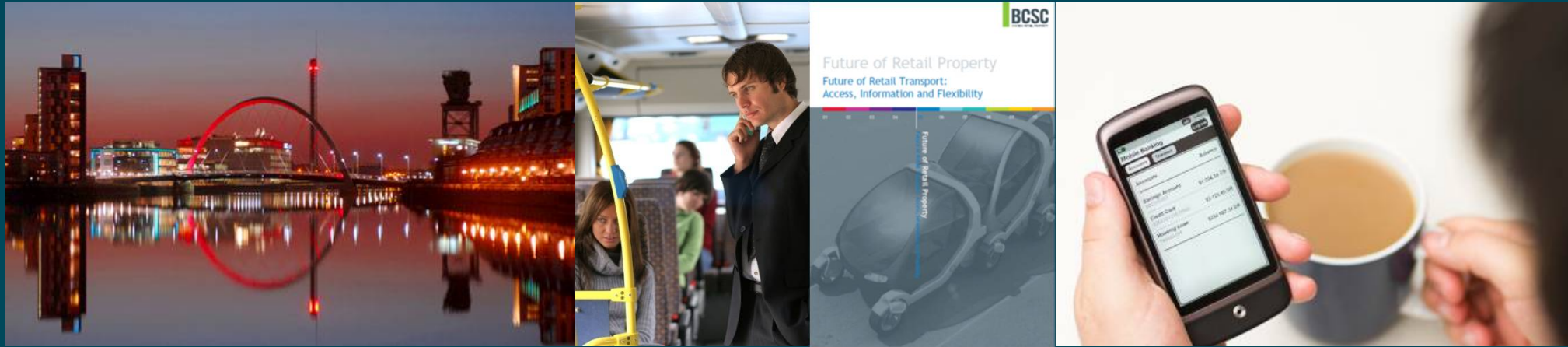


# Effective Sustainable Transport Design by Constructing Transport Markets More Socially



Derek Halden

DHC Loop Connections

[www.loopconnections.org.uk](http://www.loopconnections.org.uk)

# Organising Transport as a Derived Demand

- Planning accessibility to make connections
  - Identify what is of value
  - Manage incentives across sectors to reflect policy/social aims
  - Highly successful and popular with transport users (less with providers)
- Channelling diverse objectives into shared benefits
  - Design markets to follow the money
  - Invest in systems to deliver trust
  - Making rapid transport change more social

# Findings of 2006 STSG Funding Transport Review

[www.stsg.org](http://www.stsg.org)

Untapped opportunities to construct markets more socially

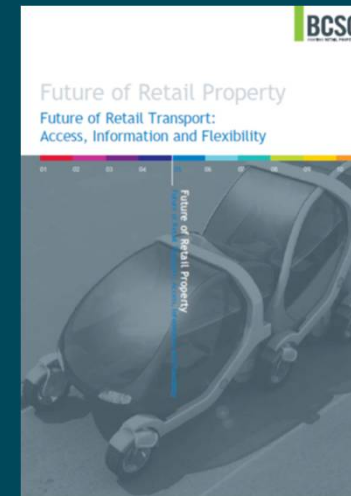
## Emergent Circular Economy

Environmental markets growing the transport economy such as recycling steel, aluminium, glass

## Untapped Opportunities

New markets for social insurance more democratically achievable than transport tax rises

**THE ENVIRONMENT  
THE EXCHANGE**  
[www.t2e.co.uk](http://www.t2e.co.uk)

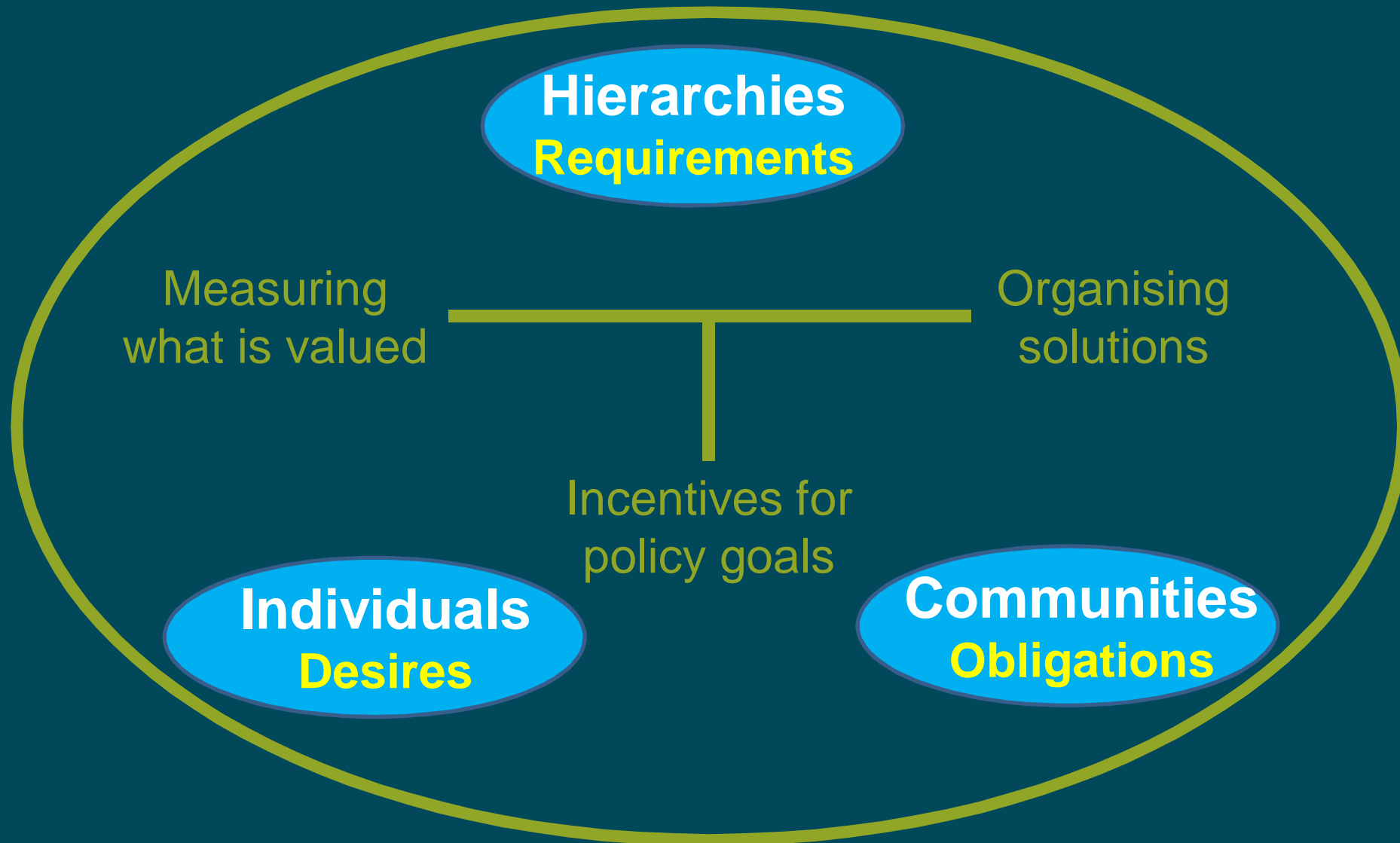


# 2014 How to Fund Better Transport Review

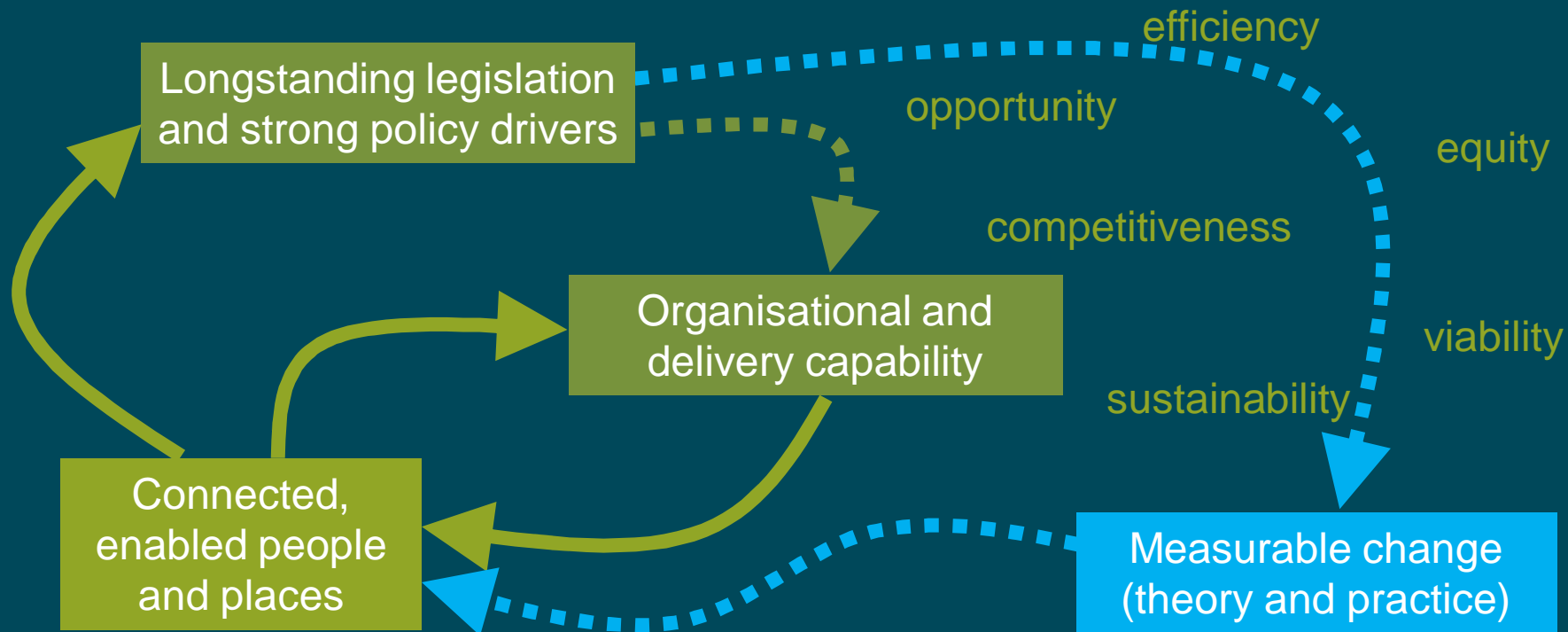
- Structural problem with transport business models
- Policy seeks economic, social and environmental goals, but outcomes are measured in terms of monetised travel demand
- Create new markets for desirable goals – air quality, land values, walking....



# Business Models that Motivate



# Resolving Transport – Mapping Policy and Organising Delivery



# 2017 – STSG Review of New Markets

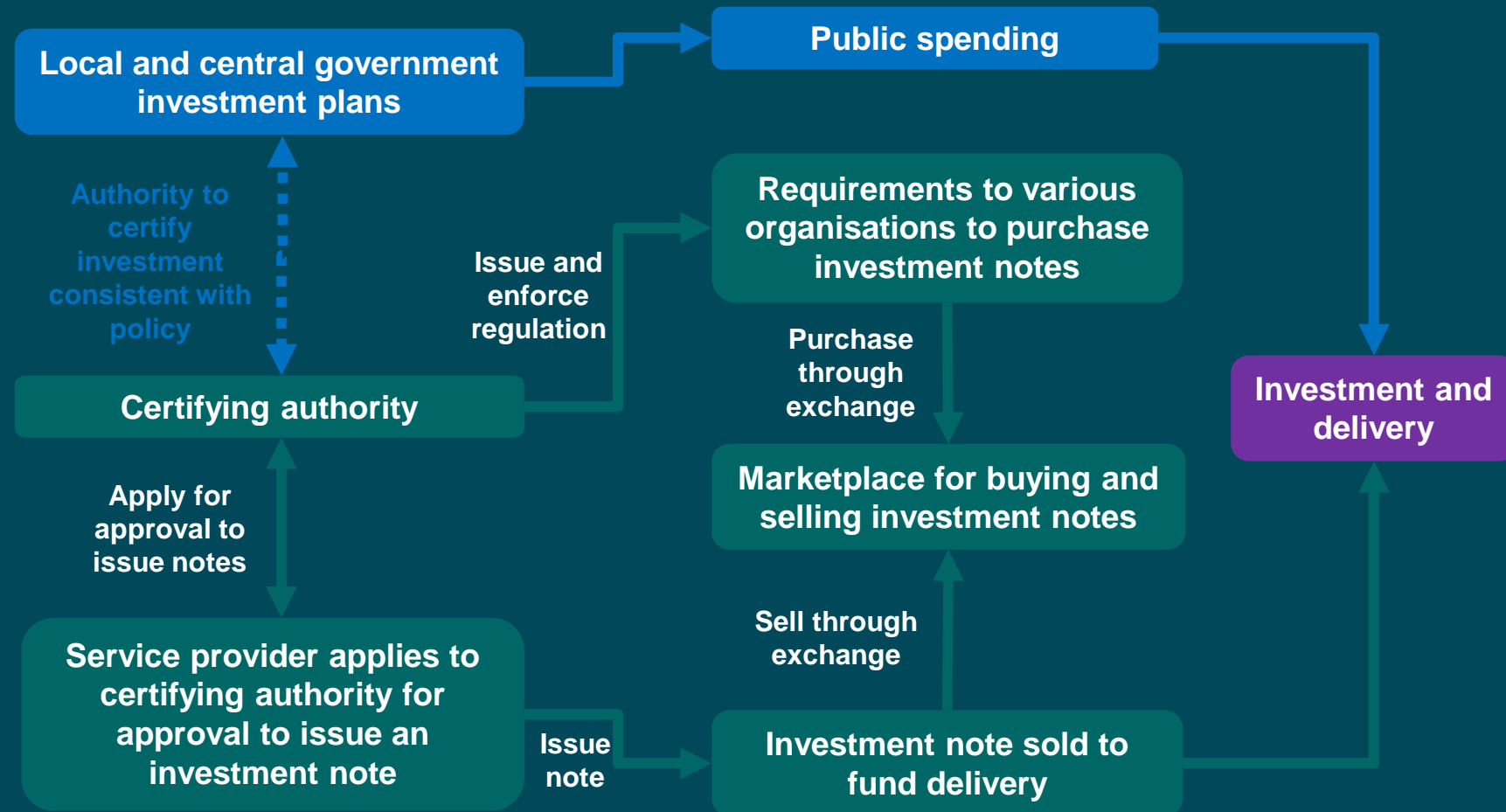
- Four potential short term markets possible
  - Managing travel demand
    - Cap and trade travel demand from each trip generator
  - Better air quality
    - Emission rights and responsibilities - local resources for local streets
  - Land value and transport
    - Land use travel demand credits related to land values
  - Devolution
    - More local management and maintenance
- All currently evident in shadow forms but not yet traded

# 6 Stakeholder Groups with Capacity to Deliver

- Transport authorities seeking new investment
- Insurance companies growing (social) markets
- Transport operators seeking reliable performance
- Technology companies integrating roads into connected systems
- Developers or large trip generators seeking to organise delivery of specific projects
- Communities wishing to invest in local streets as an asset in a community



# Enabling the New Markets



# Better Transport – Measured Socially

- Designation of roads and transport according to the potential for better performance
  - Guaranteed journey times and reliability
  - Footfall/walking levels
  - Better maintenance/road defects
  - Cleaner/air quality
  - Vehicle emissions/zero waste
  - Cheaper travel?

# Travel Demand – Organised Socially

- Rapid growth of pay as you go insurance policies
  - Box in insured car records travel by the car and charges the user according to the measured social goals
- Potential for a national tariff set by the transport authority to use roads by time of day and location retailed through existing insurance mechanisms



# Obligations for Trip Generation and Attraction – Managed Socially

- Obligations to purchase for trip generators and attractors
- Companies selling insurance and/or leasing/managing fleets of vehicles (including contract purchase agreements) could be required to purchase “demand management notes” based on the emission classification and number of vehicles their services cover

# Locally Managed Streets – Organised Socially

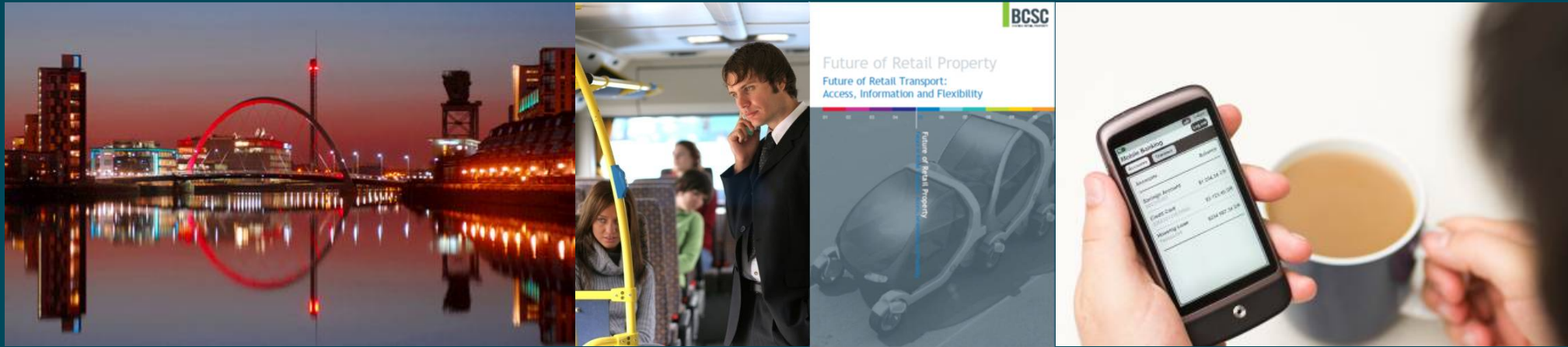
- Measure standards of quality and maintenance including ways of determining compliance



# Air Quality Improvement

- Local credits and caps based on function with trades designed to meet specified performance aims
  - Polluting operators required to buy credits from clean operators – e.g. replacing diesel with electric/hydrogen buses
  - Number plate recognition for registered vehicles using certain streets - buses, private hire, taxis, and coaches managed through a compulsory registration scheme

# Planning Sustainable Transport by Constructing Transport Markets More Socially



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