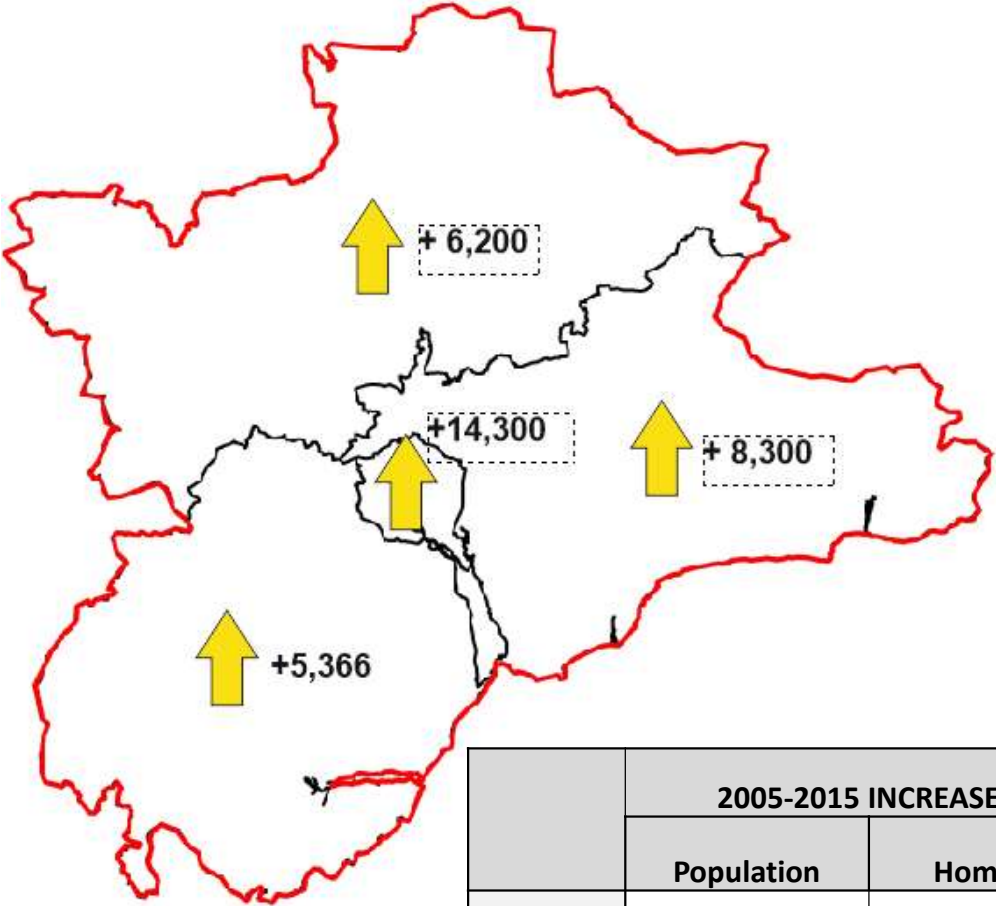


# Exeter Transport Strategy/SUMP Update

- The Last Decade
  - Transport is Evolving
    - Draft Transport Strategy
      - Impact of Measures & Alternatives

# Recap - 2005-2015

## Population Increase



	2005-2015 INCREASE	
	Population	Homes
GESP area	34,000	15,000

vs

## Travel Trends

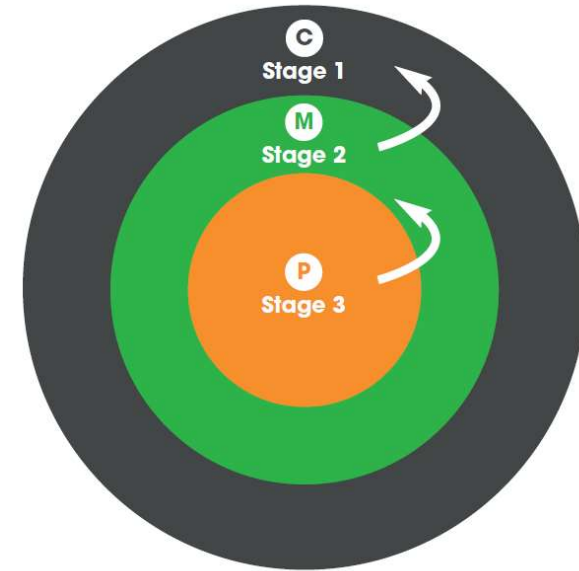
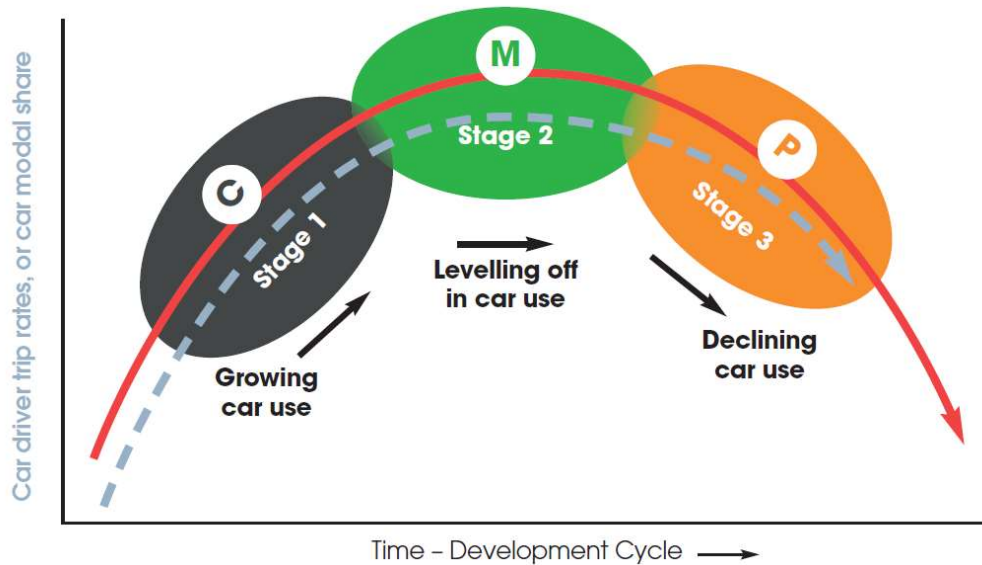
Traffic Volumes stable - in some places falling

- Exeter - 5%
- East Devon (to Exeter) - 3%
- Teignbridge 0%
- Mid Devon (to Exeter) + 1%

Large growth in sustainable modes:

- + 100% increase in rail
- + 85% increase cycle
- + 20% increase in daily bus travel
- + 40% increase in Park & Ride

A 'U-shaped' trajectory of car use intensity linked to the different stages



# Transport Planning is Evolving

**3 Main Policy Themes - Car Centric (C), Multi-modal (M) and Place Based (P)**

Future policy Theme? Stage 4 – **Integrated City**

# Exeter Transport Strategy

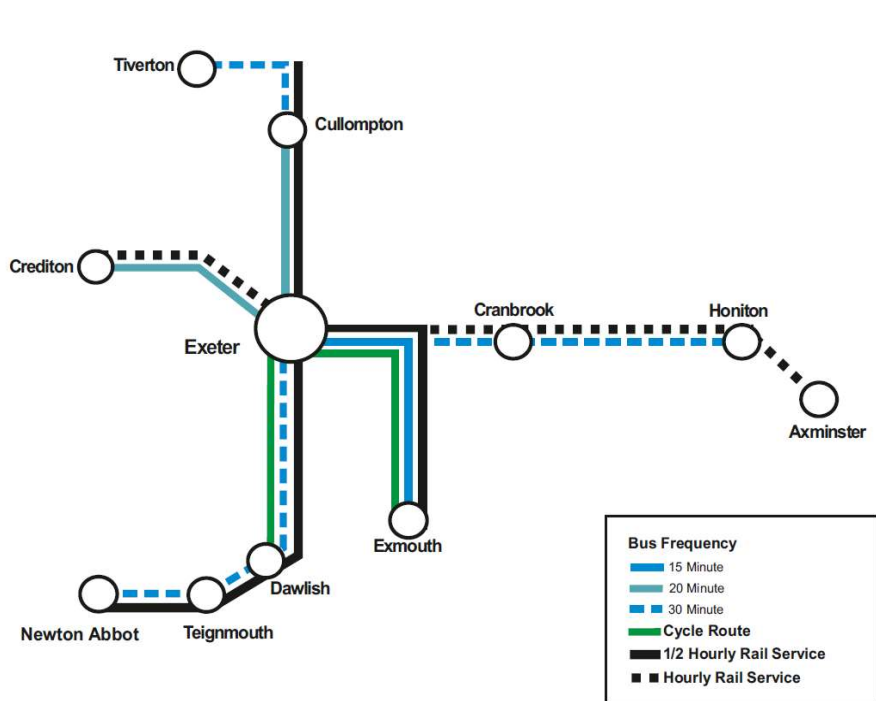
**The Exeter Transport Strategy will align with the following key themes in the GESP Vision:**

- Enhanced transport choices giving **Greater Connectivity** (Stage 1 /2)
- Healthy Active City Region to provide **Greater Places for People** (Stage 3)
- Manage travel intelligently through **Greater Innovation** (Stage 4)

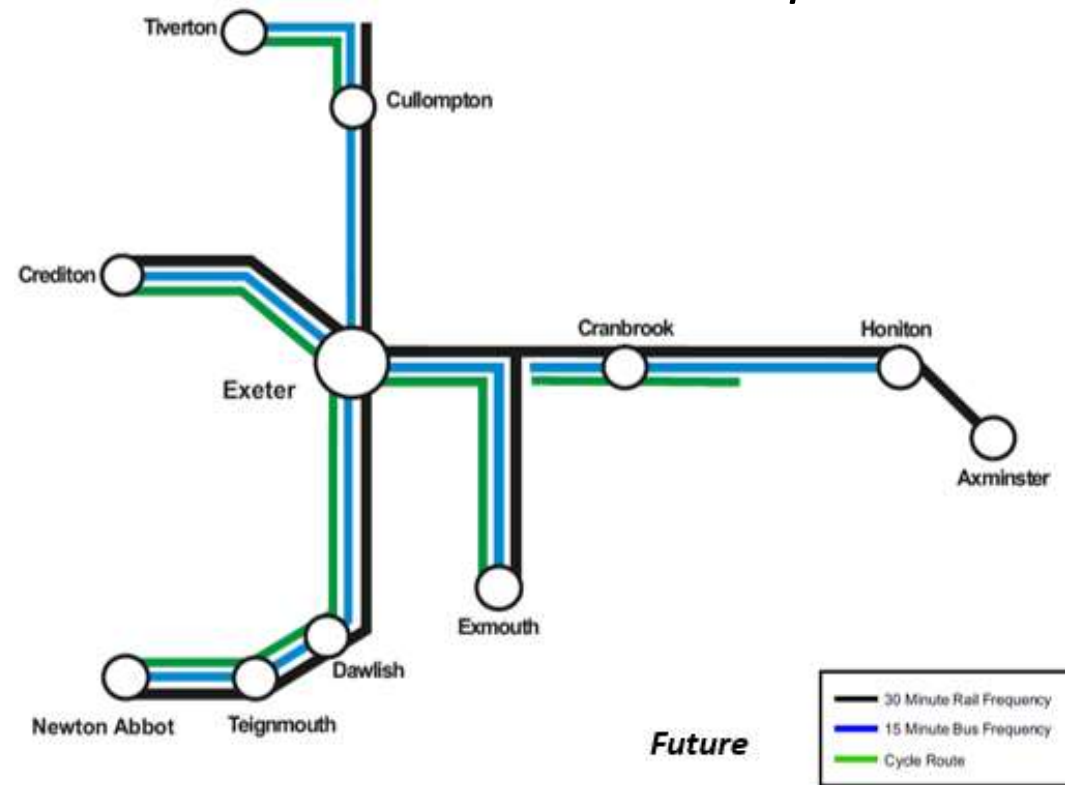
# Greater Connectivity - Connected City Region

## Sustainable Transport Links to towns

*Current*




*Proposed*



*Future*

## Greater Connectivity – Park and Ride on all main corridors

Park and Ride Capacity		
	Existing	+ Proposed
Park and Ride	1700	<b>1500</b>
Park and Change	-	<b>800</b>
<b>Total</b>	<b>1700</b>	 <b>4,000</b>

> Doubling of Capacity

## Greater Connectivity – National and Strategic Connectivity

- Strategic Road and Rail connectivity
  - M5 Gateway
  - Waterloo Line Diversionary route
  - Improve arrival experience at key transport interchanges



# Greater places for people

Shift towards **people focused design** interventions that improve the health and wellbeing

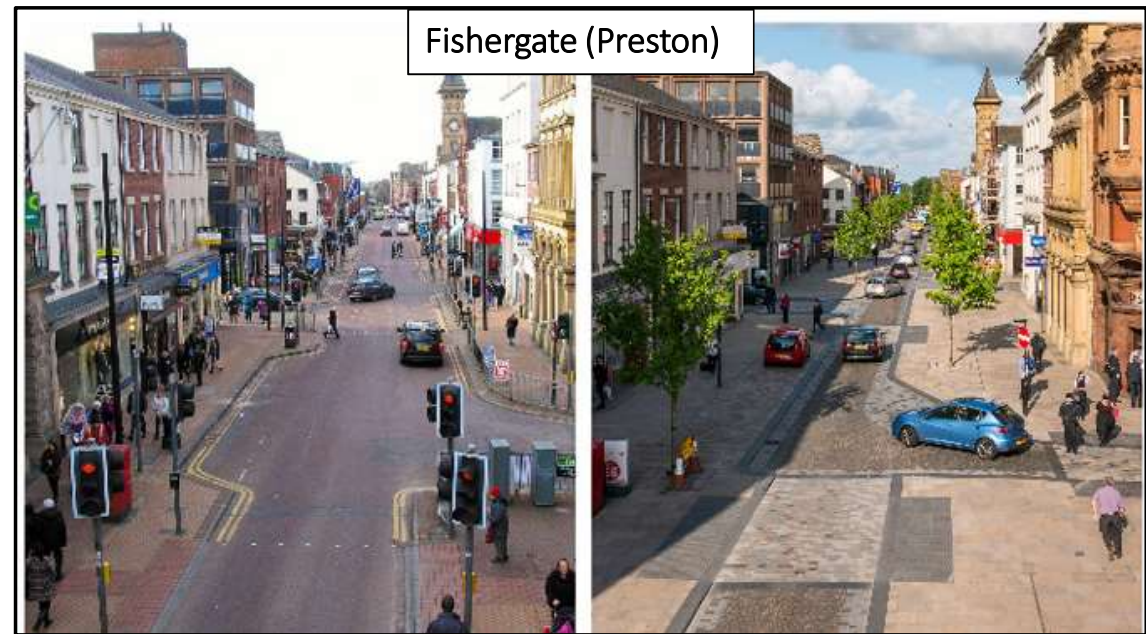
Reduce the dominance of cars to create a greater **sense of place** and **better quality of life**

**Corridor Enhancements** to support Sustainable Travel

## **Potential Schemes**

Heavitree Road, South Street, St David's Station

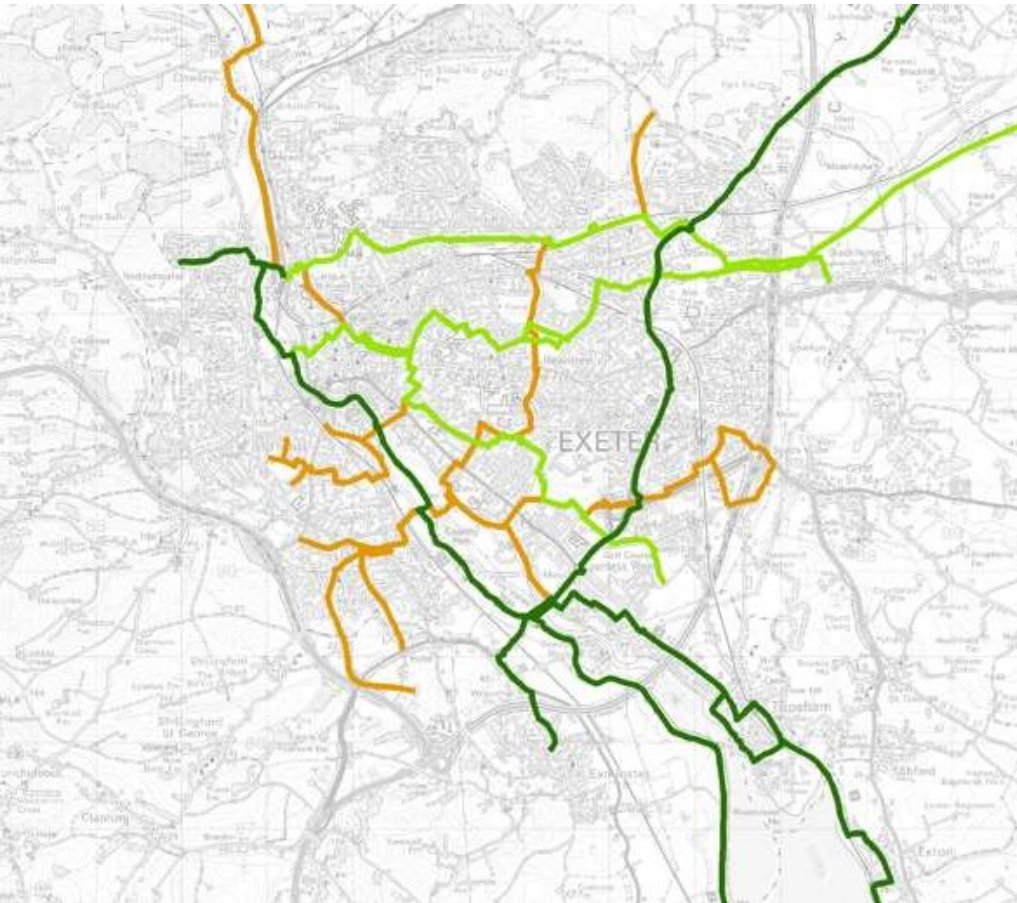
Filtered Permeability Trials





# Greater Places for People

## Healthy Active City – 50% of Exeter Trips by Foot and Cycle



2011 – ~30% Exeter residents walk or cycle to work  
current trends - 35-40% *by 2021*

### Targets

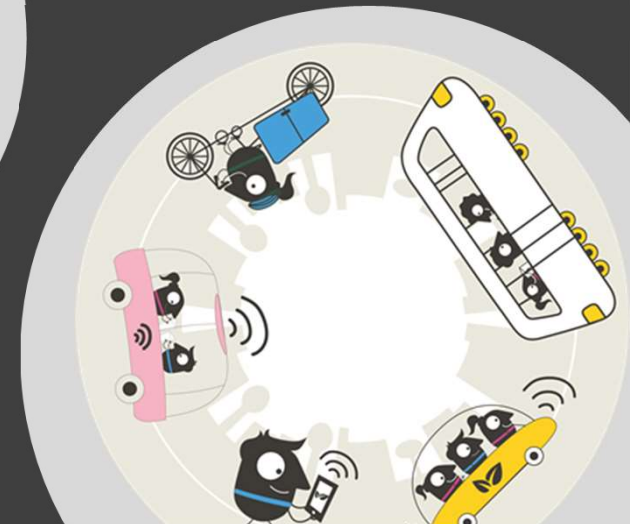
- Short trips
- the most densely populated area
- Highest concentration of jobs
- Improves Health, wellbeing and productivity

### Consistent with current aspirations

- ECC - Aim to be most active city in the UK
- EDDC - Cranbrook Healthy New Town

# Greater Innovation

- - Data Sharing with Partners to develop Innovative Solutions
- Exeter Velocities to channel innovation on specific Challenges
  - Use innovators to deliver novel parts of strategy, creating new businesses and products
- Trial new Measures
- Optimise Existing Transport Networks
  - Bluetooth Controlled Corridors?/smart roads
- Innovative Car Parking Strategies



# Greater Innovation – Single Integrated Ticketing Platform

- Mobility as a service - lite

- By 2019  
100 shared vehicles  
>£500,000 investment

- Aim  
**Zero emission**  
**Transport service**

## What is it?

**“A single ticket which integrates car and cycle clubs with bus travel!”**

### Target:

**Provide a Cheaper alternative for 2<sup>nd</sup> and 3<sup>rd</sup> car Ownership**  
(Aim= Less than £100 per month)

**Electric Car**



**Electric Bike**



**Electric Bus (?)**



# Impact of Proposals – Exeter Transport Capacity

Measure	Daily Extra Capacity	Cost (£m)
<b>Interurban</b> (Rail, Bus, Strategic cycle)	<b>8,500</b>	<b>105</b>
<b>Park and Ride/Change</b>	<b>2,500</b>	<b>30</b>
<b>Exeter</b> Ped/Cycle/Shared Mobility	<b>8,500</b>	<b>70</b>
<b>Total</b>	<b>19,500</b>	<b>205</b>

<b>Tram</b>	<b>7,000</b>	<b>320</b>
-------------	--------------	------------

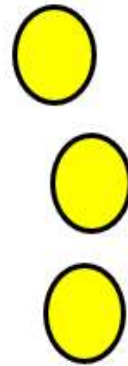
# Impact of Proposals – Exeter Transport Capacity

Commuting to Exeter



Exeter

– 40 % Car Split



Greater Exeter

Towns

- 70% car Split



Villages & Rural

- > 90% car split



Wider Area

– 80% car split

2011

Future

• 25 % Car Split

- 60% car Split

- 85% car split

– 75% car split

