

Is promoting *'flexi-mobility'* the answer

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* University of Brighton



University of the
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LANCASTER
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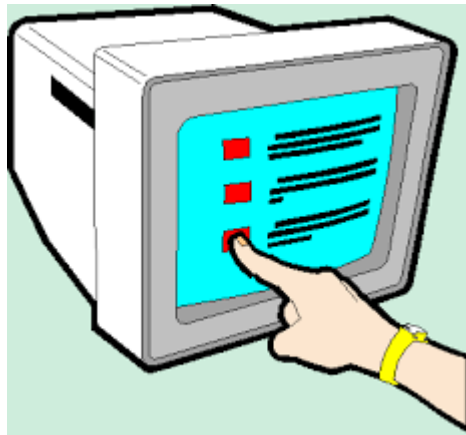
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Why Bother?

fleximobility

Imperatives to change how we travel



Whether we act or not **change** is happening



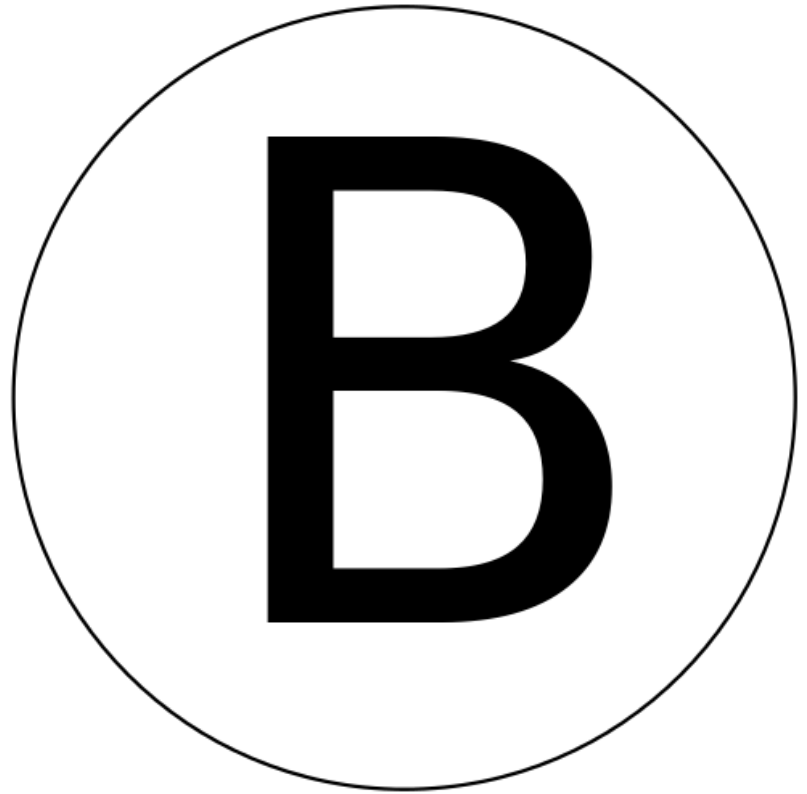
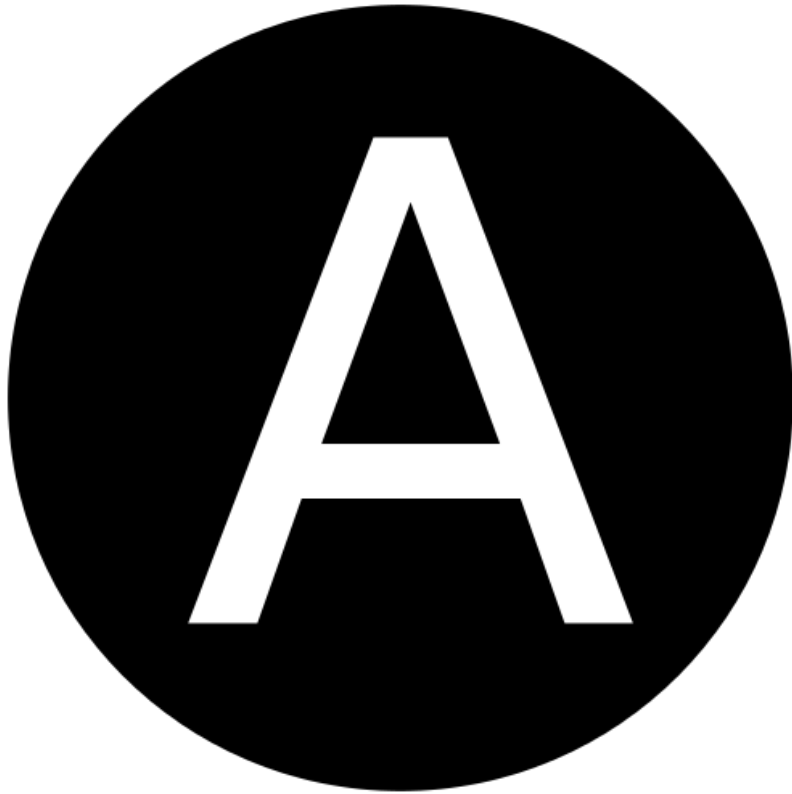
- **Pensions**
- **Work**
- **Education**
- **Ethnic diversity**
- **Technology**
- **Ageing**



1. Change is prevalent and has not been fully recognised
2. Scale of changes dwarfs most of our transport interventions

3. To shape or to be shaped?

Not either or **BUT** what and
when...



**Why change
is not so
difficult**

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5 Evidence Based Contentions



**We've been looking under the
wrong stone**

1. There is more variability...

- 76% of Londoners surveyed do not always travel to work in the same way every day
- Almost one-half of Council employees in York did not know how many days they would be in their office the next week.
- A quarter of disruptions to journeys are caused by family, colleagues...
- More than 50% of people change their main mode to work every decade

If there is a lot of change can we build on this?

2. Doing things differently **SOME** of the time is acceptable

- Many people already adapt
 - Six city survey: 28% thought it would have been ‘very easy’ to have travelled at a different time of the day; 23% to have used a different mode and 17% to have postponed their trip.
 - 54% of people changed their journeys to work in the Olympics
 - Between 10 and 30% of Londoners also make changes to reduce stress, because they felt like a change, to avoid bad weather, overcrowding or heat
- And everyone has, at some time in their lives done things quite differently to today.

What do we have to do to create the conditions for ‘a bit more’ to be acceptable?

3. The capacity for flexibility varies across social groups, family structures and life stages

- Adult caring
- Child care
- Role in organisation
- Way organisation works
- Disability
- Cultural norms

**Thinking about individual choice is too narrow
and building a system for the least able should
provide for all**

4. Skills and resources are important to people's ability to vary their travel

- Being able to map transport options to the complex lifestyles and structural constraints requires skill and resources.
 - these skills are developed and valued across a wide social spectrum;
 - possessing these skills provides additional adaptability; and
 - these skills can be cultivated.
- Six city survey: the most multi-modal people are the best at coping with transport system disruptions.
- Olympics: Far more likely to change modes if this is something you sometimes do anyway

So we should cultivate these skills and nurture them

5. There are important differences across locations

- Rural vs Urban differences
- Cultures of mobility vary between cities

The flexi-mobility toolkit should be a way of thinking, tailored to local circumstances

**What does it
mean?**

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Implications (1)

- **Variability in how we travel is a feature of daily life.**
- **Society is changing in ways which make this variability an increasing feature or possibility (partly due to technology)**
- **Most people are able to adapt when faced with a need to change, at least in the short run. This provides opportunities to think more expansively about how to change behaviour.**

Implications (2)

- The capacity to be more adaptive can be built up at the individual and systemic levels through deliberate interventions that pull and push people into new experiences that bring social learning, challenge perceptions and disrupt habits. Travel behavior is not solely a matter of individual choice.
- Time is a key resource to enable this adaptability. But, it is not time per-se that always has value, but the ability to control, budget, share, reallocate and flex time. This changes the range of points of potential policy intervention and the actors involved in facilitating change.

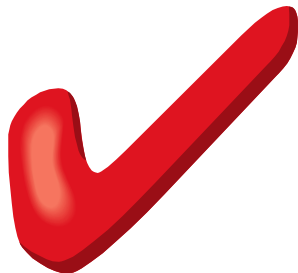
Fleximobility Proposition

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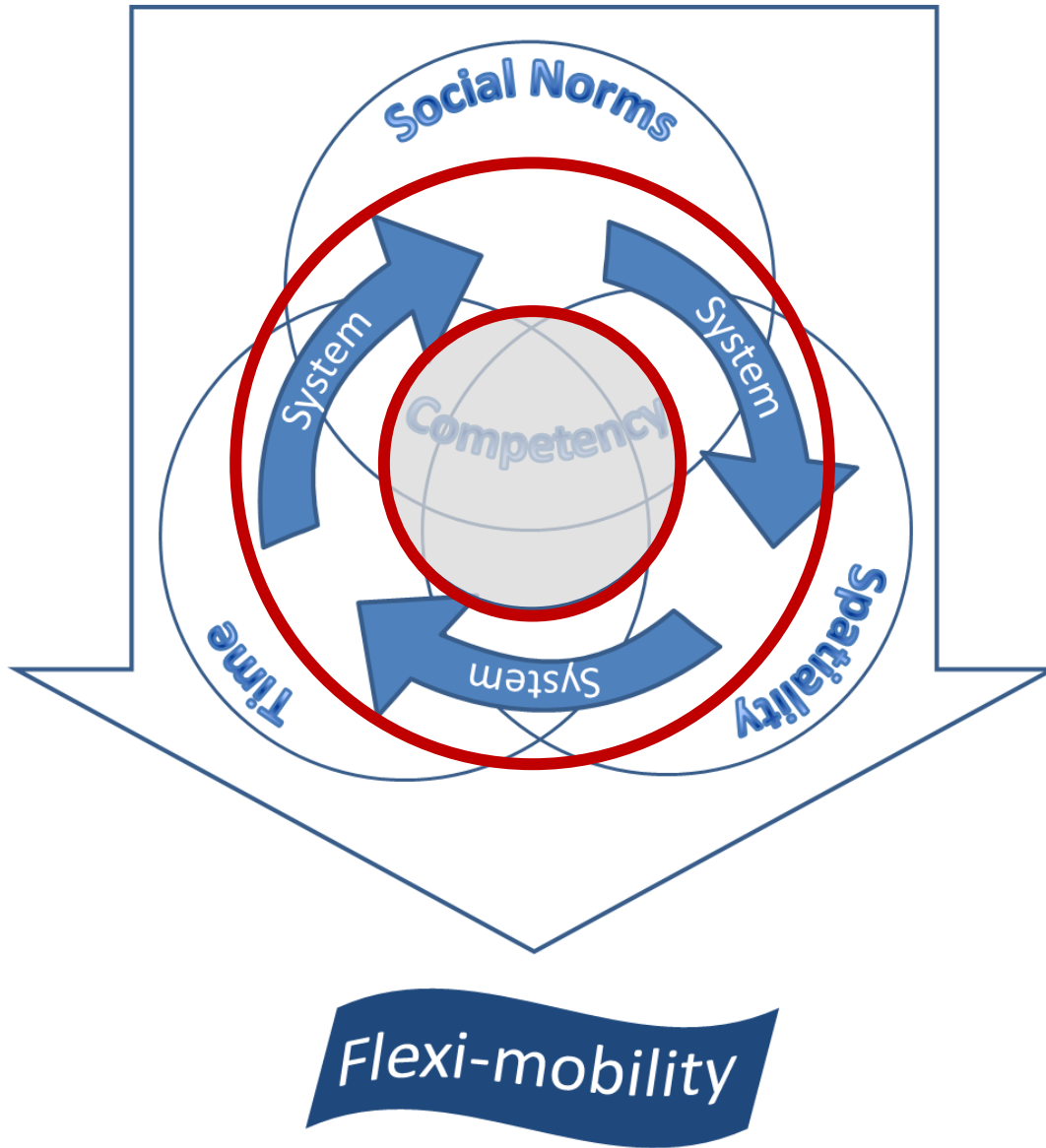
Flexi-mobility

Flexi-mobility is a vision for a system that celebrates variability and responsiveness and supports a more diverse set of travel practices and where it is normal and easier to use a range of different modes of mobility at different times in going about everyday life.

It is a state in which the car co-exists with low carbon mobility but where low carbon travel is less exceptional and more likely to be used in place of the car from time-to-time.



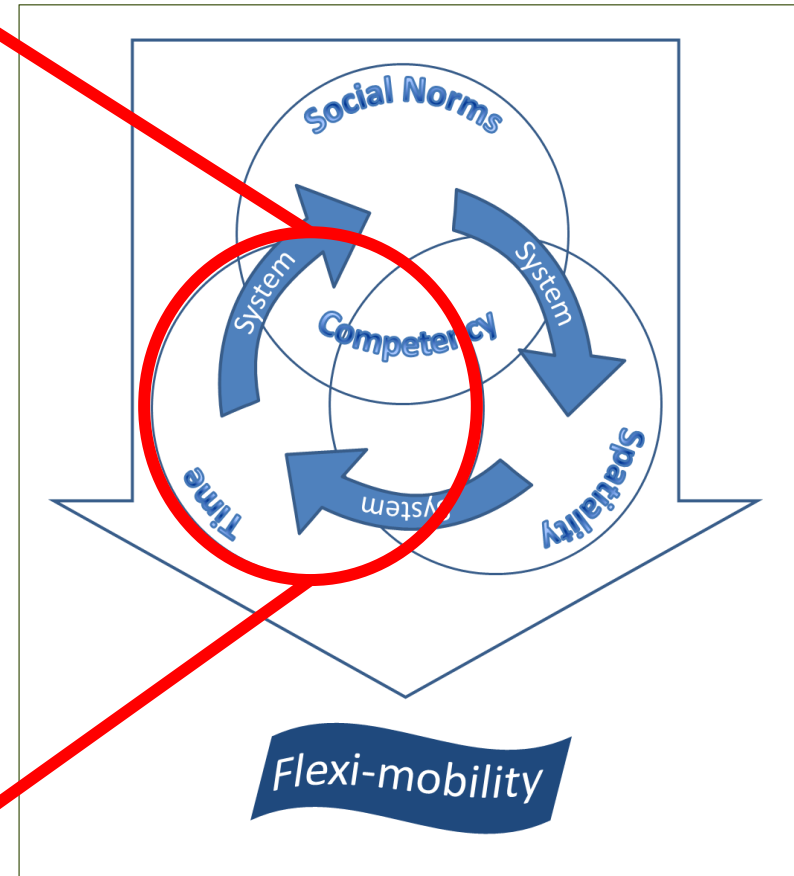
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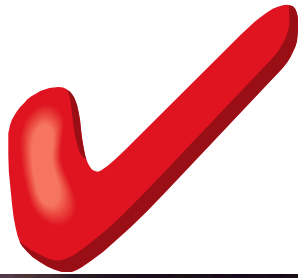


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Interventions – Time Flexibility

- **Easing rigidities that make journeys by car more likely more often**
 - Increasing affordable flexible car access schemes
 - Universal high quality broadband
 - Increasing rights to promote flexible working
 - Improving the availability of childcare around schools
 - Improved quality of bus routes and services to schools
 - Increasing evening public transport
 - Mandate organisations to offer duvet days to cope with special circumstances





Flexi-mobility



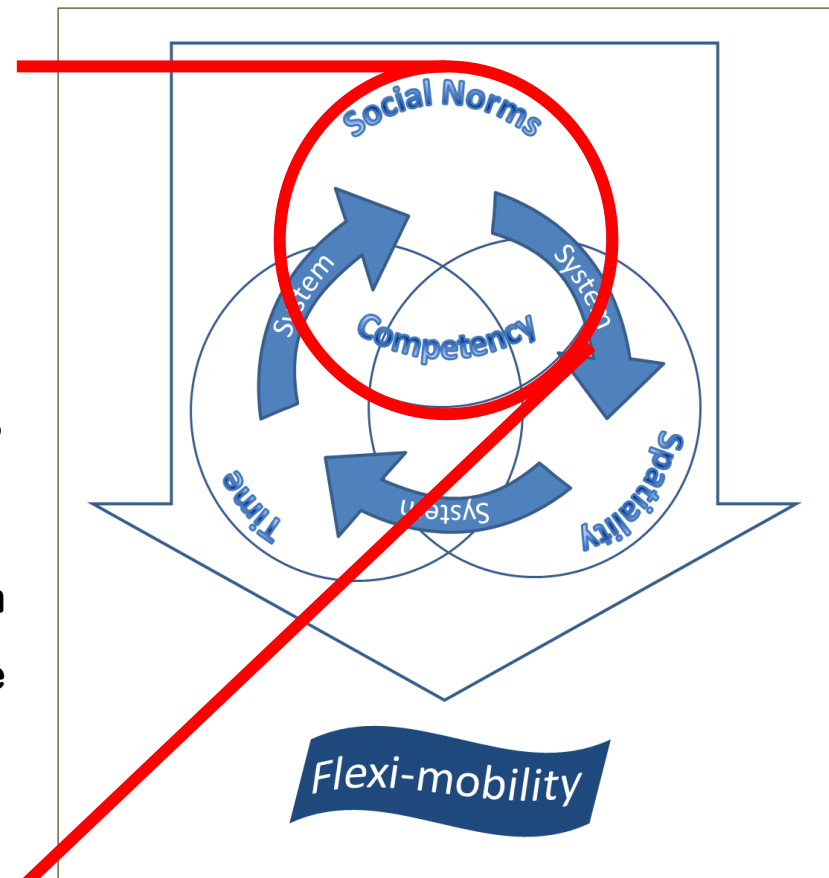
Bus in Bloomsbury: Mark Kobayashi-Hillary, Wikimedia



Interventions – Social Norms

- Using a range of modes is to be experienced as normal rather than ‘more difficult’

- Contactless payment across all transport modes
- Allow cost effective single ‘journey tickets’
- Free wifi on all public transport services
- Mobility proficiency training for all children
- Make employers accountable for employee transport (Carbon Reduction Commitment/Variable Business Rates)
- Car park permits give access a maximum of 90% of working days (those not holding permits get free access 10% of working days).





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**OCCASIONAL
PARKING PERMIT**
See reverse for instructions

This permit is valid for 1 day

Arrival Date _____

Cycle/Bus User/Walking (Non Permit holder)

Reg.No. _____

Travel & Transport
www.york.ac.uk





Flexi-mobility



Useful info

 **Taking your bike with you?**

You need to book a reservation for your bike before you travel (but don't worry, it's free!)

Please call 0871 977 4222 or visit the ticket office up to 10 mins before you travel to get your bike reservation.

Due to limited space on our trains, if you do not have a valid reservation, you cannot carry your bike on the train.

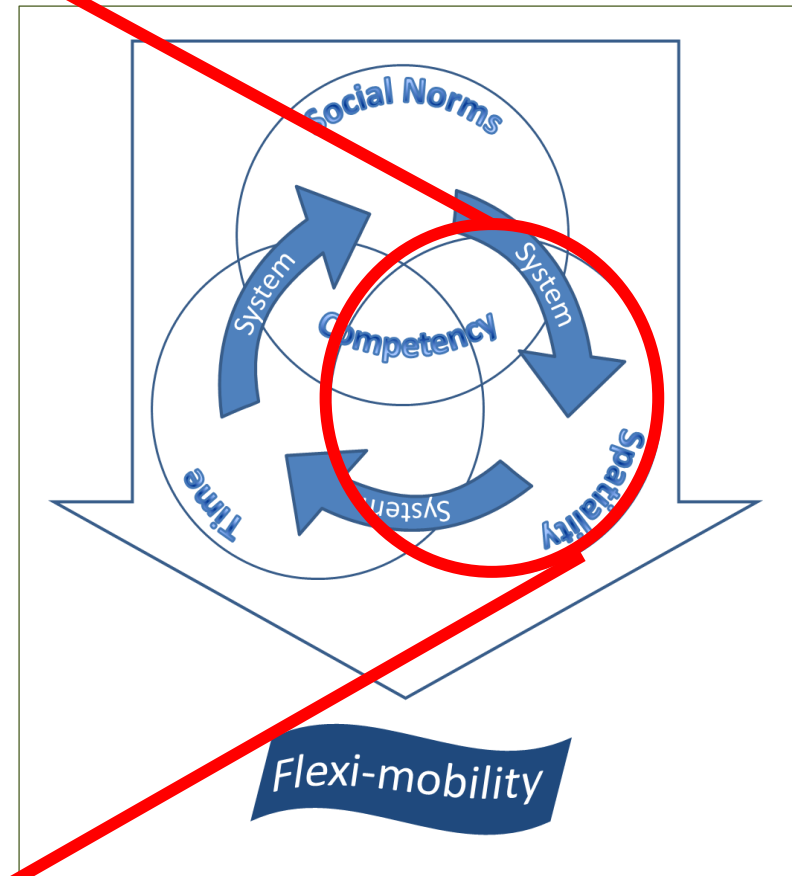
To load your bike on the train:
Inform your ticket office that you will be travelling with your bike. When you locate the cycle loading point at the end of the station platform, look for this sign.

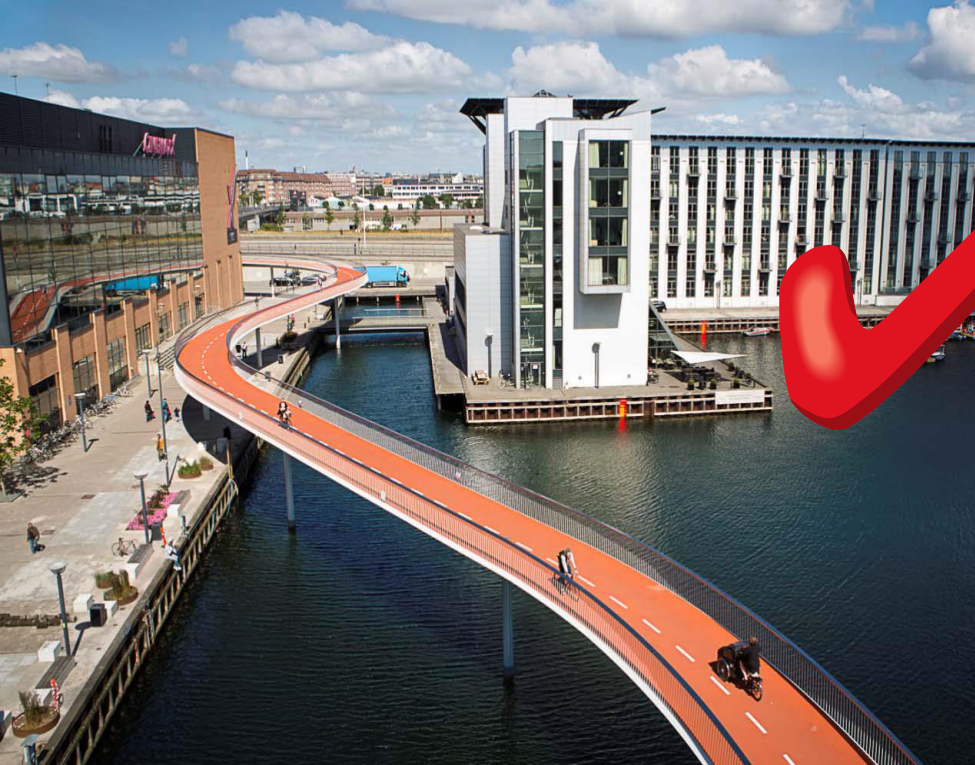


Interventions – Spatial

- **Not new, but important for reinforcing flexi-mobility**
 - Increase minimum service standards for bus (as with rail)
 - Use planning and business rates to encourage localisation of key facilities (shops, leisure etc.)
 - Continue to promote denser development
 - Strengthen planning control for new developments
 - Demand Responsive Public Transport in areas poorly served by other p.t.







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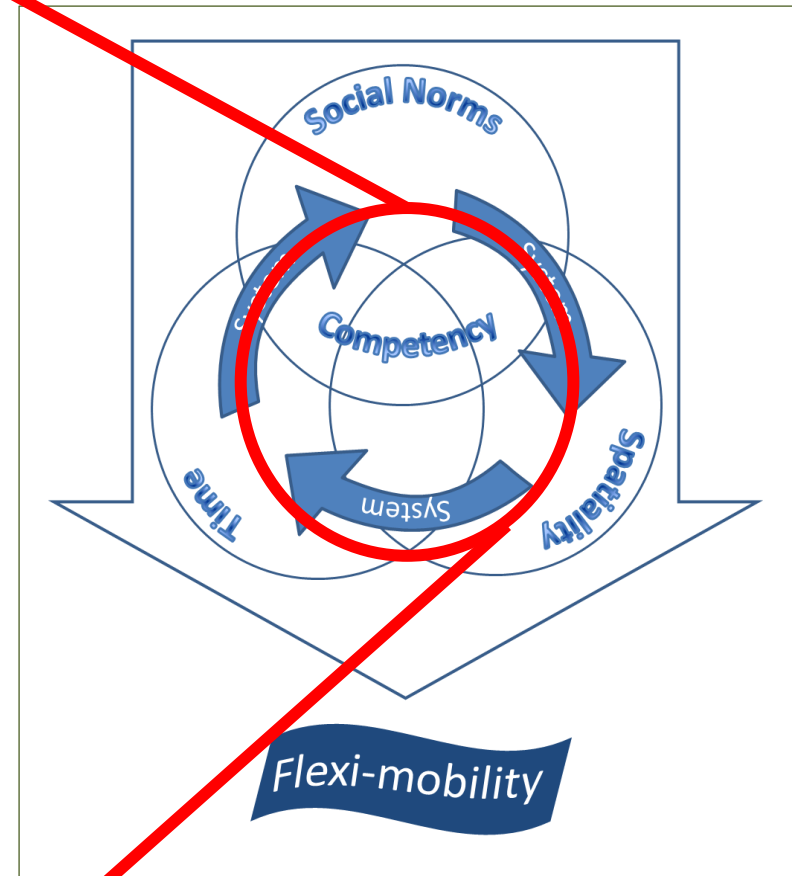
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Interventions – Shifting the Debate

Developing acceptable change

- **Example 1 – Seasonality**
 - Seasonal reallocation of road space to non-motorised transport
 - Differentiated fuel duty in winter (lower) and summer (higher) recognizing the greater reliance on motorized travel in the winter
- **Example 2 – ‘Street Blitz’**
 - Have a monthly car free day for part of the city (rather than annual)
 - Introduce quality public transport days where additional provision is put on
- **Example 3 – Moments of change**
 - Mandate incentives for flexi-mobility as part of house moves and job changes





New York City's Interim Public Plaza Programme

<http://nacto.org/usdg/interim-public-plazas/>





“I admit it, I was wrong. My misgivings were misplaced... Sunday was a great day in Hebden Bridge...above all, what made the day so delightful was the absence of traffic.

...And kids could play or use their bikes on the streets without fear of being run over.

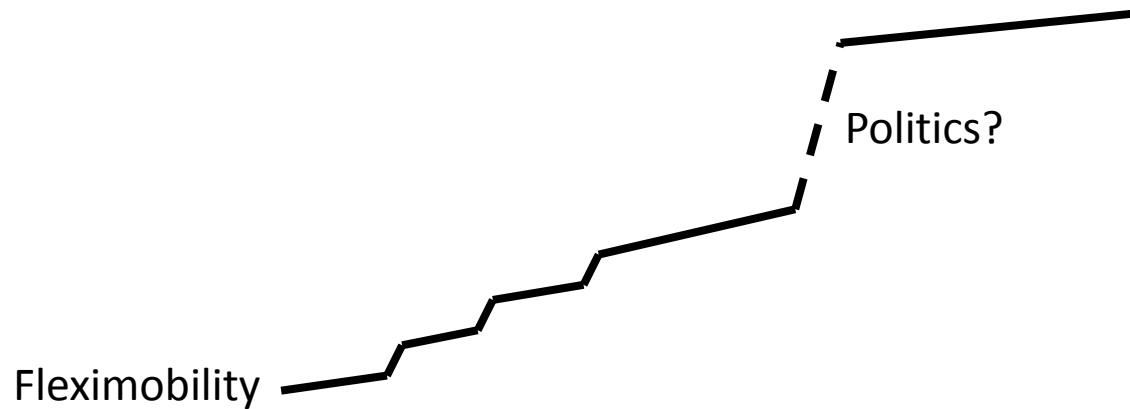
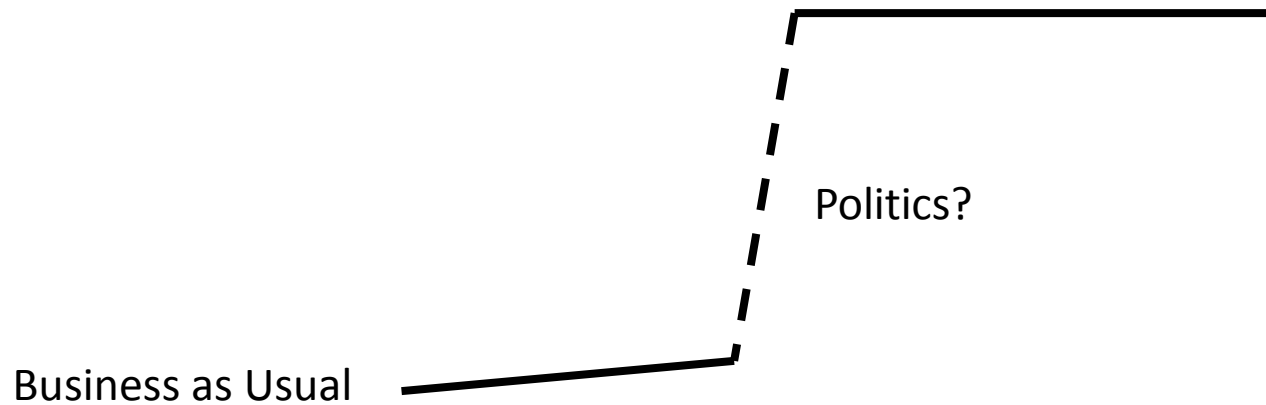
For those of us who live in or close to the centre Sunday was a day of relief from the usual weekend siege. We enjoyed our freedom. Let's have more.”



NOT SO

**SPECIAL EVENT
ROAD CLOSED
SUN 10 AUG 2014
3.30 AM TO 12^{MID}_{DAY}**

Capacity for Bigger Change



fleximobility

Thank You – Any Questions?

Engagement process to end July 2015

Green Paper & consultation survey

Engagement Website

www.fleximobility.solutions

#fleximobility on Twitter

tim.chatterton@uwe.ac.uk

Disruption: the raw material for low carbon change,
funded under the RCUK Energy Programme, ESPRC Award No. EP/J00460X/1.

www.disruptionproject.net



FLEXI-MOBILITY

UNLOCKING LOW CARBON MOBILITY OPPORTUNITIES

Flexi-mobility recognises that almost everyone gets around by a range of transport options. Some of the time. At some points in their life. Flexi-mobility supports the development of more flexible travelers and systems which allow for more flexibility in whether and how we get about. In short, this Green Paper sets out a vision where it is normal for people to consider making journeys by a range of modes. It builds on existing social trends, technological change and a recognition that lock-in to our existing policies will not solve the environmental, health, economic and social challenges we face.