

**TARGETING
TRAFFIC: WINNING
BUSINESS SUPPORT
FOR TRAFFIC
REDUCTION**



Who we are

- The national alliance for sustainable transport
- 25 years old
- A collective voice



The aims of our Targeting Traffic project



- To bring Scotland's business community into the conversation about traffic reduction and traffic demand management: **road user pricing, congestion charging, workplace parking levy, low emission zones**
- To show that there are policies available which can cut congestion AND support economic growth
- To show that business leaders can be supportive of change
- To give the Scottish Government room to pursue these policies

Some background

- We have a target! Electric vehicles won't be enough to meet Scotland's climate change targets → The Scottish Government has a target to reduce car km by 20% by 2030
- The Government recognises that to meet its target, we will need measures to 'discourage car use' such as road user charging
- But these ideas haven't gone down well in the past
- The business community is often seen as the opponent



- Edinburgh Napier University —> evidence of how Scottish businesses might be affected by demand management measures
- Looked at evidence of how measures have been applied in rest of UK and internationally
- 148 papers reviewed in initial sift, 60 papers reviewed in detailed analysis



Low emission zones

- **Potential to reduce traffic volumes unknown** due to the low level of standards to date
- Standards applied in LEZs schemes **mainly impact on the road haulage sector**, most private vehicles unaffected
- **No evidence found of detrimental economic impacts**



Workplace parking levies

- Appear to have **no significant impact on competitiveness or economic activity in high value economic locations**. Proximity to customers and workforce more important
- Small businesses can be exempted
- Most successful when part of a package of measures with **public transport improvements**
- Very difficult to determine true **traffic reduction** effectiveness of levy itself due to confounding variables



Congestion charging

- Universal **reduction in traffic** of between 12 – 33%
- Can be seen as beneficial and supported by business
- Improvement in **delivery times**
- **Reduced delay** to high value trips
- Improved **local environment** and better use of space
- Increases in **public transport** patronage and active travel
- **Effect on retail** difficult to quantify accurately



National road user charging

A high-angle photograph of a busy multi-lane highway. The road is filled with various vehicles, including cars, vans, and trucks, moving in both directions. The scene is set during the day with clear skies and green trees visible in the background. The highway has multiple lanes separated by a central barrier and side barriers.

- Traffic reductions resulting from road user charging are likely to vary, **reductions of up to 10% possible**
- **Business benefits** can include more efficient fleet usage and greater uptake of local shopping
- A telematic based road user charging system could maximise the **economic efficiency of the road network**

Application in Scotland

Better return on investment likely in **urban / city region** areas

Aberdeen, Edinburgh and Glasgow most suited for workplace parking levy – employer value/size

Congestion charging most appropriate for **Edinburgh**

National Road User Charging may be effective for **Central Belt / Trunk Roads** but likely to be challenging in rural areas



Business benefits



Potential to move towards a **more economically efficient road system**

Reduced journey times, increased reliability and prioritisation of higher-value traffic

Better use of space may see focus on higher value activities

Also **more accessibility** to the labour market using public transport and sustainable modes

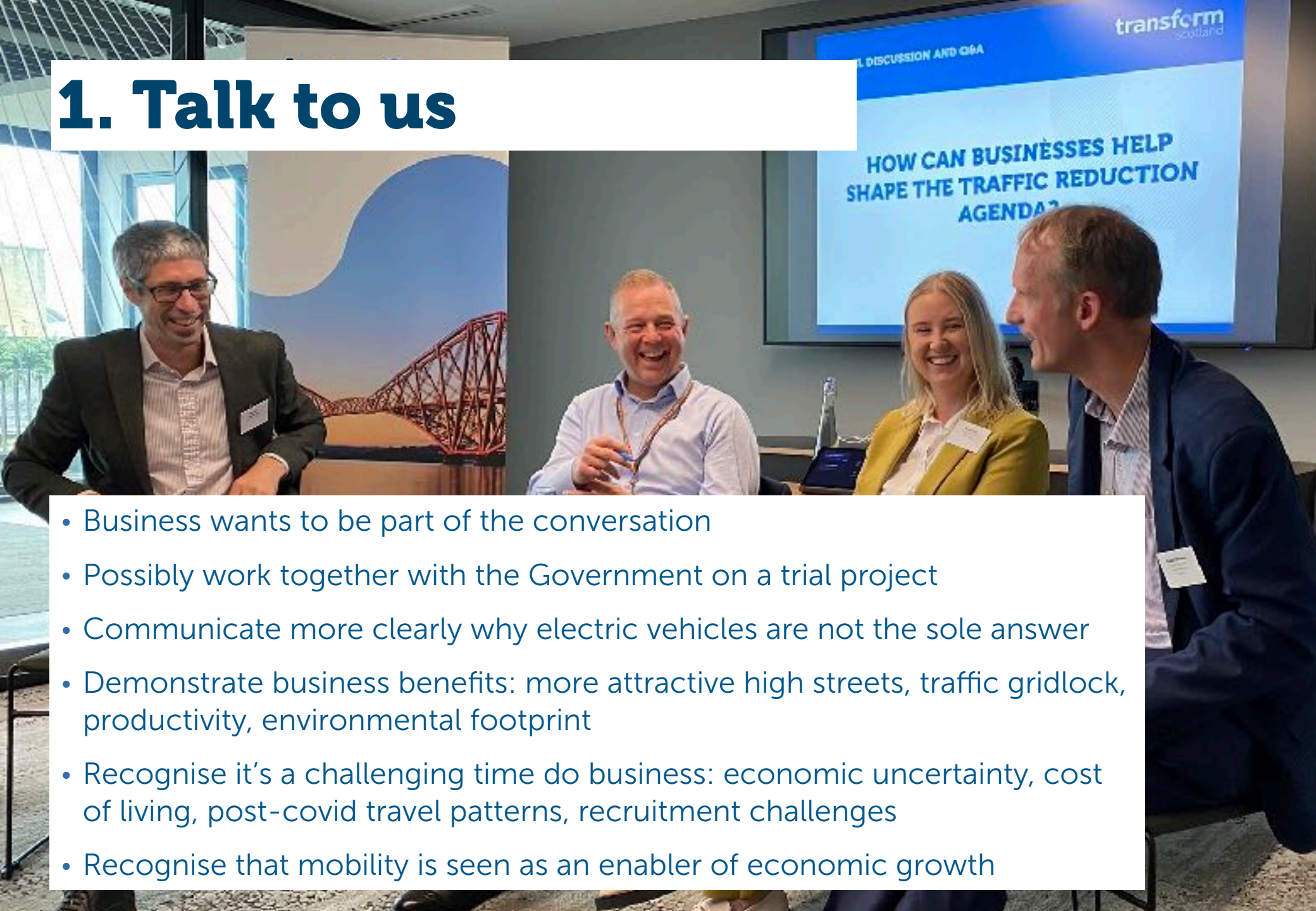
Implementation costs

Business case for **Congestion Charging** in Edinburgh already proven and likely to be improved

Workplace parking levy can cover costs provided suitable balance of geographic area / employer size found

Variations on **National Road User Charging** strategy may be prohibitive due to technological differentiation and enforcement challenges

1. Talk to us



- Business wants to be part of the conversation
- Possibly work together with the Government on a trial project
- Communicate more clearly why electric vehicles are not the sole answer
- Demonstrate business benefits: more attractive high streets, traffic gridlock, productivity, environmental footprint
- Recognise it's a challenging time to do business: economic uncertainty, cost of living, post-covid travel patterns, recruitment challenges
- Recognise that mobility is seen as an enabler of economic growth

2. Reinvest in public transport

- Make public transport a viable alternative to the car
- Recognise the challenge for some people and places e.g. edge-of-town light industrial estates, shift workers, tradespeople
- Use revenue to reinvest in public transport and active travel
- Reinvest in local economies and 20 minute neighbourhoods. Give businesses credit for helping to fund local transport improvements





3. Tell me what it's going to mean for my business

- What will be the impact on customer footfall and behaviour?
- Who will bear the cost? Customers, employees, business owners, suppliers?
- How will it effect different types and locations of business?
- What about workers on lower incomes?
- What about rural areas?
- Picture clouded by post-covid uncertainty, economic uncertainty and changing role of city centres



4. What would work best for Scotland?

- Most traffic demand management measures better suited to urban areas
- But city-centre congestion charging is unpopular. Are car free city centres a better alternative?
- **A single national scheme may be more effective and less divisive than a mixture of different local schemes, but potentially with variable pricing according to local circumstances.** The taxation arguments are understood.
- Vehicle excise duty and fuel duty are matters reserved to Westminster – may be challenging to diverge from UK-wide policy on National Road User Charging?

WHAT NEXT?

- Upcoming Scottish Government research on the impacts of traffic demand management measures
- Car Demand Management Framework by 2025
- Lots of work on public transport fares and pricing: Fare Fairs Review
- Keep building support and making the case for change

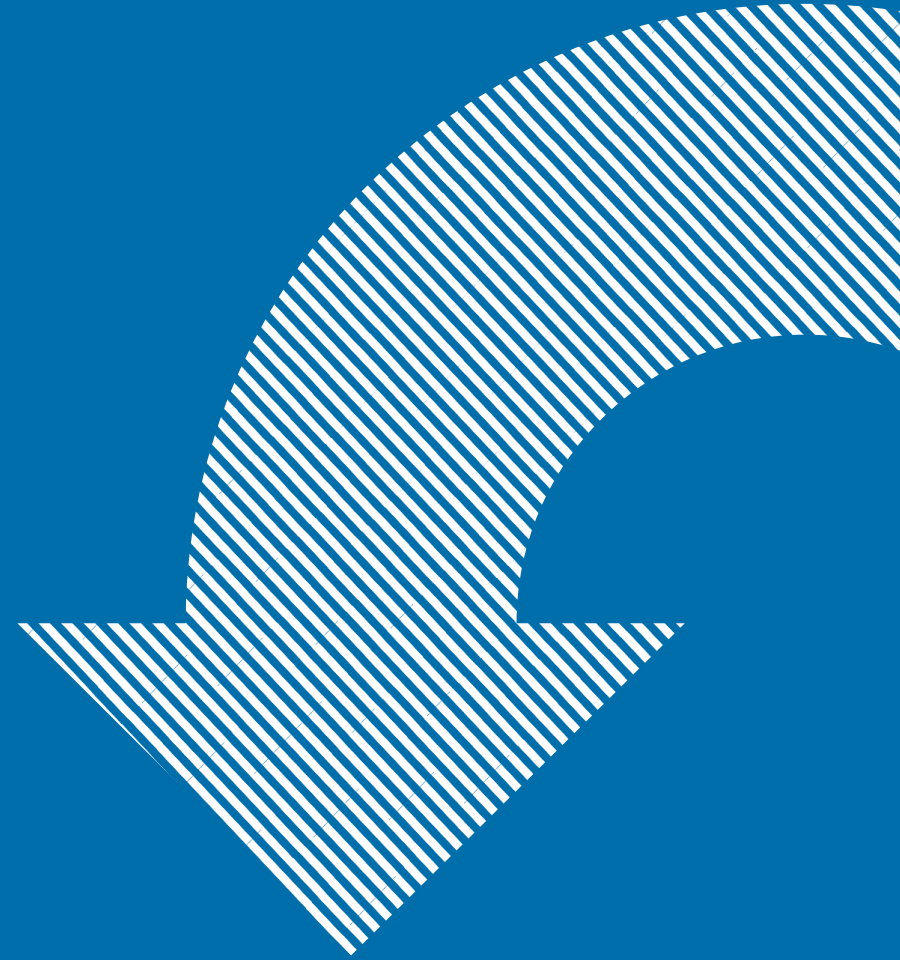


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THANK YOU

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