

# Session Two

## Cars in the City

SPONSORS

**GEOTAB**  
management by measurement

**RIDECCELL**

**E** Europcar  
Mobility  
Group  
UK

Campaign for  
Better Transport 

ASSOCIATE PARTNERS

 Transport for  
West Midlands

 **URBAN  
TRANSPORT  
GROUP**  
The voice of UK  
urban transport



# Future Mobility Congress

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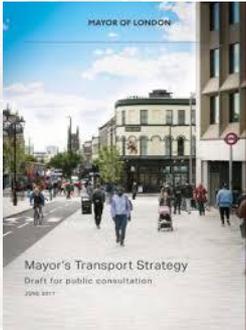
Campaign for  
Better Transport **b**

 Transport for  
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**BVRLA**

# 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”



8.8m people



1.1m businesses



“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”



2.8m people



124,000 businesses

# Today's urban transport challenges



- Congestion
- Obesity
- Air quality
- Carbon emissions

- Social inequality
- Road safety

Transition

2050

2040

2030



- Less reliance on car
- Zero emission
- More public transport
- More walking and cycling

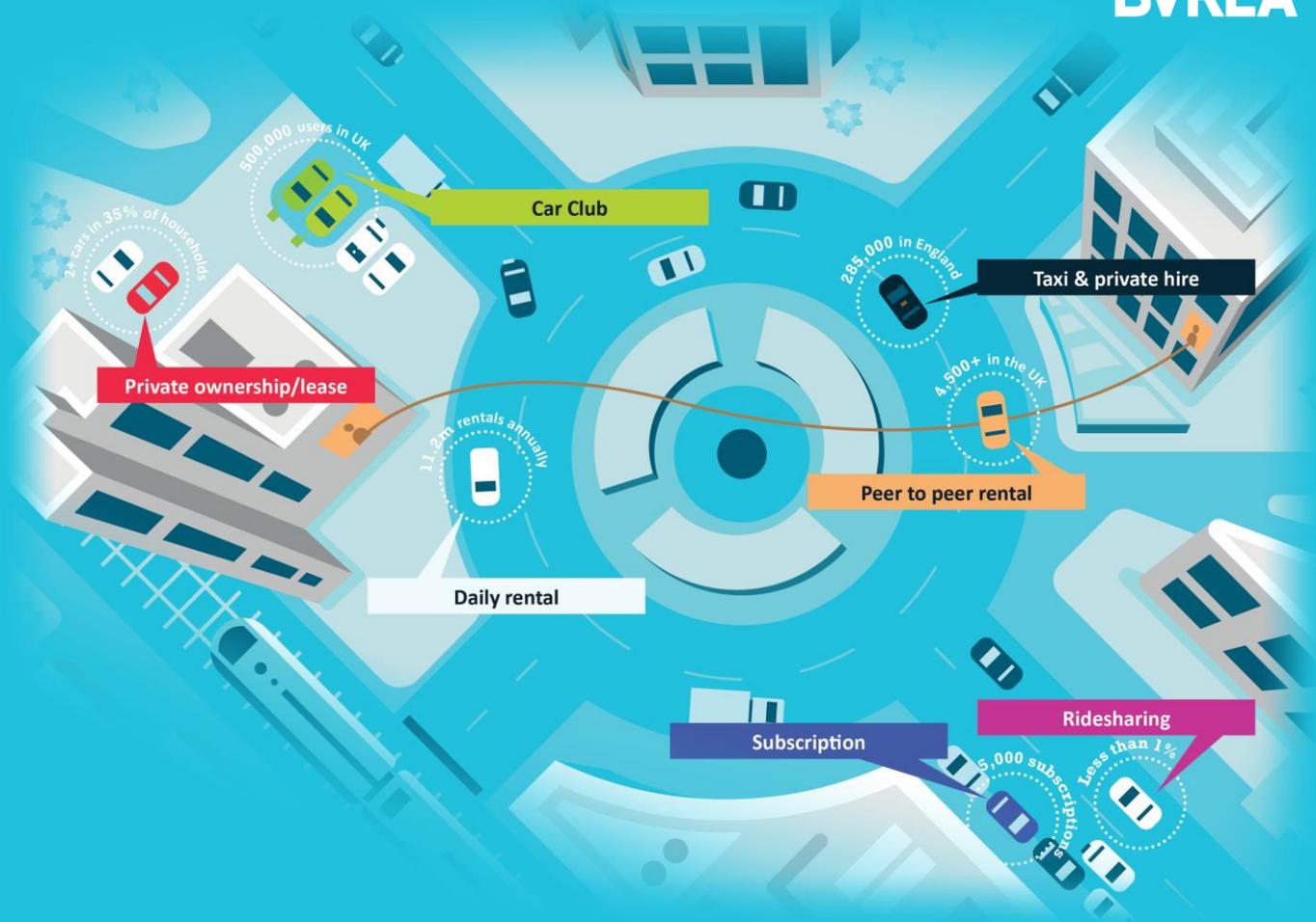
- Greener spaces
- More social inclusion
- Focus on safety and security



**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



# 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

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