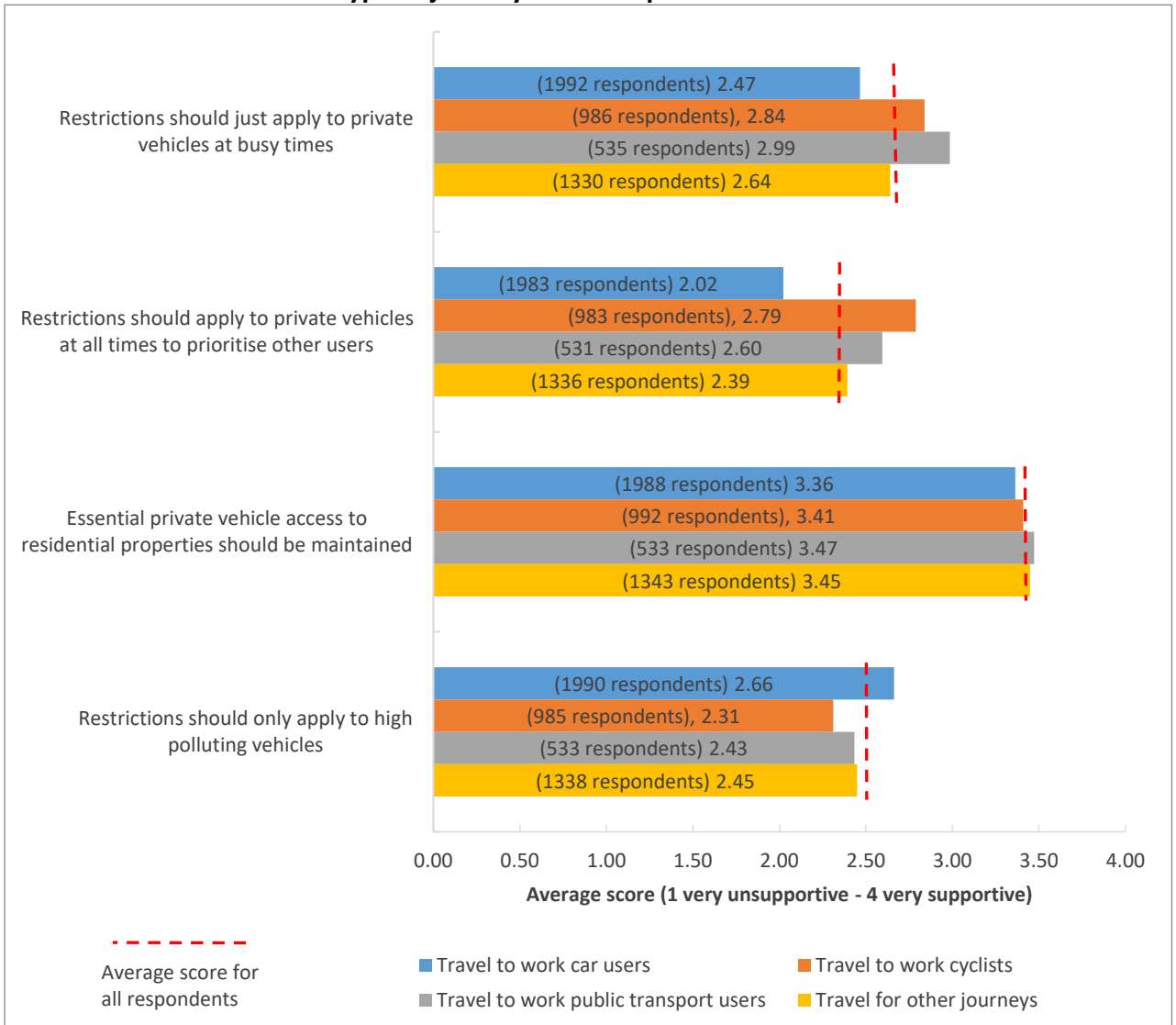
The average score of support was cross-tabulated by the 6 key groups, the results are presented in figure 27 and figure 28. The average score of support for respondents as a whole is marked on the charts with a dashed red line to allow visual comparisons to be made.

Figure 27: Average score of support for options if changes were made to vehicle access, for ‘travel to work’ respondents by start and finish location



- Respondents travelling within Cambridge were more supportive of the option that ‘restrictions should to private vehicles apply at all times to prioritise other users’, with an average support score of 2.58 compared to 2.19 for respondents travelling into Cambridge from outside and 2.35 for respondents as a whole.
- The option for restrictions to only apply to high polluting vehicles received slightly higher levels of support from respondents travelling into Cambridge from outside (2.58) compared with those travelling within Cambridge (2.40).

Figure 28: Average score of support for options if changes were made to vehicle access, by type of journey and transport mode



- Respondents travelling to work via bicycle or public transport were more supportive of options relating to the restrictions on private vehicles compared to those travelling to work via car. Specifically:
 - ‘Restrictions should just apply to private vehicles at busy times’ was supported most highly by travel to work public transport users (2.99) followed by travel to work cyclists (2.84), with lower levels of support recorded for travel to work car users (2.47) and respondents as a whole (2.65).
 - ‘Restrictions should apply to private vehicles at all times’ was supported most highly by travel to work cyclists (2.79) followed by travel to work public transport users (2.60), with lower levels of support recorded for travel to work car users (2.02) and respondents as a whole (2.35).

- Travel to work car users were slightly more supportive of the option for restrictions to only apply to high polluting vehicles (2.66), when compared to the overall response (2.51) and the other key groups.

Respondents were asked whether they had any comments about restricting the use of roads. A total of 1,378 respondents left comments on this question.

Comment theme	Respondent comments
Displacement of congestion	Respondents felt that, depending on the location, changing access to roads risked displacing congestion to other areas around Cambridge.
Resident access	Respondents were concerned about how this would impact on resident's access to their homes.
Improve public transport	Respondents felt that improvements to public transport would need to be actioned before restrictions came into place, as existing alternatives were not thought to be viable.
No restrictions	Respondents felt that there should be no restrictions on vehicle access to roads.
Issues with restrictions applying only to high polluting vehicle	Respondents felt that this option would have an adverse impact on those with low incomes, who wouldn't be able to afford lower emission vehicles, and that this would not be effective in reducing congestion in the long term as more vehicles become green.

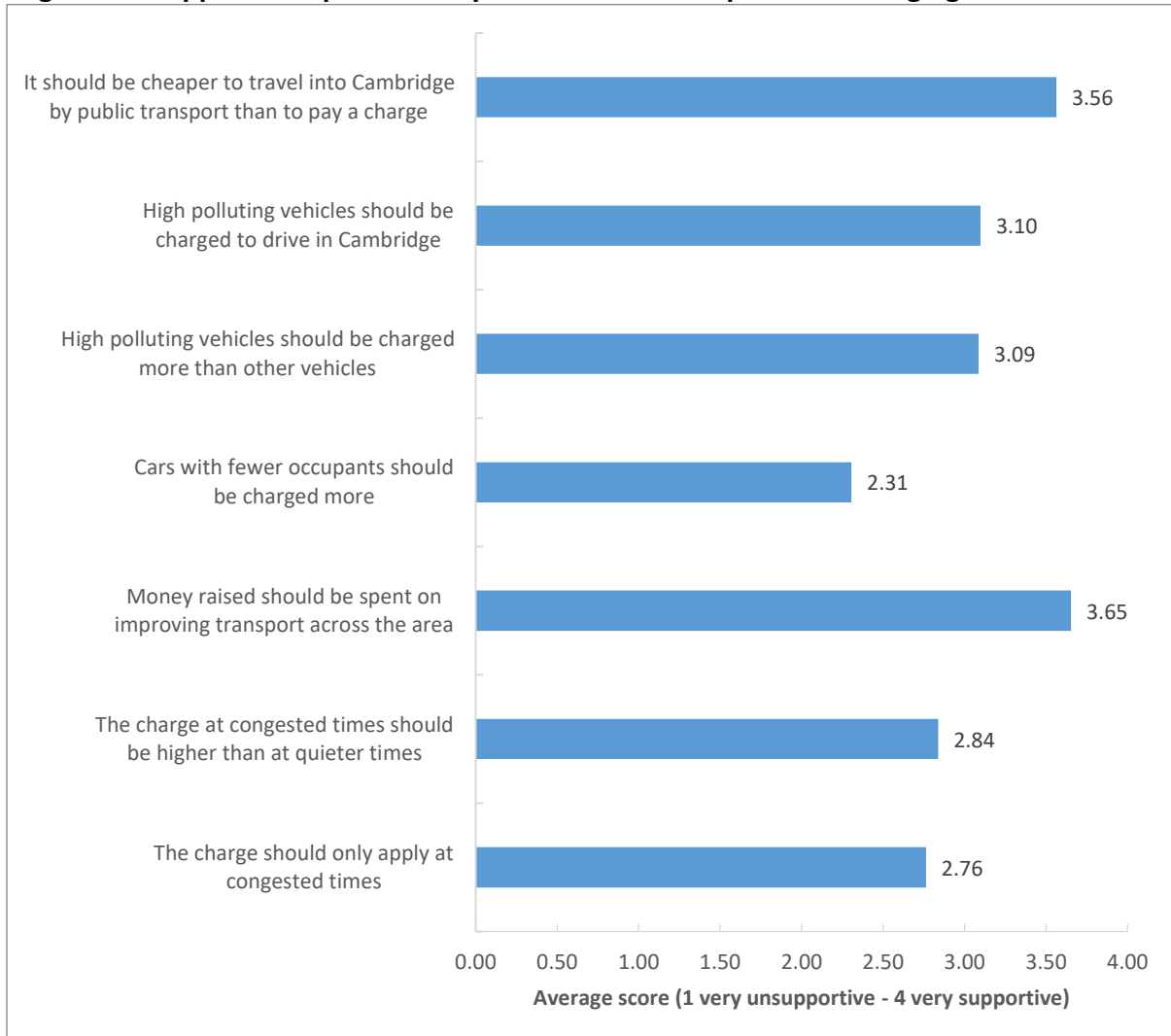
Cross tabulation of the qualitative themes by key group showed the following notable differences from the overall response:

- **Restriction of motor vehicles** emerged as a top five theme among respondents who travelled to work by bicycle, with support expressed for increasing the number of Cambridge streets which only allow access to pedestrians and cyclists. This was also a prominent theme amongst respondents who ranked physical restrictions as their first choice funding idea in question 12.
- **Taxi restrictions** emerged as a top five theme for the 'travel to work internally' and 'travel to work cyclist' groups. Respondents felt that any restrictions on private vehicles should also apply to taxis. Taxi restrictions were also a key theme amongst respondents who ranked physical restrictions as their first choice funding idea in question 12.
- **Accessibility** emerged as a key theme for 'travel to work public transport users' and those 'travelling for other journeys'. Respondents expressed concerns about the potential impact on people with disabilities as well as the elderly, with recommendations made for restrictions to have suitable exemptions.

A system of flexible or pollution charging

5,083 respondents answered the question about the extent to which respondents were supportive or unsupportive of certain statements, if a system of flexible or pollution charging was introduced. Based on these responses a scale was produced from 1 (very unsupportive) to 4 (very supportive) and the average scores for each statement are displayed in figure 29 (any score above 2 indicates overall average levels of support).

Figure 29: Support for options if a system of flexible or pollution charging was introduced

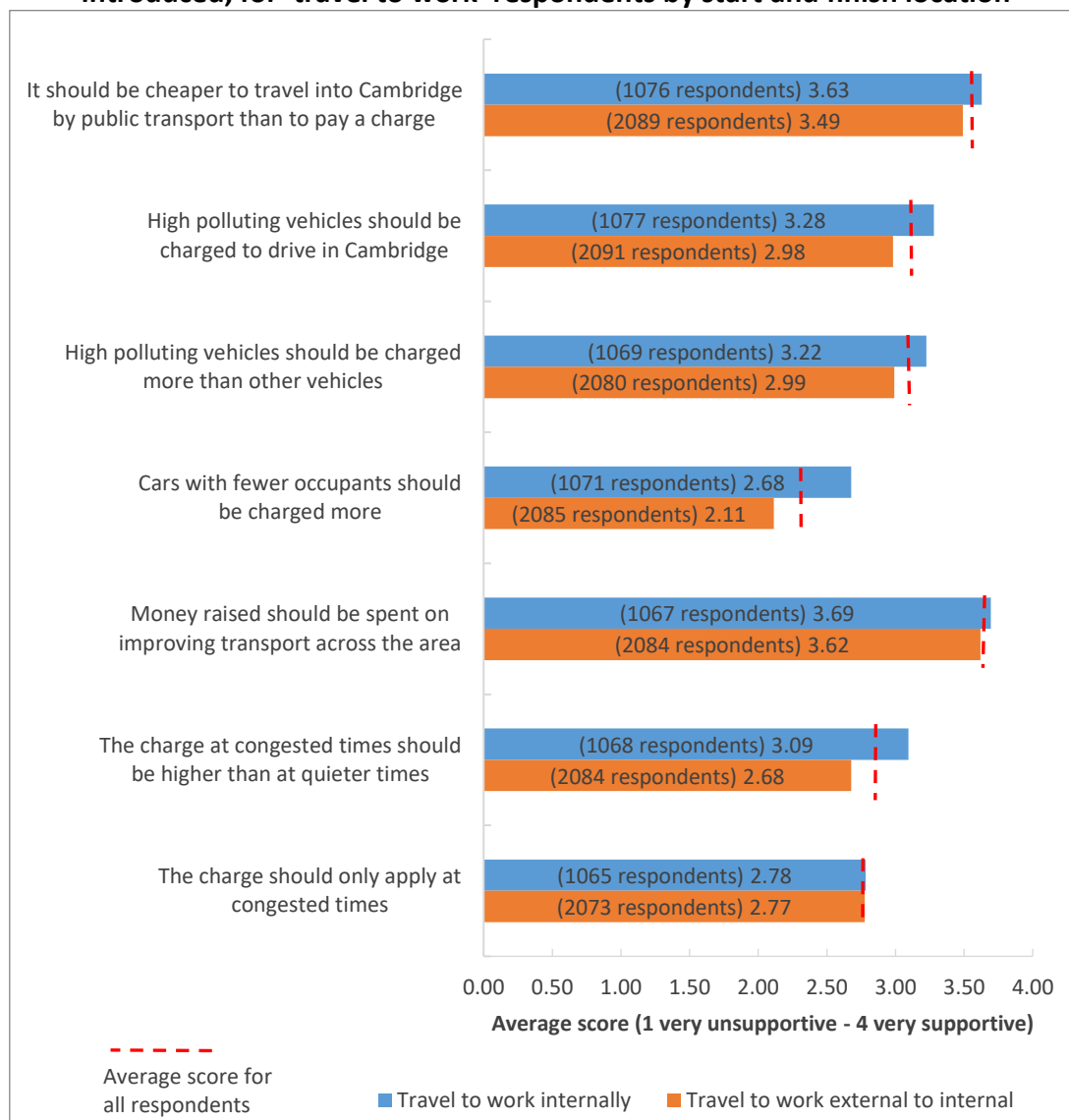


- The statements with the highest average score of support were:
 - 'Money raised should be spent on improving transport across the area' (3.65)
 - 'It should be cheaper to travel into Cambridge by public transport than to pay a charge' (3.56)
 - 'High polluting vehicles should be charged to drive in Cambridge' (3.10)
 - 'High polluting vehicles should be charged more than other vehicles' (3.09).

Flexible or pollution charging – variation by key group

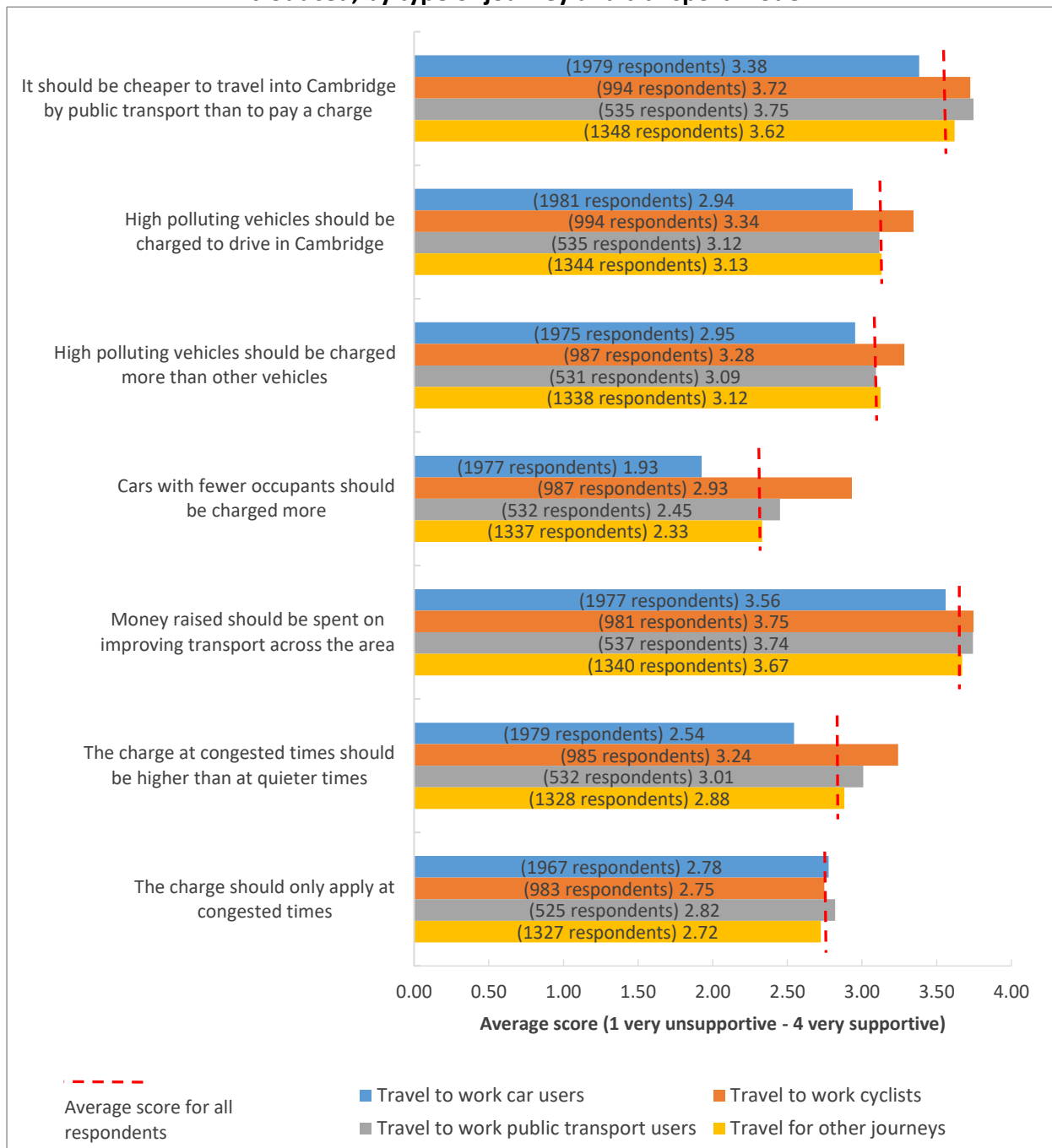
The average score of support was cross-tabulated by the six key groups, the results are presented in figure 30 and figure 31. The average score of support for all respondents is marked on the charts with a dashed red line to allow visual comparisons to be made.

Figure 30: Average score of support for options if flexible or pollution charging was introduced, for ‘travel to work’ respondents by start and finish location



- Compared to the overall response, respondents travelling within Cambridge were more supportive of the options that ‘cars with fewer occupants should be charged more’ (average support score of 2.68) and ‘the charge at congested times should be higher than at quieter times’ (average support score of 3.09).
- In contrast, respondents travelling into Cambridge were less supportive of these options, with an average score of 2.11 for ‘cars with few occupants should be charged more’ and 2.68 for ‘the charge at congested times should be higher than at quieter times’, both lower than levels of support for respondents as a whole.

Figure 31: Average score of support for options if flexible or pollution charging was introduced, by type of journey and transport mode



- Compared to the overall response, respondents travelling to work by bicycle were more supportive of the options that ‘cars with few occupants should be charged more’ (average support score of 2.93) and ‘the charge at congested times should be higher than at quieter times’ (average support score of 3.24).
- Respondents travelling to work by car had contrasting views about these options with an average score of 1.93 for ‘cars with few occupants should be charged more’ compared to 2.31 for all respondents and 2.54 for ‘the charge at congested times should be higher than at quieter times’ compared to 2.84 for all respondents.

Respondents were asked if they had any comments to make about flexible or pollution charging. A total of 1,292 respondents left comments on this question.

Comment theme	Respondent comments
Improve public transport	Respondents felt that improvements to public transport would need to be actioned before restrictions came into place, as alternatives were not currently felt to be viable. There was particular concern that without a reduction in the cost of public transport fares, those on low incomes would be adversely effected.
Pollution charge concerns relating to fairness and potential efficacy in tackling congestion	Respondents felt that pollution charging would not reduce congestion, particularly in the long term due to the introduction of greener vehicles. Respondents also felt that this option would have an adverse impact on those with low incomes, who wouldn't be able to afford lower emission vehicles.
Impact on those with low incomes	Respondents were concerned that these charges would have a negative impact on those with low incomes, particularly without more affordable forms of public transport availability.
No charges	Respondents felt that charges should not be introduced as alternatives to driving were not accessibly or viable enough.
Issues with peak time/congestion charges	Respondents felt that only charging during peak times/congestion would result in confusion, cause congestion issues at other times of day and adversely affect those who had no other option than travelling during those times due to childcare/inflexible working.

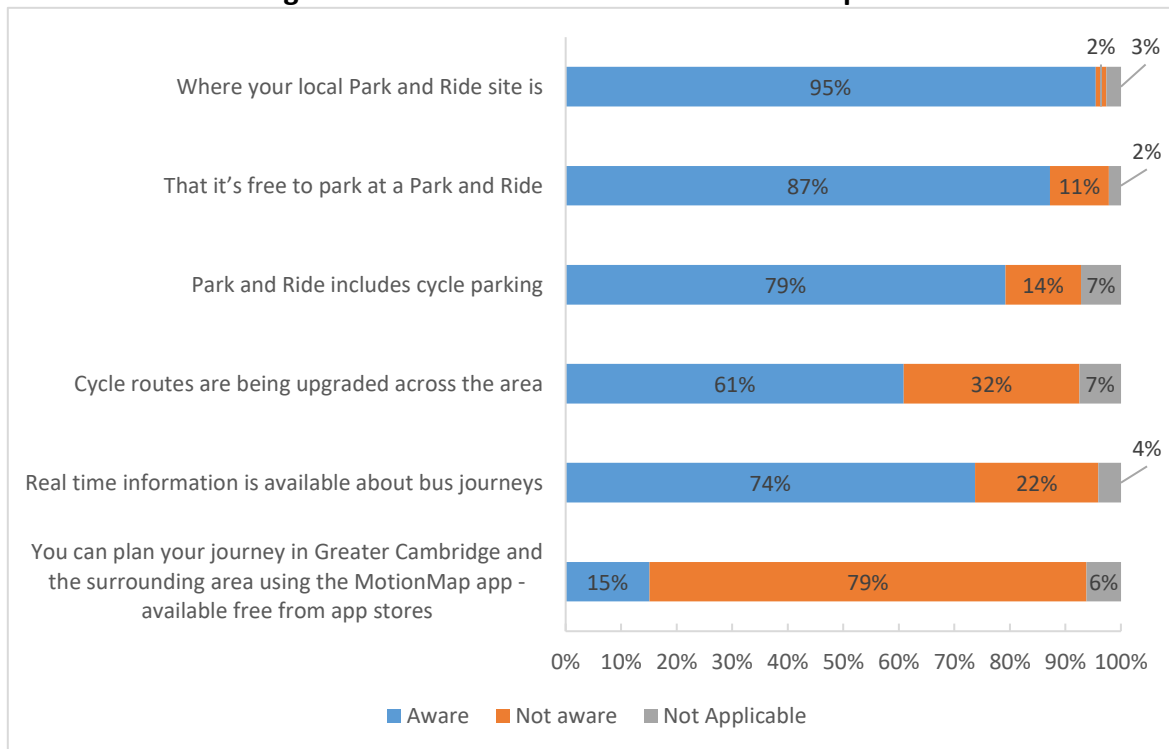
Cross tabulation of the qualitative themes by key group showed broadly similar patterns across all groups. **Pollution charge concerns** was the most discussed theme for respondents who travelled to work internally, travelled to work by bicycle or travelled for other journeys.

JOURNEYS BY CAR

Awareness of current 'other' travel options

2,618 car drivers answered the question about their awareness of other travel options.

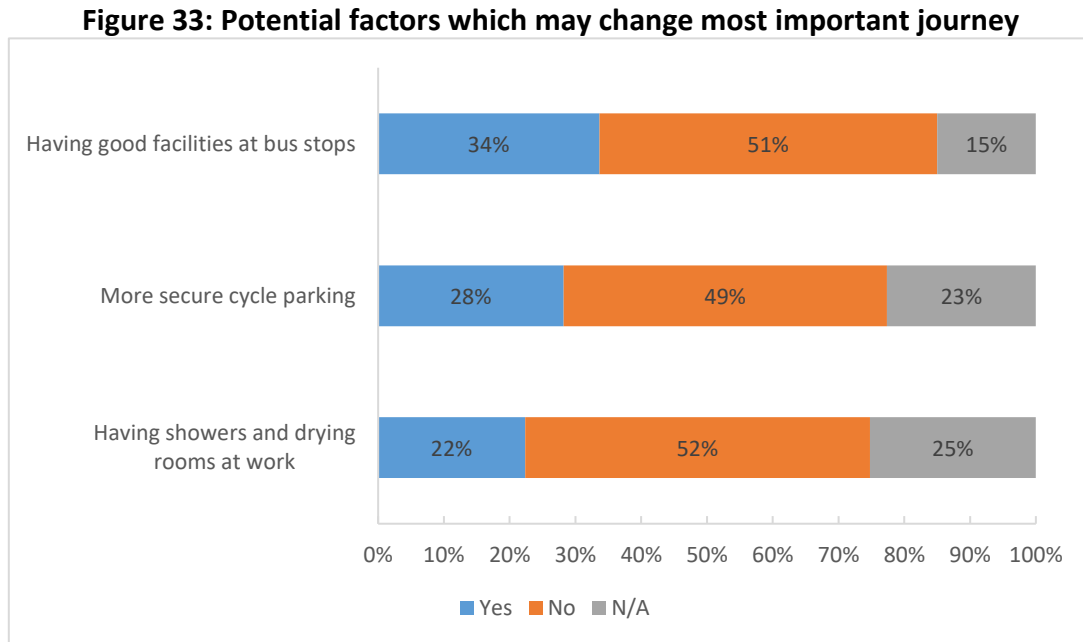
Figure 32: Car driver's awareness of travel options



- The majority of respondents were **aware** of:
 - 'Where your local Park and Ride site is' (95%)
 - 'That it's free to park at a Park and Ride' (87%)
 - 'Park and Ride includes cycle parking' (79%)
 - 'Real time information is available about bus journeys' (74%)
 - 'Cycle routes are being upgraded across the area' (61%).
- The majority of respondents were **not aware** of:
 - 'You can plan your journey in Greater Cambridge and the surrounding area using the MotionMap app' (79%).

Factors which may change respondent's most important journey

2,611 car drivers answered the question whether specific factors would change the way they made their most important journey.



- Around half of respondents indicated that these factors **would not** change the way they made their journey:
 - 'Having showers and drying rooms at work' (52%)
 - 'Having good facilities at bus stops' (51%)
 - 'More secure cycle parking' (49%).
- 'Having good facilities at bus stops' was the factor most likely to influence travel, with just over a third (34%) of respondents indicating that it would change the way they made their journey.

Car Drivers were subsequently asked whether any other measures would help them to make their journey another way. A total of 2,120 respondents left comments on this question, with the most common themes in responses being public transport provision, cycling infrastructure and facilities, and the cost and reliability of public transport.

Comment theme	Respondent comments
Increased public transport provision	Respondents primarily felt that public transport provision needed to be enhanced with more frequent services, wider operating hours, connections to currently unserved locations, more direct services (avoiding the need to make changes) and faster more reliable journey times.
Improved cycling infrastructure	Respondents discussed improved cycling infrastructure as a factor that could change journeys. Respondents felt that more safe cycle routes with suitable segregation from cars should be developed, including to locations outside of Cambridge. Respondents also felt some existing routes should be upgraded.
Cheaper public transport	Respondents felt that public transport fares needed to be reduced to make them more accessible. Some respondents felt that public transport needed to be cheaper than driving the equivalent.
Public transport reliability	Respondents felt that public transport needed to run to more reliable timetables.
Improved cycle facilities	Respondents felt that more changing rooms, shower facilities, rental locations and cycle parking should be available at key locations including workplaces.

All respondents were asked what they like, or might like, about making journeys without driving a car. A total of 3,271 respondents left comments on this question, with the top themes including leisure, environment, exercise or health benefits, alongside traffic avoidance and predictability of journey.

Rank by number of comments	Car Drivers	Non-Car drivers
1	<p>Leisure or work Respondents discussed being able to use commute time productively for working, studying or leisure activity such as reading and also the benefit of being more relaxing than driving.</p> <p>Respondents also discussed how non car journeys could facilitate post work leisure activities including drinking alcohol.</p>	<p>Predictability of journey Respondents discussed quicker and more predictable journeys, particularly for cycling.</p>
2	<p>Predictability of journey Respondents discussed quicker and more predictable journeys due to not being stuck in traffic.</p>	<p>Exercise/improvements to health Respondents discussed the health benefits of getting exercise by walking/cycling instead of driving.</p>
3	<p>Avoiding navigating traffic Respondents discussed the benefits of avoiding traffic related issues such as congestion and parking.</p>	<p>Avoiding navigating traffic Respondents discussed the benefits of avoiding traffic related issues such as congestion and parking.</p>
4	<p>Wellbeing Respondents felt that non-car journeys would be less stressful. Some respondents commented on the benefits of being outside and getting fresh air.</p>	<p>Wellbeing Respondents mostly commented on the lower stress levels associated with non-car journeys.</p>
5	<p>Exercise/improvements to health Respondents discussed the health benefits of getting exercise by walking/cycling instead of driving.</p>	<p>Environmental Respondents discussed the environmental benefits non-car journeys, particularly reducing pollution.</p>

SOCIAL MEDIA AND EVENTS

Responses were received regarding the engagement from 106 individuals through email, phone, social media platforms such as Facebook and Twitter, and letters. Summarised comments received during events which were held as part of the engagement have also been included in this analysis.

Comment theme	Respondent comments
Improve public transport	Respondents felt that public transport needed to be improved to encourage usage. Suggested areas of improvement included: cheaper fares, increased capacity, improved reliability, an increase in services (including more Park & Ride provision), more connections between services and more green public transport solutions.
Funding	Mixed views were expressed in relation to congestion/pollution charging with some respondents supporting the idea whilst others felt that charges were punitive without necessarily solving the issues.
Cycling infrastructure	Respondents suggested that more safe cycleways would be helpful.
Air quality	Respondents raised concerns about current air quality in Cambridge and the impact on health.
Village connections	Respondents discussed the need for public transport solutions to link outer villages to the Cambridge transport network.

STAKEHOLDERS

Responses were received on behalf of 13 different groups and organisations.

Huntingdonshire District Council	Coulson Building Group
Cambridge Dancers Club	Cambridge Area Bus Users
Motorcycle Action Group	Cambridge Electric Transport Ltd
Trumpington's Residents' Association	ChYpPs (Children and Young People's Participation Service)
Harston Residents	Environment & Planning Sub-Committee of the Colleges' Bursars' Committee
University of Cambridge	
Imperial War Museum Duxford	
Clarendon Street Veterinary Surgery	

The following is a very brief summary of the common themes expressed through this correspondence; it should be noted that stakeholder responses can contradict each other therefore we've made no reference to the relative merit or otherwise of the information received. Full content of submissions will made be available to the GPC Board.

Comment theme	Respondent comments
Improvements to public transport	Stakeholders expressed support for the idea of improving public transport, particularly making it more reliable, more affordable and introducing new services including links to outer villages to provide connections between homes and work.
Air quality	Stakeholders raised concerns about current air quality and expressed support for measures to improve the situation.
Parking controls	Most stakeholders supported the idea of reducing the number of free or cheap parking spaces, as long as there were sufficient alternative transport options in place.
Cycling infrastructure	Stakeholders indicated support for the enhancements of cycling infrastructure in Cambridge through more cycleways and secure cycle parking.
Single ticketing	Stakeholders felt that there was a need for a single ticketing system for all transport options throughout the Cambridge area.
Physical restrictions	Most stakeholders raised concerns about access and the displacement of congestion that may occur as a result of physical restrictions being introduction.

APPENDIX 1

Respondent type		Number of respondents	% of total respondents
Total respondents:		5144	100.00%
Gender:			
	Male	2348	45.65%
	Female	2488	48.37%
	Other	22	0.43%
	Prefer not to say	205	3.99%
	Total	5063	
Age range:			
	Under 18	63	1.24%
	18-24	297	5.83%
	25-34	1010	19.82%
	35-44	1177	23.09%
	45-54	1127	22.11%
	55-64	765	15.01%
	65-74	399	7.83%
	75 and above	97	1.90%
	Prefer not to say	162	3.18%
	Total	5097	
Employment status:			
	Working full-time	3630	70.57%
	Working part-time	634	12.33%
	Unemployed/seeking work	14	0.27%
	Retired	403	7.83%
	In education/student	216	4.20%
	A stay at home parent, carer or similar	58	1.13%
	Prefer not to say	93	1.81%
	Other	50	0.97%
	Total	5098	
Disability that influences travel decisions:			
	Yes	346	6.73%
	No	4497	87.42%
	Prefer not to say	226	4.39%
	Total	5069	

Postcode District	Number of respondents	% of total respondents
CB1	684	13.30%
CB4	503	9.78%
CB24	455	8.85%
CB23	387	7.52%
CB22	298	5.79%
CB2	276	5.37%
CB3	247	4.80%
CB6	237	4.61%
CB21	180	3.50%
CB25	162	3.15%
CB7	157	3.05%
SG8	132	2.57%
CB5	127	2.47%
CB9	114	2.22%
CB8	100	1.94%
PE28	90	1.75%
PE19	85	1.65%
PE27	78	1.52%
PE16	39	0.76%
PE29	37	0.72%
IP28	34	0.66%
CB10	30	0.58%
SG19	27	0.52%
PE38	22	0.43%
IP33	21	0.41%
CM23	20	0.39%
CB11	20	0.39%
PE15	20	0.39%
PE7	11	0.21%
SG6	11	0.21%
PE30	10	0.19%
SG7	9	0.17%
CO10	9	0.17%
IP32	9	0.17%
IP24	9	0.17%
SG4	8	0.16%
IP29	8	0.16%
IP30	7	0.14%
MK41	7	0.14%
PE26	7	0.14%
IP14	7	0.14%

SG18	7	0.14%
IP31	6	0.12%
IP27	5	0.10%
NR17	5	0.10%
CM22	5	0.10%
PE33	5	0.10%
SG5	4	0.08%
MK45	4	0.08%
SG1	4	0.08%
SG2	4	0.08%
CM7	4	0.08%
CM6	4	0.08%
PE13	4	0.08%
IP26	4	0.08%
SG9	4	0.08%
MK43	3	0.06%
PE4	3	0.06%
CO9	3	0.06%
MK42	3	0.06%
CM2	3	0.06%
IP6	3	0.06%
PE14	3	0.06%
NN10	3	0.06%
CM24	3	0.06%
NN9	3	0.06%
MK40	3	0.06%
AL6	2	0.04%
NR13	2	0.04%
CM3	2	0.04%
CM16	2	0.04%
NR18	2	0.04%
CM1	2	0.04%
CM20	2	0.04%
PE2	2	0.04%
NR9	2	0.04%
WD17	2	0.04%
MK44	2	0.04%
AL3	2	0.04%
PE8	2	0.04%
EN8	2	0.04%
PE12	2	0.04%
PE3	2	0.04%
SG15	2	0.04%

SG12	2	0.04%
IP1	2	0.04%
PE9	2	0.04%
IP21	2	0.04%
NR1	2	0.04%
PE32	2	0.04%
IP23	2	0.04%
CM17	2	0.04%
NR7	2	0.04%
PE34	1	0.02%
SW20	1	0.02%
NR19	1	0.02%
OX11	1	0.02%
SE16	1	0.02%
PE31	1	0.02%
SW18	1	0.02%
OX13	1	0.02%
TF2	1	0.02%
NG23	1	0.02%
W10	1	0.02%
N15	1	0.02%
N79	1	0.02%
E35	1	0.02%
AL9	1	0.02%
NR21	1	0.02%
CO4	1	0.02%
BA14	1	0.02%
RM12	1	0.02%
SN25	1	0.02%
SE1	1	0.02%
AL8	1	0.02%
CO3	1	0.02%
N19	1	0.02%
LU3	1	0.02%
NG2	1	0.02%
IG7	1	0.02%
E17	1	0.02%

E15	1	0.02%
TN12	1	0.02%
NR4	1	0.02%
SW6	1	0.02%
NW1	1	0.02%
SL2	1	0.02%
LU5	1	0.02%
IG10	1	0.02%
NR25	1	0.02%
SW13	1	0.02%
NN16	1	0.02%
LU6	1	0.02%
NW4	1	0.02%
SG14	1	0.02%
CM21	1	0.02%
CM5	1	0.02%
B61	1	0.02%
IP22	1	0.02%
EN3	1	0.02%
NR2	1	0.02%
LU7	1	0.02%
E11	1	0.02%
SW12	1	0.02%
MK7	1	0.02%
DE22	1	0.02%
PE6	1	0.02%
CM19	1	0.02%
EN10	1	0.02%
SW8	1	0.02%
AL1	1	0.02%
AL7	1	0.02%
LU2	1	0.02%
SS6	1	0.02%
CO7	1	0.02%
No postcode district	234	4.55%

Journey type

Response	Number of respondents	% of total respondents
Travel to work	3757	73%
Travel to school	286	6%
Driving for work	133	3%
Travel to go shopping	704	14%
Travel to hospital	74	1%
Other	177	3%

Combining journey

Response	Number of respondents	% of total respondents
No	2514	49%
Tacking children to school	678	13%
Onward travel for work	605	12%
Travel to go shopping	1436	28%
Travel to hospital	562	11%
Other	220	4%

Journey start and end point

Coded journey start and end point	Number of respondents	% of respondents who answered
Internally within Cambridge	1566	32%
Internally to externally	228	5%
Externally to internally	2678	55%
Externally to externally	382	8%

Outward journey time

Response	Number of respondents	% of total respondents
Before 7am	473	9%
7am-8am	1517	29%
8am-9am	1746	34%
9am-10am	719	14%
10am - 12 Midday	401	8%
12 Midday- 3pm	115	2%
3pm-4pm	34	1%
4pm-5pm	16	0%
5pm-6pm	31	1%
After 6pm	47	1%

Inward journey time

Response	Number of respondents	% of total respondents
Before 7am	8	0%
7am-8am	5	0%
8am-9am	21	0%
9am-10am	14	0%
10am - 12 Midday	87	2%
12 Midday- 3pm	370	7%
3pm-4pm	516	10%
4pm-5pm	1084	21%
5pm-6pm	1874	36%
After 6pm	1040	20%

Flexibility in journey time

Response	Number of respondents	% of total respondents
Yes, I can leave earlier	2148	42%
Yes, I can leave later	1783	35%
Yes, I have the option to work from home	1020	20%
No, I always have to travel at this time	2113	41%
Other	400	8%

Mode of transport

Response	Number of respondents	% of total respondents
Car (as a lone driver)	2042	40%
Car (shared with other people)	587	11%
Guided bus	124	2%
Local bus service	332	6%
Park & Ride (bus)	105	2%
Park & Ride (cycle)	19	0%
Bicycle	1246	24%
Cargo bike	27	1%
Walking	186	4%
Train	315	6%
Motorbike	41	1%
Other motor vehicle	16	0%
Other	70	1%

Combination with other modes of transport

Combined mode	Number of respondents	% of total respondents
No other modes	3137	61%
Car (as a lone driver)	420	8%
Car (shared with other people)	245	5%
Motorbike	22	0%
Other motor vehicle	7	0%
Walking	552	11%
Bicycle	360	7%
Cargo bike	15	0%
Park & Ride (bus)	283	6%
Park & Ride (cycle)	97	2%
Guided bus	131	3%
Local bus service	238	5%
Train	204	4%
Other	90	2%

Q10: Importance of public transport network elements

Element	Average score (1 not important - 10 very important)	Number of respondents
A reliable service	9.7	5098
A faster service	8.5	5050
Accessible for all users	8.2	4997
A comfortable journey	7.5	5013
Cheaper fares	8.3	5008
Getting on and off close to home and work	8.6	5063
Using the same ticket across the public transport network	7.8	5036
Services have longer operating hours, including at weekends	8.1	5033
A frequent service	9.3	5048
Service uses low or zero emission vehicles	7.5	5032
Having accurate live information on vehicle arrivals and departures	8.7	5068

Q11: Extent to which supportive of the vision to improve public transport

	Very supportive		Supportive		Not sure		Unsupportive		Very Unsupportive		Total
Total	2483	48.8%	1674	32.9%	308	6.1%	287	5.6%	334	6.6%	5087
Travel to work internally	594	55.2%	314	29.2%	59	5.5%	53	4.9%	56	5.2%	1077
Travel to work external to internal	874	41.6%	758	36.1%	154	7.3%	141	6.7%	173	8.2%	2101
Travel to work car users	714	35.9%	745	37.4%	159	8.0%	166	8.3%	206	10.4%	1991
Travel to work cyclists	627	63.0%	269	27.0%	46	4.6%	31	3.1%	22	2.2%	996
Travel to work public transport users	301	56.2%	176	32.8%	28	5.2%	18	3.4%	13	2.4%	537
Travel for other journeys	751	55.1%	413	30.3%	64	4.7%	56	4.1%	79	5.8%	1364

Q12: Ranking of funding ideas

Ranking	Introducing a workplace parking levy (WPL)	Introducing a flexible charge to drive at the busiest times	Introducing a pollution charge	Increasing parking charges	Introducing physical restrictions	Other – please specify below
First	767	870	1094	388	756	982
	14.9%	16.9%	21.3%	7.5%	14.7%	19.1%
Second	701	1005	1155	639	897	196
	13.6%	19.5%	22.5%	12.4%	17.4%	3.8%
Third	752	833	992	954	828	157
	14.6%	16.2%	19.3%	18.5%	16.1%	3.1%
Fourth	807	817	788	1049	838	130
	15.7%	15.9%	15.3%	20.4%	16.3%	2.5%
Fifth	953	729	389	1061	878	161
	18.5%	14.2%	7.6%	20.6%	17.1%	3.1%
Sixth	501	189	87	284	194	585
	9.7%	3.7%	1.7%	5.5%	3.8%	11.4%
Did not rank	663	701	639	769	753	2933
	12.9%	13.6%	12.4%	14.9%	14.6%	57.0%
Total	5144	5144	5144	5144	5144	5144

Q12: Ranking of funding ideas – Travel to work internally respondents

Ranking	Introducing a workplace parking levy (WPL)	Introducing a flexible charge to drive at the busiest times	Introducing a pollution charge	Increasing parking charges	Introducing physical restrictions	Other – please specify below
First	150	218	271	75	174	159
	13.8%	20.1%	24.9%	6.9%	16.0%	14.6%
Second	151	227	278	127	174	44
	13.9%	20.9%	25.6%	11.7%	16.0%	4.0%
Third	182	191	199	208	172	35
	16.7%	17.6%	18.3%	19.1%	15.8%	3.2%
Fourth	222	154	143	241	188	22
	20.4%	14.2%	13.2%	22.2%	17.3%	2.0%
Fifth	198	135	84	265	205	34
	18.2%	12.4%	7.7%	24.4%	18.9%	3.1%
Sixth	73	40	17	45	59	154
	6.7%	3.7%	1.6%	4.1%	5.4%	14.2%
Did not rank	111	122	95	126	115	639
	10.2%	11.2%	8.7%	11.6%	10.6%	58.8%
Total	604	451	339	678	567	849

Q12: Ranking of funding ideas – Travel to work external to internal respondents

Ranking	Introducing a workplace parking levy (WPL)	Introducing a flexible charge to drive at the busiest times	Introducing a pollution charge	Increasing parking charges	Introducing physical restrictions	Other – please specify below
First	276	323	400	179	330	484
	13.0%	15.2%	18.8%	8.4%	15.5%	22.8%
Second	264	365	477	286	411	78
	12.4%	17.2%	22.4%	13.5%	19.3%	3.7%
Third	266	337	421	415	349	63
	12.5%	15.9%	19.8%	19.5%	16.4%	3.0%
Fourth	302	376	376	400	316	50
	14.2%	17.7%	17.7%	18.8%	14.9%	2.4%
Fifth	455	349	147	394	324	66
	21.4%	16.4%	6.9%	18.5%	15.2%	3.1%
Sixth	277	77	29	126	68	212
	13.0%	3.6%	1.4%	5.9%	3.2%	10.0%
Did not rank	285	298	275	325	327	1172
	13.4%	14.0%	12.9%	15.3%	15.4%	55.2%
Total	2126	2126	2126	2126	2126	2125

Q12: Ranking of funding ideas – Travel to work car drivers

	Introducing a workplace parking levy (WPL)	Introducing a flexible charge to drive at the busiest times	Introducing a pollution charge	Increasing parking charges	Introducing physical restrictions	Other – please specify below
First	236	262	357	210	300	515
	11.7%	13.0%	17.7%	10.4%	14.9%	25.6%
Second	225	316	409	316	399	89
	11.2%	15.7%	20.3%	15.7%	19.8%	4.4%
Third	241	306	403	395	319	61
	12.0%	15.2%	20.0%	19.6%	15.8%	3.0%
Fourth	272	374	375	346	280	50
	13.5%	18.6%	18.6%	17.2%	13.9%	2.5%
Fifth	450	367	139	314	284	49
	22.3%	18.2%	6.9%	15.6%	14.1%	2.4%
Sixth	290	78	35	101	83	158
	14.4%	3.9%	1.7%	5.0%	4.1%	7.8%
Did not rank	301	312	297	333	350	1093
	14.9%	15.5%	14.7%	16.5%	17.4%	54.2%

Q12: Ranking of funding ideas – Travel to work cyclists

	Introducing a workplace parking levy (WPL)	Introducing a flexible charge to drive at the busiest times	Introducing a pollution charge	Increasing parking charges	Introducing physical restrictions	Other – please specify below
First	130	218	271	48	190	121
	13.0%	21.8%	27.0%	4.8%	19.0%	12.1%
Second	169	232	266	103	148	33
	16.9%	23.2%	26.5%	10.3%	14.8%	3.3%
Third	173	198	189	191	153	34
	17.3%	19.8%	18.9%	19.1%	15.3%	3.4%
Fourth	218	132	124	246	181	22
	21.8%	13.2%	12.4%	24.6%	18.1%	2.2%
Fifth	178	119	76	272	202	30
	17.8%	11.9%	7.6%	27.1%	20.2%	3.0%
Sixth	62	22	17	46	52	171
	6.2%	2.2%	1.7%	4.6%	5.2%	17.1%
Did not rank	72	81	59	96	76	591
	7.2%	8.1%	5.9%	9.6%	7.6%	59.0%

Q12: Ranking of funding ideas – Travel to work public transport

	Introducing a workplace parking levy (WPL)	Introducing a flexible charge to drive at the busiest times	Introducing a pollution charge	Increasing parking charges	Introducing physical restrictions	Other – please specify below
First	96	115	121	36	73	75
	17.7%	21.2%	22.3%	6.6%	13.5%	13.8%
Second	68	121	147	46	95	14
	12.5%	22.3%	27.1%	8.5%	17.5%	2.6%
Third	92	80	92	106	99	16
	17.0%	14.8%	17.0%	19.6%	18.3%	3.0%
Fourth	91	87	82	120	87	12
	16.8%	16.1%	15.1%	22.1%	16.1%	2.2%
Fifth	100	59	40	131	115	22
	18.5%	10.9%	7.4%	24.2%	21.2%	4.1%
Sixth	35	23	7	36	11	81
	6.5%	4.2%	1.3%	6.6%	2.0%	14.9%
Did not rank	60	57	53	67	62	322
	11.1%	10.5%	9.8%	12.4%	11.4%	59.4%

Q12: Ranking of funding ideas – Travel for other journeys

	Introducing a workplace parking levy (WPL)	Introducing a flexible charge to drive at the busiest times	Introducing a pollution charge	Increasing parking charges	Introducing physical restrictions	Other – please specify below
First	269	246	293	79	168	240
	19.6%	17.9%	21.3%	5.7%	12.2%	17.5%
Second	218	300	294	139	212	50
	15.9%	21.8%	21.4%	10.1%	15.4%	3.6%
Third	216	221	263	228	220	40
	15.7%	16.1%	19.1%	16.6%	16.0%	2.9%
Fourth	195	187	180	305	250	40
	14.2%	13.6%	13.1%	22.2%	18.2%	2.9%
Fifth	192	153	117	297	249	52
	14.0%	11.1%	8.5%	21.6%	18.1%	3.8%
Sixth	89	56	27	88	47	155
	6.5%	4.1%	2.0%	6.4%	3.4%	11.3%
Did not rank	195	211	200	238	228	797
	14.2%	15.4%	14.6%	17.3%	16.6%	58.0%

Q13: Average scores of support if increases were made to parking charges

	It should be cheaper to travel into Cambridge by public transport than to drive in and park	Parking should be cheaper for low or zero emission vehicles	Businesses should be charged for providing car parking for staff (a WPL)	All additional money raised should be spent on improving transport across the area
Overall response	3.55	2.78	2.38	3.62
(Number of respondents)	5094	5080	5071	5073
Travel to work internally	3.65	2.82	2.57	3.64
(Number of respondents)	1077	1074	1079	1075
Travel to work external to internal	3.48	2.75	2.11	3.59
(Number of respondents)	2113	2105	2104	2106
Travel to work car users	3.37	2.73	1.98	3.52
(Number of respondents)	2004	1996	1998	1995
Travel to work cyclists	3.75	2.81	2.75	3.69
(Number of respondents)	997	994	994	993
Travel to work public transport users	3.75	2.88	2.47	3.73
(Number of respondents)	539	538	538	540
Travel for other journeys	3.56	2.81	2.67	3.67
(Number of respondents)	1353	1351	1340	1344

Q14: Average scores of support if changes were made to vehicle access

	Restrictions should just apply to private vehicles at busy times	Restrictions should apply to private vehicles at all times to prioritise other users	Essential private vehicle access to residential properties should be maintained	Restrictions should only apply to high polluting vehicles
Overall response	2.65	2.35	3.41	2.51
(Number of respondents)	5043	5035	5058	5048
Travel to work internally	2.78	2.58	3.48	2.40
(Number of respondents)	1068	1067	1074	1070
Travel to work external to internal	2.59	2.19	3.35	2.58
(Number of respondents)	2101	2087	2097	2095
Travel to work car users	2.47	2.02	3.36	2.66
(Number of respondents)	1992	1983	1988	1990
Travel to work cyclists	2.84	2.79	3.41	2.31
(Number of respondents)	986	983	992	985
Travel to work public transport users	2.99	2.60	3.47	2.43
(Number of respondents)	535	531	533	533
Travel for other journeys	2.64	2.39	3.45	2.45
(Number of respondents)	1330	1336	1343	1338

Q15: Average scores support if flexible/pollution charging was introduced

	It should be cheaper to travel into Cambridge by public transport than to pay a charge	High polluting vehicles should be charged to drive in Cambridge	High polluting vehicles should be charged more than other vehicles	Cars with fewer occupants should be charged more	Money raised should be spent on improving transport across the area	The charge at congested times should be higher than at quieter times	The charge should only apply at congested times
Overall response	3.56	3.10	3.09	2.31	3.65	2.84	2.76
(Number of respondents)	5055	5055	5031	5031	5034	5024	5002
Travel to work internally	3.63	3.28	3.22	2.68	3.69	3.09	2.78
(Number of respondents)	1076	1077	1069	1071	1067	1068	1065
Travel to work external to internal	3.49	2.98	2.99	2.11	3.62	2.68	2.77
(Number of respondents)	2089	2091	2080	2085	2084	2084	2073
Travel to work car users	3.38	2.94	2.95	1.93	3.56	2.54	2.78
(Number of respondents)	1979	1981	1975	1977	1977	1979	1967
Travel to work cyclists	3.72	3.34	3.28	2.93	3.75	3.24	2.75
(Number of respondents)	994	994	987	987	981	985	983
Travel to work public transport users	3.75	3.12	3.09	2.45	3.74	3.01	2.82
(Number of respondents)	535	535	531	532	537	532	525
Travel for other journeys	3.62	3.13	3.12	2.33	3.67	2.88	2.72
(Number of respondents)	1348	1344	1338	1337	1340	1328	1327

Q16: Awareness of 'other' transport options amongst car drivers

	Aware		Not aware		Not Applicable		Total
Where your local Park and Ride site is	2499	95.5%	50	1.9%	69	2.6%	2618
That it's free to park at a Park and Ride	2276	87.2%	277	10.6%	57	2.2%	2610
Park and Ride includes cycle parking	2062	79.2%	355	13.6%	187	7.2%	2604
Cycle routes are being upgraded across the area	1590	60.9%	826	31.6%	195	7.5%	2611
Real time information is available about bus journeys	1915	73.7%	578	22.2%	105	4.0%	2598
You can plan your journey in Greater Cambridge and the surrounding area using the MotionMap app - available free from app stores	393	15.1%	2050	78.7%	161	6.2%	2604

Q17: Factors which may change the way car drivers make their journey

	Yes		No		N/A		Total
Having showers and drying rooms at work	578	22.4%	1355	52.4%	652	25.2%	2585
More secure cycle parking	731	28.2%	1275	49.2%	587	22.6%	2593
Having good facilities at bus stops	871	33.7%	1329	51.4%	388	15.0%	2588