Session Two

Cars in the City
Future Mobility Congress

Cars in the city
Car use is in the crosshairs...

“This simple aim of a shift away from the car will help address many of London’s health problems...

...the central aim is for 80 per cent of all trips in London to be made on foot, by cycle or using public transport by 2041”

“an ambition to reduce car use to no more than 50 per cent of daily trips by 2040. This will mean finding ways to create a radical change in behaviour, with a million more trips each day using public transport, cycling and walking”

8.8m people

1.1m businesses

2.8m people

124,000 businesses
Today’s urban transport challenges

- Congestion
- Obesity
- Air quality
- Carbon emissions
- Social inequality
- Road safety

Transition

<table>
<thead>
<tr>
<th>2050</th>
<th>2040</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less reliance on car</td>
<td>Zero emission</td>
<td>Greener spaces</td>
</tr>
<tr>
<td>More public transport</td>
<td>More walking and cycling</td>
<td>More social inclusion</td>
</tr>
<tr>
<td>Focus on safety and security</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
If you are not part of the solution, you are part of the problem...
The many modes of car use...
Matching cohorts to cars

- Young person in education
- Young professional
- Median income family
- Lower income family
- Long-distance commuter
- Retired
Matching cars to places

- Large city core
- Metropolitan area
- Large city outer
- University town
- Coastal town
- ‘Sibling’ town/city
- Regional capital

Future Mobility Congress
BVRLA
Car in the City: National policy recommendations
Car in the City: Local policy recommendations
Panellists

Ben Lawson
Enterprise Holdings

Chris Lane
Transport for West Midlands

Darren Shirley
Campaign for Better Transport

Jonathan Hampson
Zipcar

Kenneth Malmberg
Ridecell

Matthew Clark
Steer