**EXETER CITY COUNCIL**

**SCRUTINY COMMITTEE – ECONOMY**
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**EXECUTIVE**
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# TRANSPORTATION STRATEGY: MEASURES TO REDUCE CARBON EMISSIONS/ PROPOSED CITY COUNCIL INPUT TO DCC LOCAL TRANSPORT PLAN 2011-16

## 1.0 PURPOSE OF REPORT

1.1 This report reviews recent progress and trends in the City in terms of transportation and proposes a number of major priorities for Devon County Council to consider as part of the preparation of their Local Transport Plan.

## 2.0 RECENT TRENDS AND PRESSURES

2.1 The City has accommodated a dramatic growth in both jobs and population during the last decade. In 1998, Exeter had some 63,000 jobs and by 2004 this had risen to 86,000. This represents the third highest increase in the country at 37%. Similarly, over the last decade the population of the City has risen from 107,700 to 123,500 – an increase of 15%.

2.2 This marked increase in the City's level of activity has imposed pressures on the transport network to a very considerable extent but the system has coped remarkably well. Traffic growth on the city's main radials has been contained – the overall volume of traffic entering Exeter during the morning peak has actually fallen slightly since 2004, with no radial route showing an increase. Media headlines would suggest that delays are massive and growing but the evidence from Devon County Council does not confirm this. There are quite frequent objections that local bus services are either not good enough or too expensive. Nevertheless, there has been significant growth in bus patronage in Devon with a rise of 31% during the four years to 2008. Similarly, on the rail network, the use of all rail services in Devon increased by 61% during the twelve years to 2008. Cycle use has also risen significantly with an 37% increase in three years across major count points. There has also been a dramatic increase in the amount of cycling to school, with the city's secondary schools achieving an average of 20% cycling. Encouragingly, this has been achieved without a corresponding increase in casualties, the number of which has remained largely static.

2.3 During this period the City has seen a number of very significant physical changes:

- the relocations to Exeter of the Met Office and EDF and subsequent growth of Exeter Business Park which had stalled in the last major property recession
- a buoyant and rapidly expanding University
- a renewed City centre
- a record level of house building (until 2007!)
- delivery of a high quality public realm in the heart of the city

2.4 Notwithstanding the general evidence that the system has coped quite well with these increasing pressures, there is one significant area where conditions are substantially worse. Members will be aware from the report to Executive on 24 March 2009[1] that whilst air quality in the City is generally very good, there are significant parts of the City which have excess nitrogen dioxide levels as a result of high levels of motor vehicle movement. The result is that it has declared all of the City Centre an Air Quality Management Area and with a series of designations for all the radial roads coming into the city. The strategy agreed by Members envisages a combination of measures which in summary comprise: limited enhancements to highway capacity; a range of demand management measures; a strong commitment to supporting the High Quality Public Transport proposal being prepared by Devon County Council; and investment in improved provision for more sustainable means of transport including bus, rail, cycle and walking.

## 3.0 FUTURE PRESSURES

3.1 Looking ahead from the current Recession, the RDA predicted three years ago that the Exeter economy would overtake that of Plymouth's by 2015. The designation of Exeter and the surrounding area as a New Growth Point three years ago, was in the expectation that the area would deliver a major increase in population and jobs over the period up to 2026.

3.2 Indeed, by 2026 the City and its immediate environs is forecast to have 28,500 additional dwellings which equates to another 45-50,000 people. There would also be 15,000 additional jobs in the City and a total of 25,000 extra jobs in the City and environs.

3.3 This growth will clearly place significantly more pressure on the existing transport network, potentially increasing congestion on key routes and reducing air quality, worsening bus service reliability and reducing the general amenity of residents. Combined with the imperative to reduce carbon emissions outlined in the accompanying papers, this suggests the need for a quite significant reorientation of strategy for the forthcoming LTP.

## 4.0 PROPOSED CORE OBJECTIVES FOR LTP3

4.1 The Local Transport Plan (LTP) is produced by Devon County Council as highway authority. The LTP is a document which sets out the objectives and policy framework for transport and describes a programme of action for a five year period. To date, two LTPs have been produced and the third, covering the period 2011 to 2016 is in the early stages of preparation. The County Council have been conducting 'hearings' as a means of gathering evidence and opinions. A draft will be produced this Spring, with consultation over the Summer for final approval in December.

4.2 The government has recently published its strategic framework for transport with the intention of squaring the circle between delivering economic growth and tackling climate change.[2] The intention is that the transport system will:

- support economic growth by delivering efficient transport networks
- reduce transport emissions in order to tackle climate change
- contribute to better safety, security and health
- promote greater equality of opportunity

- improve the quality of life

4.3 In responding to this framework and to the challenges of the local context, it is proposed that the City Council recommends that LTP3 should have three core objectives, as follows:

(1) *Delivering a sustainable pattern of land use* – in line with the Turner Committee, this involves integrated land use and transport planning which minimises the need to travel by car and maximises the prospects of bus, rail, cycle or walking being attractive mode of travel and therefore well used. This is principally achieved through the drafting and the adoption of the Council's Local Development Framework Core Strategy and by carrying out a range of joint master planning exercises such as those currently being completed for Newcourt, Monkerton and Alphington.

(2) *Supporting sustainable economic growth* – effective transport provision is a means of reducing transaction costs but transport is a big $CO_2$ generator. Some 20% of total emissions are generated by the transport sector and 92% of those emissions arise from road traffic, with the proportion rising. This links to the third, and key, objective.

(3) *Delivering sustainable transport solutions* – to both reduce emissions and reduce energy consumption dramatically. A significant reduction in emissions is vital from the viewpoint of dealing with climate change and the need for a reduction in energy consumption reflects the dwindling supply of hydrocarbons. In terms of air quality, the primary pollutant is nitrogen dioxide and transport is the major generator of this. There are significant exceedances across the City[1] which need tackling so this needs comprehensive action.

## 5.0 GENERAL PRINCIPLES

5.1 Before moving on to the consideration of a set of specific proposals for submission to Devon County Council, a few basic core principles are proposed for Members to consider. These are outlined below.

5.2 The first principle is about the level of reliance in the future on investment in highway construction. Given the scale of growth that is envisaged for Exeter over the next 16 years, there is no doubt that the City and its environs will need some additional highway capacity. Even if we achieve major modal shift, there will be some locations, by virtue of the development of a range of urban extensions which will require highway network enhancements. It is highly unlikely that much, if any of this capacity, will be in the City centre (apart from in conjunction with the bus station re-development) as the physical constraints are such that the environmental consequences and loss of historic buildings arising from capacity enhancements would be unacceptable in an historic city such as Exeter. Nor, for similar reasons, is there likely to be significant enhancement on the radial routes into and out of the City – motorists in queues on Alphington Road or other radials may curse the delays, but neither the City nor the County Councils is realistically going to begin the compulsory acquisition of swathes of property to deliver a four lane highway with high capacity junctions. It would also result in the loss of many of the City's local and district centres which straddle the principal roads into the City.

5.3 An appropriate scale of change is envisaged in the major schemes bid being prepared by Devon County Council. This is rightly focusing on outbound radial capacity so as to better manage congestion caused by vehicles trying to get out of the City, rather than encouraging yet more motor traffic to come into the City centre. Schemes that are being generated by the New Growth Point are also necessary – enhancements at Junctions 29 and 30 and the provision of the Clyst Honiton Bypass are providing capacity which is unavoidable given the scale of development proposed. An effective city centre traffic management scheme to create more vehicle free streets may require selective highway investment. Beyond this, there does however need to be a considerable pause for thought to see whether any such future large scale investment is, in the round, viewed as appropriate given the very demanding carbon reduction targets that need to be achieved.

5.4 The second potentially controversial principle is an acceptance that congestion at peak hour will continue unless there is a better mechanism for pricing car use at the point of use in the same way that bus/rail travellers pay at the point of use. As long as there is no price mechanism at the point of use (i.e. when we actually drive our cars), people will flood onto the network when it suits them. At one end of the spectrum the environmental lobby argues that the simple solution is to price up City centre car parks so that motorists pay the same when parking as they would do if buying a return bus fare. At the other end of the lobby spectrum, many in business would respond that paying more for parking or levying a charge on road usage is simply another tax. It is, however, a daily observable consumer choice that once you've paid for the cost of owning and running a car, and for many car commuters paid nothing for parking your car, people are unlikely to be persuaded to use alternative means of transport. It is important therefore to note in addressing both these sets of arguments, that only in the order of 850 cars are parked on City centre car parks before 0900 on weekdays (and a proportion of these will be shoppers and residents' cars) so these are not the source of the congestion that people experience. The real issue is that there are some 17,800 spaces at offices and industrial premises throughout the City that are available for motorists at no charge. It is more effective to charge people who currently pay nothing to park, than to extract more money from those who pay parking charges already. Uncomfortable though it is, a pricing mechanism in the form of a workplace parking levy, is an effective means of managing demand – and thus, without that, congestion will continue.

5.5 The third basic principle is that we need to create a civilised City centre by limiting cross City centre vehicular movement. We have moved beyond a situation where all City centre streets are available as a free for all for vehicular traffic to drive through at its convenience. If we have a vision of the City centre we want to deliver, we need to work out what the key functions of these streets should actually be. Isn't the City centre for pedestrians who are, for example, workers, shoppers, museum visitors, diners and library visitors, rather than for the convenience of a car driver either short cutting across the City centre or trying to drive as close as possible to their destination? An illustration of this latter point is the example of users of Triangle Car Park. Some 43% of the users of Triangle Car Park originate from the New North Road/Pennsylvania Road corridor, yet this car park is on the far side of the City centre from this approach. In contrast, only 15% of the users of King William Street Car Park originate from this corridor. These data do suggest that significant volumes of people are using the City centre highway network for the convenience of

driving as close as possible to their destination, rather than walking the last few hundred yards to those destinations. One wonders if this is a sensible way of allocating scarce space in the current climate.

5.6 Taking these three basic principles, the following section identifies a range of key measures for the future. Members may feel that some of these principles and measures are radical given perceptions about public opinion. Surveys of public attitudes suggest that the media focus on congestion and on the number of traffic lights in the City are not shared that widely. The City's retail consultants, DTZ, asked city centre users what things they disliked about the City Centre – 48% said 'nothing or very little' and only 2.6% highlighted 'traffic congestion making it difficult to get to by car'.[3] Moreover, work for the City and County Councils by Socialdata found that 75% of those surveyed that 'limiting car traffic' was an effective measure and 89% thought that 'further developing public transport' was an effective means of dealing with traffic problems in Exeter.[4]

## 6.0 KEY MEASURES FOR THE FUTURE

6.1 This section is split between a focus on the City centre and an outline of a set of wider measures that are applicable outside the City Centre but vital to the functioning of the City as a whole.

City Centre Initiatives

6.2 The City and County Councils have made real progress on pedestrianisation in the last five years. Until the start of this century we used to lag behind most English historic towns and cities having remarkably little space that was devoted to the pedestrian. As a result of collaborative work during the last decade, significant improvements have been made with the creation of streets which have pedestrian priority, with schemes undertaken in Cathedral Yard, Cathedral Close, Queen Street, Castle Street and High Street. More radically, Princesshay was designed so that all but a limited part of the scheme is entirely vehicle free, creating a standard of amenity and safety comparable with the best in Europe.

6.3 We have to acknowledge that there is no clear vision for the next stage however. Changes to Paris Street have attracted significant opposition, with conditions in Sidwell Street, North Street, Fore Street and South Street all suggesting that the balance between traffic and pedestrians/shoppers has not been struck. Some argue that in the effort to limit traffic in these streets, we are cutting off the life blood of the City centre. Viewed in the round however, whilst for the foreseeable future, vehicular traffic needs to get to the City centre in large volumes, it does not, by and large, need to penetrate every street outside Princesshay and Cathedral Close.

6.4 Given the ring of car parks that exist around the City centre it is more than possible to designate a network of routes to serve those car parks without compromising the whole of the City centre street network. Indeed, it is the sort of strategy that has been adopted in Bath and Cambridge some years ago and is common throughout many cities in Europe. This involves the creation of a cellular structure where vehicles approaching a city centre destination, choose one or more car parks within that sector but aren't, without some considerable inconvenience, able to cross the City centre by the shortest route. It is strongly recommended therefore that Members look at this in the round rather than focusing just on whether Paris Street should be one way or two way, by the

City and County Councils jointly preparing a comprehensive traffic management strategy for the City centre.

6.5 A crucial element, as a precursor to that work, is to be clear about the public role of key streets and spaces in the City centre so that the long term vision drives the traffic management strategy rather than vice versa. Thus, to take an example, which may seem pretty radical in the present climate, one could envisage the creation of the long imagined London Inn Square. This could be an entirely vehicle free space between Waterstones and the former Debenhams building and which would create one of the larger available spaces in the City centre for activities and markets, (see two conceptual ideas at Appendix 1). With the right traffic management solution, this is a serious possibility. A further key enhancement to the pedestrian environment in the City Centre would be to take buses out of the section of High Street from Queen Street to Fore Street, diverting all but the HQPT via Queen Street, Paul Street and North Street/Mary Arches Street. This is proposed, because this is the most sensitive part of High Street with narrow footways and historic buildings, in contrast with the upper part of High Street where the pedestrian space is much greater and the diversion route for buses much more circuitous.

6.6 To complement this work and to address the issue of poor air quality, it is also proposed that a Low Emission Zone (LEZ) is designated which limits vehicles using streets within a prescribed area of the City centre to those with exceptionally low emissions. It would not be an onerous burden on the bus operator, given the recent acquisition of many new vehicles which are either Euro 3 or Euro 4 compliant. Manufacturers are also pursuing further technological innovation in engine design leading to lower emission levels in the near future. The more significant consequences are likely to be for commercial vehicles and this will need careful assessment.

<u>City Wide Initiatives</u>

6.7 (i) *General Context*
The predominant investment will need to be in public transport. If the seemingly inexorable growth in car use is to be contained, our dependence on oil reduced and our carbon footprint dramatically reduced, the quality of the public transport services that are on offer needs to see a step change. Furthermore, because the new community and three urban extensions provide the bulk of the new housing for the City over the next 20 years, each will need to be served by the High Quality Public Transport network if those new communities are not simply to become car dominated suburbs like their predecessors.

6.8 (ii) *Implementing the High Quality Public Transport System (HQPT)*
The County Council have been working for some time on a detailed bid for the funding of HQPT. The concept is that a high frequency, high quality vehicle would provide services on a number of spine routes which link together the key development sites around the city, the key employment nodes and the City centre. By changing the image of the local bus network and by adopting the type of ticketing system (Oyster Card) which the public have become accustomed to and enthusiastic about in London, the ease of use and fundamental attraction of the system would make this the first choice mode of travel for many residents.

6.9 This is probably the single most important investment which the City needs in transport terms over the next decade. The DfT has shown considerable interest in the proposal and, subject to any forthcoming public spending review, the prospects for a significant grant through the Regional Funding Allocation look good. The County Council will be consulting on their outline proposals during February.

6.10 (iii) *Upgrading the Rail Network*
There has been dramatic growth in passenger use of the rail services feeding into the City over the last decade, with the Exmouth and Barnstaple lines regularly showing annual increases of 10% or more. Exeter is unique for a City of its size in having a significant number of suburban rail stations (six) and therefore it has a high proportion of the population with ready access to a station within a 10 minute walk of their home. The potential for expanded use of the local network is significant and this was outlined in a joint ECC/DCC paper to the Devon and Exeter Rail Working Group last July which advocated investment in selective track re-doubling, improved signalling, and the construction of new stations at Newcourt and Monkerton[5]. This needs to be complemented by the provision of additional and (critically) updated rolling stock since much of the stock is of the lowest quality seen on the national rail system. Devon County Council will be looking at the potential for delivering these aspirations as part of the Exeter and Far South West Gateway Study. The aim of the study is to develop a programme of transportation investment priorities for the South West Peninsula, which may be progressed through the LTP or the Major Scheme Bid Regional Funding Allocation process. Representations have also been made to Network Rail in respect of their Route Utilisation Strategy to underline the need to enhance local rail capacity so that the city's growth can continue.

6.11 (iv) *Park and Ride Enhancements*
Exeter lags other historic towns and cities in the extent and quality of its park and ride provision. There are only some 1700 spaces provided in three sites which are available for general public use (the fourth is aimed specifically at RD&E workers). Devon County Council have had plans for a new 800 space park and ride facility at Ide which have currently stalled. The City Council needs to continue to lobby for park and ride investment, given that coverage of the key radials into the City is incomplete and capacity is inadequate to accommodate further growth at the existing sites. It remains a priority to find a new site to serve the A38/A380 corridor, given the limitations of Matford and it is intended that this would be done through the South West Exeter Master Planning exercise. Provision for the Crediton/Tiverton corridor remains problematic with the only suitable site being in the flood plain; however a Park and Ride site on this major route into the city remains an aspiration for the County Council. A welcome recent development by Stagecoach is the purchase of new vehicles for the Honiton Road, Sowton and Matford services which will significantly raise the quality perceptions of the public.

6.12 (v) *Comprehensive Cycling and Walking Networks*
Until recently, provision for walking and cycling in the City has tended to be low priority. With the adoption several years ago of a joint Walking Strategy between the two authorities and the designation of Exeter as a Cycling Demonstration Town, there has been a re-balancing of those priorities and a concerted programme of investment in the city. The cycle network has been extended very significantly in the last three years with new routes serving the City's secondary schools and principal employment sites. There is also

significant emphasis on softer measures to encourage people to switch to cycling. We are now starting to witness the potential that cycling offers for many journeys in the City with a 40% increase in cycle trips between 2005 and 2008. Research in the City shows that there is still significant potential for growth with one fifth of all trips made by Exeter residents being no further than one kilometre and approaching half (45%) are no longer than three kilometres. Over two-thirds are in the range of five kilometres. All distances that are easily covered by foot or bike. (Travel Behaviour Research Baseline Survey 2008 Exeter. Sustrans.) It remains critically important to deliver safer crossing points for busy roads. In that respect, the debate that started last Autumn over the justification for the recent surge in traffic signal installation in the City rather misses the point. There are many instances where the speed of traffic and lack of breaks in flow, mean that for those who are less confident or agile, they cannot cross the road without the benefit of pedestrian and cycle phases at signals. Dutch experience on removing signals is not a readily transferable one, given the different culture and road user liability context. (A motorist is assumed to be liable for a cyclist or pedestrian accident unless they can prove to the contrary.) The more we can encourage people to walk and cycle, the less congestion and carbon use and the more likely people are to remain healthy as a result of the attendant exercise.

6.13 Future investment needs to focus on ensuring that there is a dedicated network of routes giving direct, easy access to the City centre, key employment locations, schools and leisure centres. Progress with the provision of cycle routes from Exeter to adjacent towns and the countryside has also been impressive though the completion of the Exe Estuary route remains a priority, not only encouraging cycle commuting but underpinning the City's offer as a sustainable tourism destination. The design and implementation of similar links to Crediton and Tiverton will ensure a comprehensive network in the centre of Devon, focusing on the City.

6.14 (vi) *Gateways*
The key arrival points for the City have for many years been, by and large, uninspiring. Driving south on the M5 approaching Junction 29, there is no particular wow factor and the park and ride sites are, for the most part, utilitarian. The exits from Central Station and St David's Station are both uninspiring. The construction of the Science Park at Junction 29 should provide the opportunity to give a key 'signature' to the City for users of this corridor. With the new generation of park and ride sites, it should also give the opportunity to provide quality designs that people can feel comfortable using. .

6.15 Despite officers of both authorities working for over ten years on endeavouring to deliver a modest enhancement scheme for Central Station (which is used by approximately 1.5 million passengers a year), progress has, until recently, been zero. However, the recent change of stance by Network Rail is most welcome and a project is now under way for the two authorities to look at re-designing the station booking office and entrance to revert to its original central position. It would also remove parking from the front of the station to create a paved area which will give a real sense of arrival. Similarly, progress at St David's has been non-existent despite the attempts of both authorities to put together development schemes that could overcome the dominant feeling for train travellers of arriving in a car park. The current condition of the property market prevents a commercial scheme coming forward at present but this still remains a key concern affecting the image of the City.

6.16 (vii) *Highways and Traffic Management*
The two decade long focus on safety enhancements has paid dividends in the reduced number of road casualties. The more recent delivery of dedicated walking and cycling networks and signalised crossings of the highway network will add to the ability of more vulnerable road users to use the highway network. Investment in the outbound capacity of key radials and the alterations to Junction 29 should both be strongly supported, since whatever measures are taken for the longer term, to achieve modal shift, there will be a marked increase in population and employment levels in the City which will continue to put pressure on the highway network.

6.17 An area of concern, however, is the burgeoning cost of work to the strategic highway network – whilst Devon County Council strikes a sound balance between design standards and costs, the Highways Agency remains committed to a set of standards which tend to distort resource allocation when delivering new developments. Given that all of the key development sites are adjacent to the Trunk Road and motorway network, there is a strong danger that HA design standards could either stifle development or result in limited infrastructure funding being unnecessarily focused on delivering expensive highway solutions. Local authorities need to challenge this distortion of priorities by seeking a more flexible approach to design.

6.18 The City's Parking Strategy will need to be reviewed this year. The City Council controls 25 off street car parks, providing nearly 4500 spaces. Together, these car parks generate some £6 million income a year. Over the last decade the pricing strategy of the Council has been geared to discouraging their use by commuters and encourage the short/medium stay shopper and visitor. The review of strategy will need to address the long term aims of the service, dealing with the conflicting objectives of car access, income generation and emissions reduction. Given the recent completion of a study by consultants of current usage patterns, (in conjunction with the bus station study), the technical basis for a policy review should be sound. This work would also identify which sites could be released for re-development.

(viii) *Low Emission Vehicle Strategy*

6.19 The issue of air quality, highlighted at the beginning of this paper, needs to be a key focus of policy. The significant number of Nitrogen Dioxide exceedances across the City and along the major radials is a cause for concern. Consultants from the Centre for Energy and the Environment at the University of Exeter have analysed the current situation and looked at a range of options. They conclude that the best chance of solving the problem of exceedances involves:

- the development of the Grace Road link
- an HGV routing strategy
- a Low Emission Zone covering buses and HGVs across the whole Air Quality Management area
- selective access restrictions in City Centre streets.

6.20 Progress in this respect is variable. The Grace Road link is due to go on site shortly. Stagecoach are gradually introducing Euro 4 buses and the results have been dramatic. On the Heavitree Road corridor, which is the most affected by vehicle pollution, the new fleet of Euro 4 buses introduced between 2005 and 2007 produce a 40% drop in bus emissions. With HGVs, whilst only a small proportion of the traffic, they generate significant amounts of emissions and their share of the emissions burden is rising. Unlike cars, where the EU

has agreed reductions in fleet standards for vehicle emissions, no such mechanism is in place for vans or HGVs. There is, thus, an imperative to develop a comprehensive understanding of freight movements in the City so that a Low Emission Zone can be identified and an HGV routing strategy adopted.

6.21 Taken together, the measures may result in:

- a bus LEZ restricting buses within the AQMA to only Euro 4 or above in 2011 and Euro 5 in 2015
- an HGV LEZ with the same standards
- an access strategy for City Centre streets

Collectively these would form a CLEAR zone for the City Centre and a Low Emission standard for the currently most highly polluting vehicles across the City. If the existing LTP and the measures outlined above were implemented, this would be likely to result in a 30% reduction in Nitrogen Dioxide levels across the City but still leaving a limited number of sites with exceedances.

6.22 A further key area of innovation for which both authorities need to develop an early strategy is the likely growth in the use of electric cars. This has taken many decades to materialise but the need to drive down emission levels and the availability of financial incentives are likely to result in a significant rise in this mode of personal transport. The Turner Committee sees a very large growth in the use of electric vehicles as battery technology enables their range to be extended from a 128km average to around 400km. The Committee envisages 240,000 electric models and plug in hybrids by 2015, rising to 1.7 million by 2020. Whilst off-street home charging will power three quarters of these, the rest would need to be catered for by on street work place or car park charging points. There are significant design and infrastructure issues to address, if this ambitious target is to be achieved. Other authorities are installing public charging points, with Newcastle installing 750 of them. The City and County Councils should develop a strategy for this with some urgency.

## 7.0 CONCLUSIONS

7.1 The input to LTP3 in terms of its provisions for Exeter should be based on a bold vision for the City's future. It will identify what sort of City centre we are seeking to create and should be supported by the assumption that a step change in the use of public transport can be achieved so that we deliver sustainable urban extensions over the next 15 years or so. We need to identify and agree the places and spaces that are of sufficient quality such that they are not overwhelmed by the volume of passing traffic, where air quality targets can be met, rather than as at present awaiting a whole mix of measures to get nitrogen dioxide down to acceptable levels. All of this requires significant investment which is particularly difficult at a time of pressure on public spending. There also needs to be some mechanism for dealing with the 17,800 free parking spaces for employees which is what drives the amount of car travel at peak hours, through ongoing discussion with the County Council through the Local Transport Plan process.

7.2 The elements outlined above would form the core of a more sustainable transport strategy for the next five years and the necessary actions that should accompany that strategy.

## 8.0 RECOMMENDATIONS

8.1 It Is recommended that Members agree:

(i) the core objectives outlined in Section 4.2 of this paper;

(ii) to support the measures proposed in Section 6 of this paper;

(iii) that a submission based on the above is made to Devon County Council as input to the preparation of LTP3;

(iv) that a joint ECC/DCC city centre transportation strategy should be prepared in the first half of this year;

(v) that a review of the City's Parking Strategy be completed in parallel;

(vi) that a joint ECC/DCC strategy on providing for electric and hybrid vehicles be prepared and the prospect for a City trial be brought to a meeting of Scrutiny later this year; and

(vii) that (iv), (v) and (vi) above be the basis for the preparation of a CLEAR zone strategy for the City Centre linked to the designation of a Low Emission Zone.

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**Local Government (Access to Information) Act 1972 (as amended)**
***Background papers used in compiling this report:-***

1. Exeter Air Quality Strategy 2009-2014. Executive. 24 March 2009.
2. Delivering a Sustainable Transport System. Department for Transport. 2008
3. Exeter Retail Study. DTZ. 2009
4. Travel Behaviour Research Baseline Survey – Exeter. Socialdata. 2008.
5. Potential for Future Enhancements to the Exmouth Branch to Accommodate Development. Devon and Exeter Rail Working Party. July 2009
6. National Rail Trends 2008-2009 Yearbook (Office of Rail Regulation)
7. Devon Local Transport Plan Progress Report March 06 – April 08