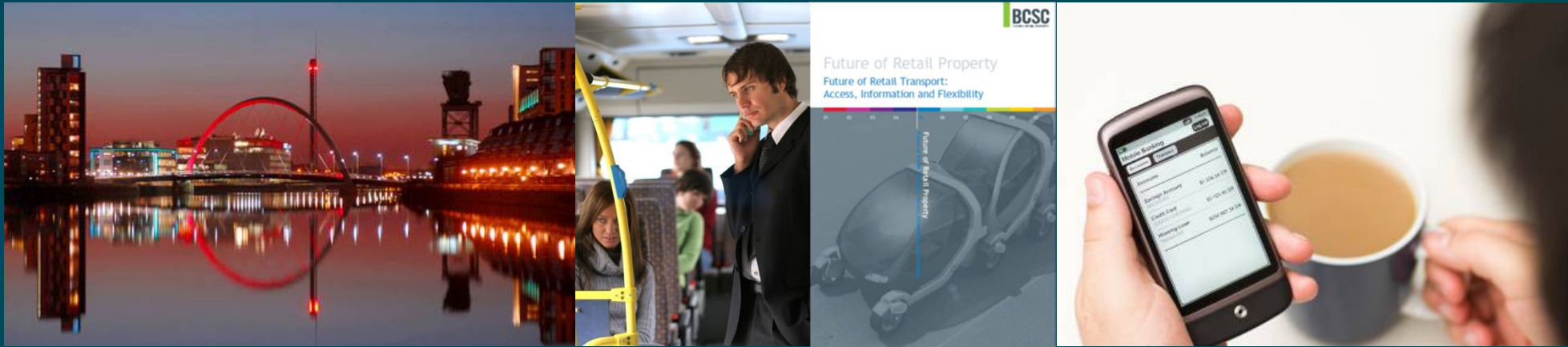


Effective Sustainable Transport Design by Constructing Transport Markets More Socially



Derek Halden

DHC Loop Connections

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

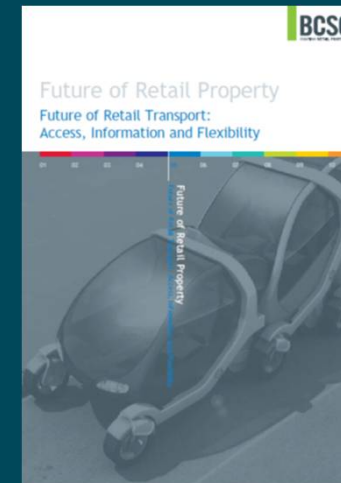
Untapped opportunities to construct markets more socially

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

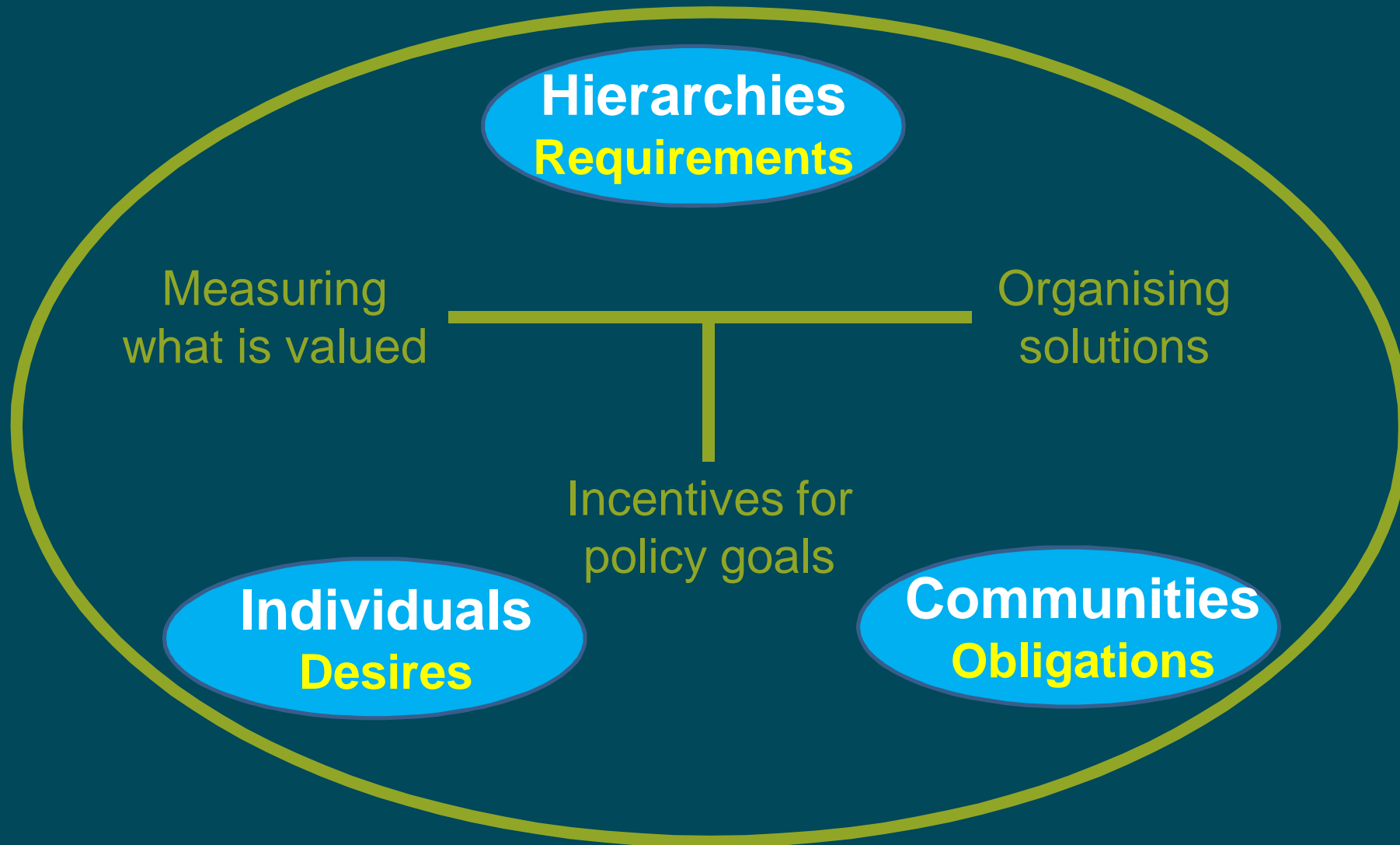


2014 How to Fund Better Transport Review

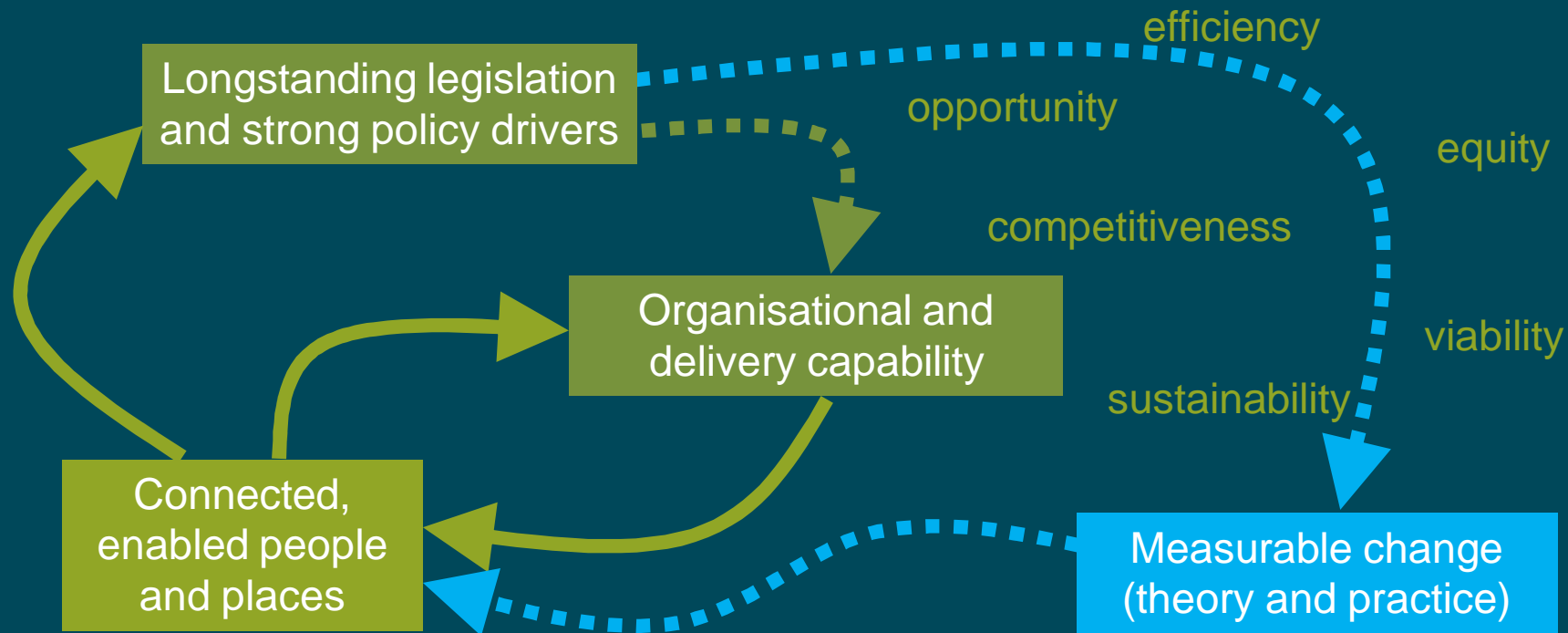
- Structural problem with transport business models
- Policy seeks economic, social and environmental goals, but outcomes are measured in terms of monetised travel demand
- Create new markets for desirable goals – air quality, land values, walking....



Business Models that Motivate



Resolving Transport – Mapping Policy and Organising Delivery



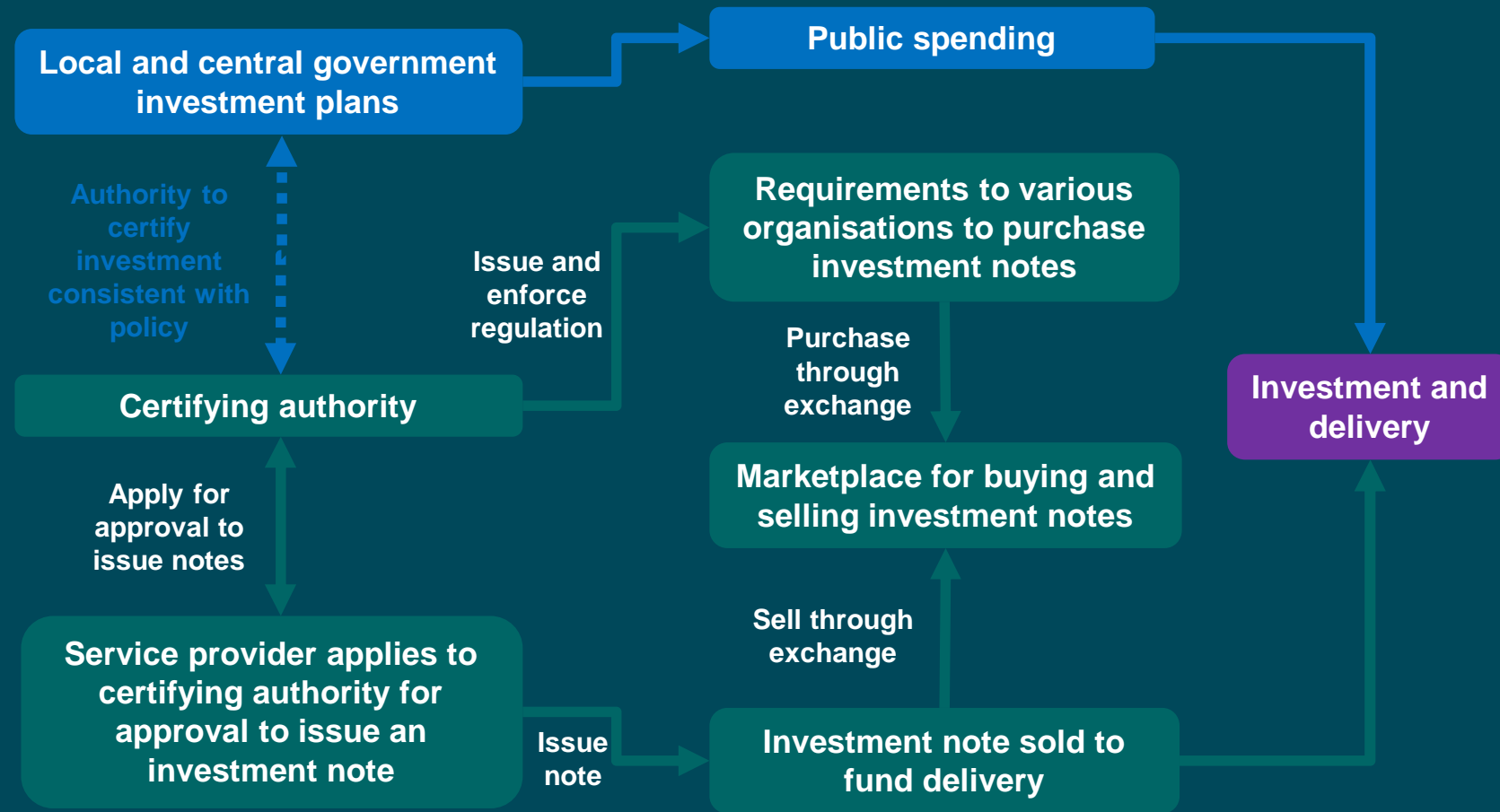
2017 – STSG Review of New Markets

- Circular business models for travel plans
 - Managing travel demand
 - Cap and trade travel demand from each trip generator
 - Land use travel demand credits related to land values
- Circular business models for travel management areas
 - Tradeable Access controls
 - Air quality management – tradeable emission rights

Performance Measured Socially

- Performance criteria, standards and social promises
 - Journey times and reliability
 - Footfall/walking levels
 - Air quality
 - Vehicle emissions
 - Cost of travel

Enabling the New Markets

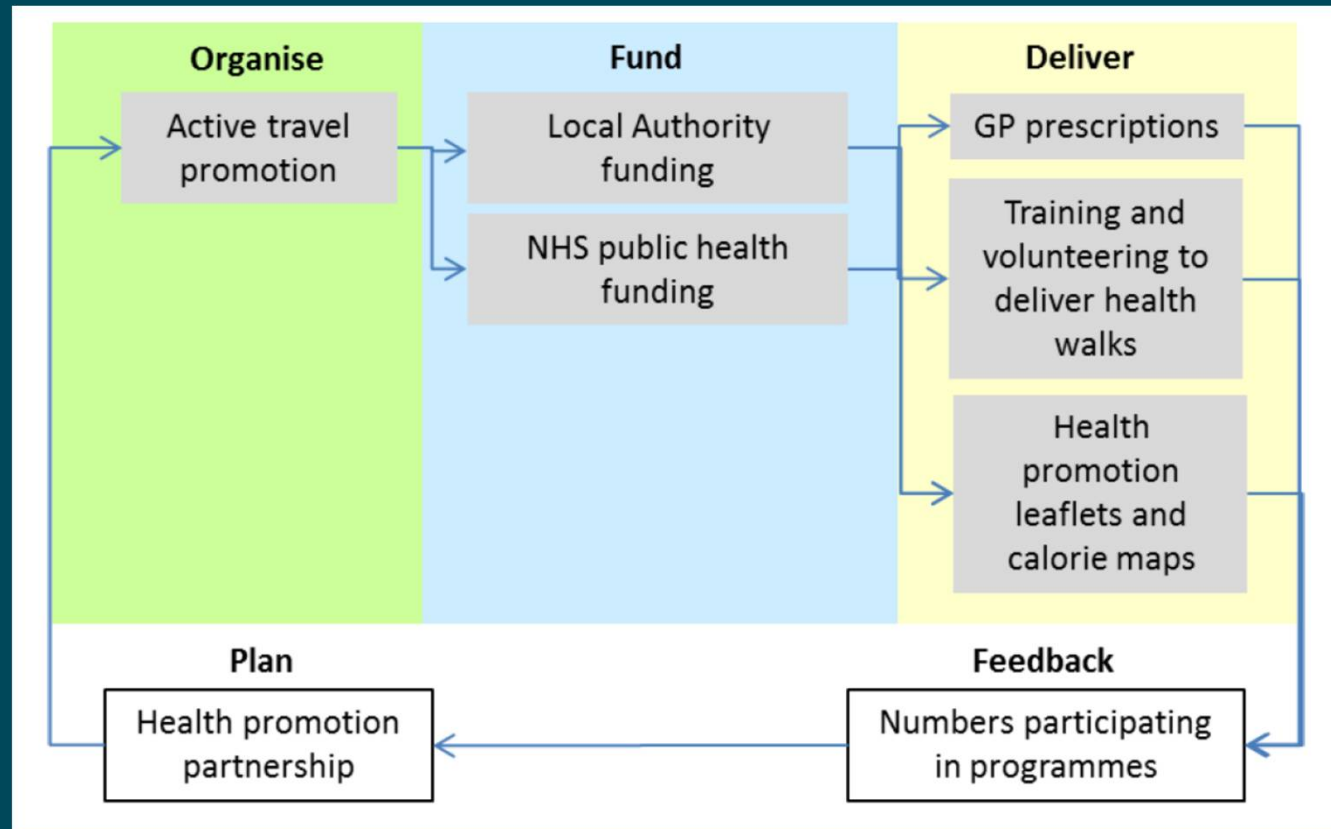


Sustainable Travel – Liability to Asset

From under-funded smarter choices to producer obligations and provider earning opportunities

What is the balance sheet for health services?

Obligations to purchase and opportunities to provide



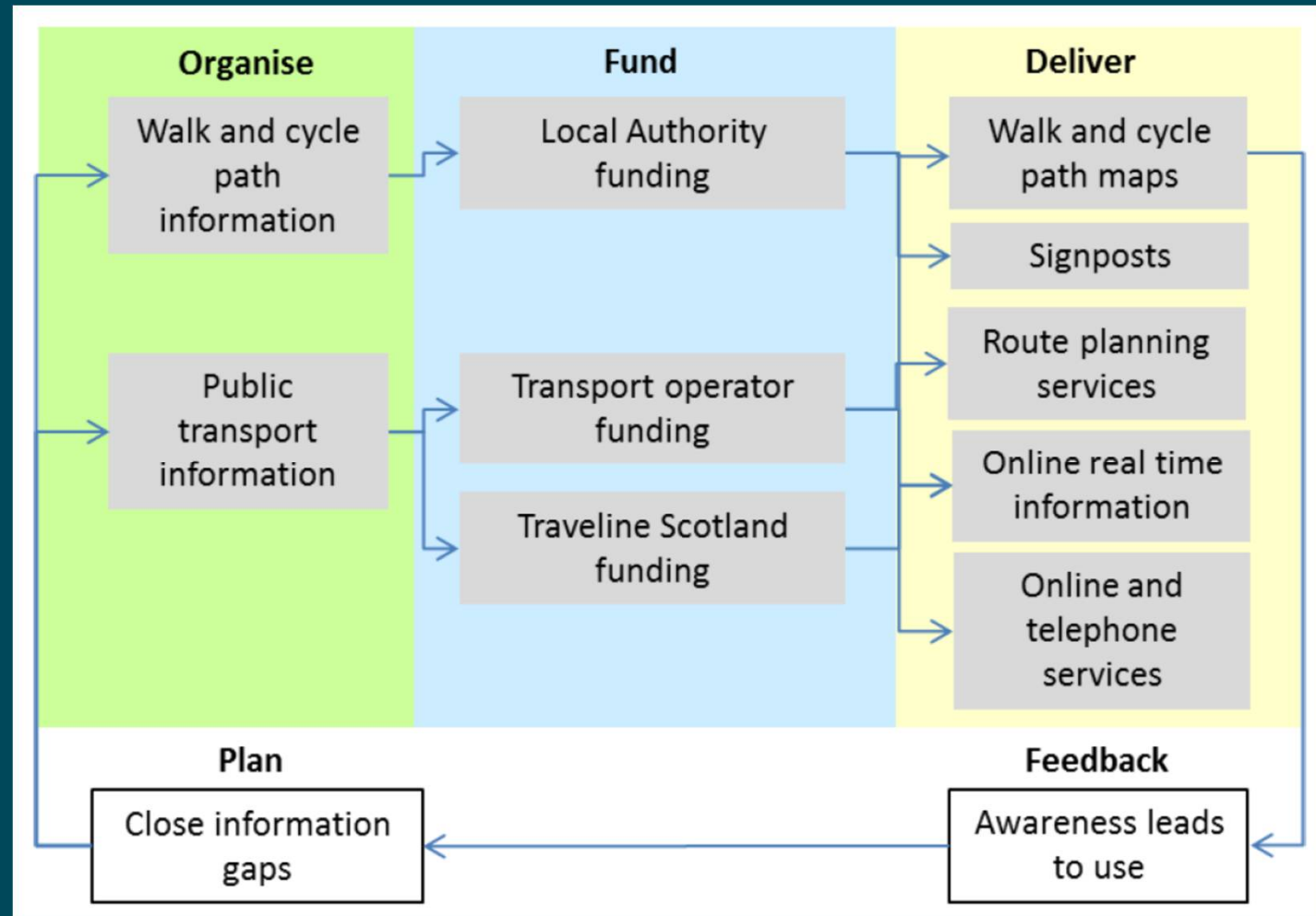
Pay as You Go Insurance – Organised Socially

- Managing tariff by time of day and location
- Retailers selling most social travel behaviour packages receive investment notes from those that sell less



Information – Managed Socially

Obligations to share



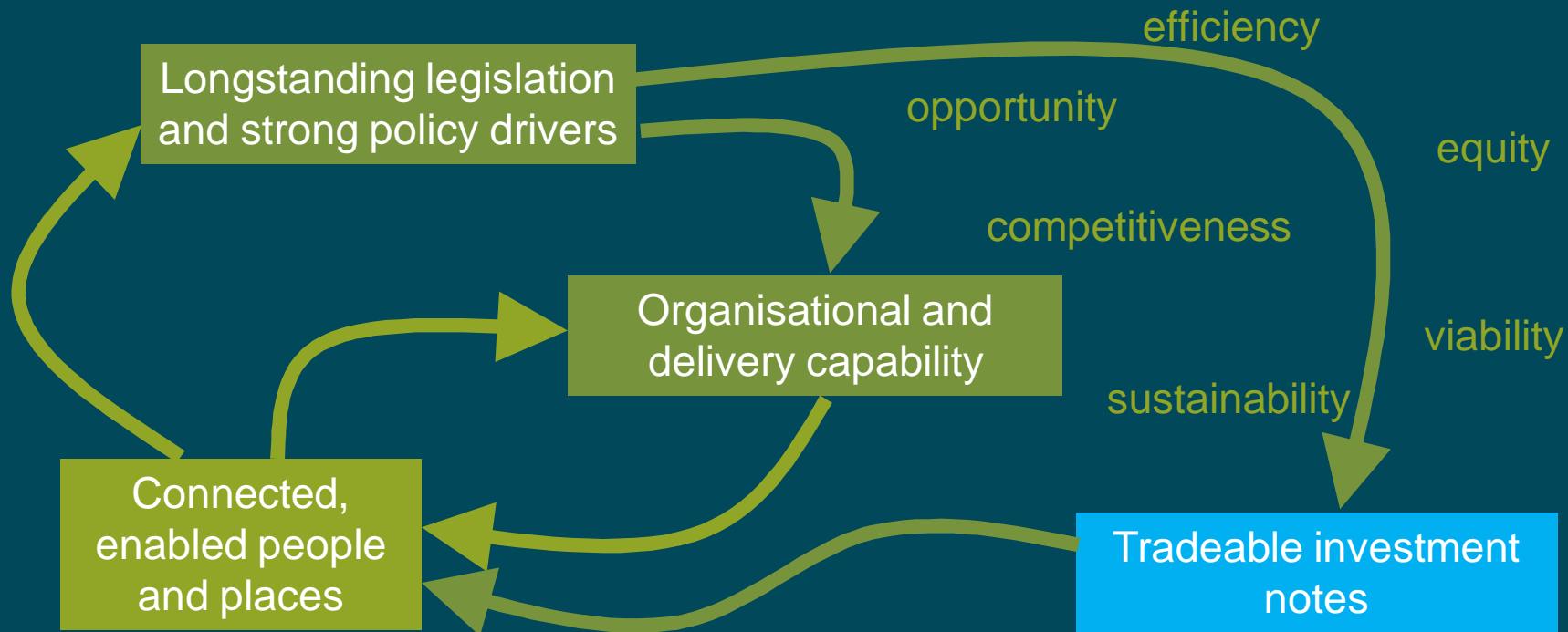
Local Streets – Organised Socially

Resourcing investment in streets - producer obligations and voluntary contributions

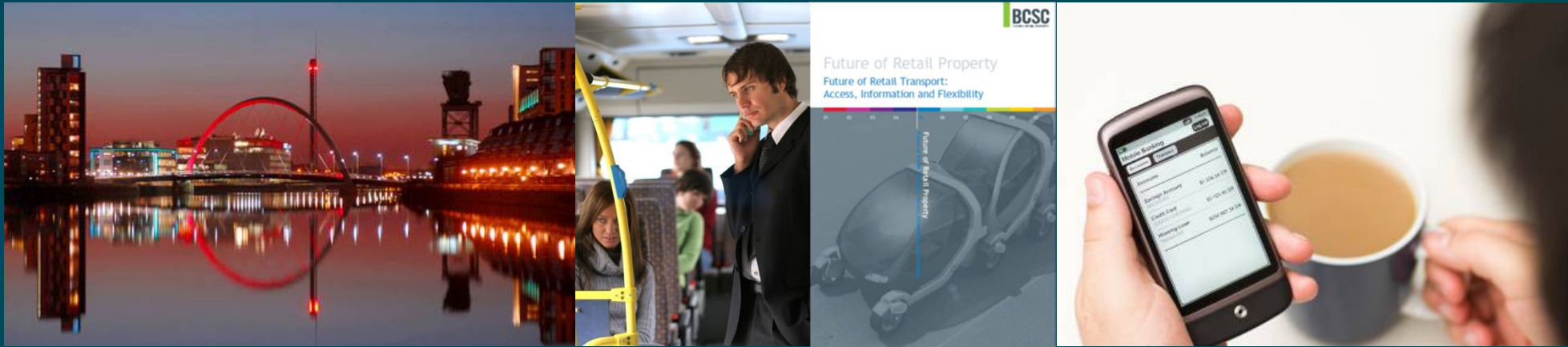


Conclusions

- Producer obligations to enable providers
- Smarter trading based on measurable improvement



Planning Sustainable Transport by Constructing Transport Markets More Socially



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