

Decarbonising transport: case studies

Workshop report

Tuesday 28th March 2023,
Technology Innovation Centre,
University of Strathclyde



This report is a summary of the discussions and feedback from the *Decarbonising transport: case studies* workshop and does not necessarily represent the views of the Glasgow Centre for Population Health (GCPH)

About the workshop



This workshop was organised by the **Glasgow Centre for Population Health (GCPH)** to present evidence of the progress five Scottish institutions are making in decarbonising transport and supporting active and sustainable travel. The evidence presented came from a case studies exercise led by the GCPH in collaboration with the **University of Strathclyde, University of Glasgow, City of Glasgow College, Glasgow City Council** and the **Scottish Parliament**. The focus of the case studies was on how organisations are encouraging a shift to more active and sustainable travel among staff and students. While some progress has been made, many challenges remain, including the ongoing impact of the COVID-19 pandemic, changed working patterns, public transport provision and costs, parking issues, and embedded transport inequalities.

The workshop was designed to provide a forum for presenting and discussing the case studies findings with an informed group of experts, with the overall aim of finding shared solutions and consensus on ways forward.

It was an in-person event with an invited group. Participants came from a range of organisations and included transport planners, academics, public health specialists, union representatives and officers from third sector organisations, local authorities, and health boards. Appendix 1 provides a full list of the participants.

Event Programme



Decarbonising transport: case studies workshop

Tuesday 28th March 2023 – 10.00 – 12.30
Technology & Innovation Centre, Level 3
University of Strathclyde

9.30 – 10.00	Coffee & Registration
10.00 - 10.10	Welcome and opening remarks from the Chair Margaret Douglas, Public Health Scotland and University of Glasgow
10.10 - 10.30	Main findings from case studies exercise Bruce Whyte, Glasgow Centre for Population Health
10.30 - 10.40	Questions & clarifications
10.40 - 11.10	Perspective from each organisation (inputs from co-authors) Neil McBeth, University of Strathclyde Viola Retzlaff & Jennifer Russell, University of Glasgow Victoria Barby, Scottish Parliament Steve Gray, Glasgow City Council
11.10 - 12.00	Structured discussion groups (2 topics per group) – (1) Travel cost, ticketing and permits (2) National policy and organisational strategies and policies (3) Place making, parking policy and reallocation of space (4) Behavioural change approaches
12.00 - 12.25	Plenary discussion
12.25 - 12.30	Closing remarks from the Chair
12.30	Lunch



Dr Margaret Douglas, Consultant in Public Health at Public Health Scotland, opened the event and welcomed participants. **Bruce Whyte** (GCPH) then presented key findings from the case studies work and answered questions from the delegates. This was followed by short presentations from **Neil McBeth** (University of Strathclyde), **Viola Retzlaff & Jennifer Russell** (both University of Glasgow) and **Victoria Barby** (Scottish Parliament), providing perspectives on progress and challenges for their organisations. A final short presentation was given by **Steve Gray** (Glasgow City Council) on Glasgow's City Centre Transport Plan. All the presentations can be accessed from the [GCPH website](#).

Following the presentations, participants were invited to take part in round-table structured discussion groups on specific topics, with the aim of generating ideas about how to make progress.

Round-table discussions

The discussion groups focussed on **four** topics:

- **Travel cost, ticketing and permits**
- **National policy and organisational strategies and policies**
- **Placemaking, parking policy and reallocation of space**
- **Behavioural change approaches**

Each workgroup discussed one of these topics and responded to a set of prompt questions. Key points from these discussions are provided in the next section of this report.

This synopsis captures the main views and ideas expressed but is not a comprehensive account. These are not the views of specific organisations, but of a range of knowledgeable and experienced individuals, many working in strategic positions. Comments are not attributed to any individual.





● **What are the most pressing current issues relating to costs of travel and ticketing?**

- + Flexi tickets and pricing** – Season tickets are not cost-effective with new ways of working (hybrid). There are more options available now, and they do help a lot with hybrid working (for example 10-day tickets) but there's an inconsistency in what is available. Network Rail is looking at flexible ticketing options, such as monthly passes. It has been difficult getting get bus operators on board to provide integrated tickets.
- + The cost of car use** – Driving is disproportionately cheap, compared to public transport, and the cost barrier worsens when multi-modal trips involve different operators. There should be no discounted parking places, increased cost of parking, and less spaces available.
- + Availability of public transport** – There is far less choice since COVID. Services have contracted. For example, breakfast club has reduced hours for drop-off, and there is no available transport in that time frame. Less public transport means people are using it less, which means services are then less frequent, which leads to further drops in patronage, etc. We need to get more people using it, then services become more sustainable.
- + Climate change** – There's the issue of how much climate change resonates with people, there needs to be education around it. There's a lot of '*What's the point?*' or '*I understand the issue, but I'll do what's more convenient for me.*'
- + Reliability** – Costs can be as cheap as possible, if there's no driver, no bus, that won't make any difference. Because of COVID there are few buses, and less staff. Reliability plays a big part in the perception of value-for-money.
- + COVID** – Since COVID, there's been a change of mindset, operators have unreliable revenues and focus on 'keep operating', hard to focus on improvements and decarbonisation.
- + Car parking cost** – Currently car parking at NHS facilities, such as hospitals, is generally free. While some NHS staff need to drive to their work because of shift-patterns and unsociable hours, why should parking at healthcare facilities be treated differently from other sectors such as education?
- + Lack of secure bike parking** – This is an issue, particularly given current high level of bike thefts.

There are **40% of households without a car** in Glasgow, and they are very silent. Is it because a car is seen as aspirational?



● **Are there examples of current schemes that are making it more affordable or convenient to use public transport? Or to travel less?**

- + **Agile working** – Discretionary changes to your daily hours, for example travelling after or before peak hours to avoid peak prices, working during commute, taking childcare/ caring responsibilities into consideration.
- + **Behaviour changes** – Free bus travel for young people creates a behaviour change, gives young people the opportunity to make different choices. The challenge is how do we keep them in buses once they are no longer free?
- + **Concession schemes** – These are great, but they only work with public sector subsidy – not sustainable. What are the benefits of the investment? Health, economic outcomes? Also, where do you get the modal shift from? Are people who would have walked now taking the bus, as opposed to people who would have taken the car? Is there any research on that?

● **What key things can we do to make progress?**



A range of national and local actions and policies are outlined here.

- + **Bus prioritisation** – It needs to be quicker to take the bus. This must be made the default when designing new routes.
- + **Progress** – There are existing commercial agreements about integrated tickets (e.g., London). But smart ticketing is still a challenge, for example using your bank card or phone to swipe in/out doesn't work if travelling and paying for other people (less of an issue with free bus for young people). We need smart service information that is accurate. Bus stop screens don't match the apps, a connected app would be ideal.
- + **Integrated ticketing** – It is needed across public transport modes, i.e., bus, rail, subway, trams and (ideally) bikeshare. There are many examples of integrated public transport tickets such as London, Birmingham and Manchester, as well as from Europe. In Oslo, passenger trips can be multi-modal and managed via a phone app. Other limited examples from Scotland include COP26, over 60s bus passes and more recently, free bus use for under 22s.
- + **Current vision: one card for all** – It's in operators' interest and would encourage people to use public transport more. The technology already exists, it could happen quite quickly if an agreement was made. Need a steer from Transport Scotland.
- + **Re-regulation** – There is legislation about re-regulating bus companies, but it's not full-scale re-regulation, and they would still need to compete against other private bus services. We need operators to agree, with a **shared price cap across operators**.

- +** **Encourage travel support** – Salary sacrifice schemes, for example ‘Cycle to Work’ or for season tickets, etc. In France, for example, employers must pay 50% of public transport costs by law.

- +** **Electric vehicles** – Owners should pay for charging. Though they have no tail-pipe emissions, EV have all the other issues of cars: they are dangerous, take up space, etc.

- +** **Mindset** – There needs to be a change of mindset, currently it’s mostly ‘*we need to let the cars flow*’. Cars are always prioritised and there’s no thought for pedestrians. When there are roadworks, for example, pedestrians have nowhere to walk. Mindsets need to change at a fundamental design level: what kind of access do you make for buses, do you make it the default?

- +** **Change** – Needs to be at policy maker and design level.

- +** **Public Transport** – Should be **free at the point of use** for the consumer. That means a road user charge, car users would need to subsidise this.

- +** **Bike hire** – The existence of bikeshare membership is relatively unknown in universities. More effort needs to be made to promote it. It should be an attractive offer for prospective students.

- +** **Facilitate bi-modal transport** – For example more bike parking in stations.

- +** **Improve local sustainable transport services** – Could a subsidised electric shuttle bus be used to get students to University of Glasgow from locations such as Partick Subway station? Buses already used to transport passengers between Glasgow Central and Glasgow Queen St.



● **What are the main policies driving a shift to more sustainable travel? Are these sufficient?**

- + A **range of policies** were referred to including: 20-minute neighbourhoods, the National Transport Strategy, the proposed 20% reduction in car kilometres driven, the Climate Change Duty for public bodies (especially Section 3 Business Travel Emissions) and SPT's Regional Transport Strategy.
- + These policies are ambitious, useful and well meaning, but the **implementation gap** was mentioned. Some actions in the 20% car traffic reduction proposal will not happen until 2029 and therefore very far off.

● **Where do national, local, and organisational policies need to work better together?**

- + It's a **confusing policy landscape**. Policies should be joined up, clear and consistent.
- + **Consistent local policy and decision-making** – We need to have more coherence between policy and decision-making. For example, in Glasgow, how can giving planning permission for a drive-thru be compatible with a policy to reach carbon neutrality by 2030?
- + There is a **reluctance** from some organisations to **publish data**.

● **If we are to make progress, what should we focus on? Where can we be innovative?**

- + **Focus on buses** – Why is rail subsidised but not buses?
- + **Integrative ticketing** – e.g., a Zone card daily.
- + **National, high quality, consistent, reliable public transport** – It is key to support the modal shift, not just for commuting but for leisure trips also. There is too much variation in companies, timetables, fares, etc. across local authorities.
- + **Employers should subsidise public transport community/business journeys** – Equivalent to the cost of maintaining car park spaces i.e., car parks are not cost neutral. A good example recently: St Andrews University making a deal with Stagecoach to subsidise the bus fares between campus and the town centre.
- + **Maximum bus fares**.
- + **Nationalisation/re-regulation** (of bus services)

- + Better data** – There needs to be better access to data to enable the impact of new schemes and developments to be assessed and researched.
- + Policies should work across local authority areas** – For example, 25% of staff in the Queen Elizabeth are from Renfrewshire, not Glasgow.
- + Equity should be prioritised** – e.g., Access to services and work.
- + Demand management approaches** – There is the potential to encourage people to reduce their car use via demand-management approaches e.g., road pricing, tolls, congestion charging. For this to be effective and fair, public transport alternatives need to be in place.



● ***Is current policy making a difference or likely to make a difference in time?***

- + University of Glasgow (UofG) car parking scheme doesn't encourage **car sharing** (not currently one of the criteria for a parking space). There is also resistance (e.g., from trade unions) to reducing car parking space, and from shift workers and those working irregular hours for whom public transport is more difficult to use.
- + There is a risk that UofG is unlikely to meet the targets it has set itself for increasing active/sustainable transport, emissions reductions etc., without further, more radical intervention. We are not seeing the modal shift needed – showing minimal progress in recent years, partly as a result of COVID-19 impact.
- + **Importance of strong leadership and high-level support** for delivering actions and measures and not just having strategy/policy intent.

● ***How do we better make the case for more liveable places and less private car use?***

- + **Publish case studies of success stories** – e.g., City of Glasgow College when they removed car parking spaces, but also put amazing cycling facilities in place. The Barclays development on the south bank of the Clyde has few car parking spaces and lots of cycling facilities. Nottingham would be a good case study for workplace parking levy.
- + **Need funding and strong leadership** – e.g., Example of how successive architects (from Glasgow, London then New York) pushed the design to have much more bike parking and storage. The scale of vision included health and wellbeing, and sustainability.
- + **Better subsidy need for buses** – CPT UK recently published statistics looking at bus use and decarbonising transport. There is an argument that bus travel should be better subsidised (currently trains are very much better subsidised than buses, yet buses serve more low-income areas) and the subsidy per passenger journey should be equalised.
- + **Bus corridors and faster journey times to increase bus use** – CPT looking to work with councils to extend bus corridors and road reallocation to improve bus journey times. Faster bus routes can have a positive impact on both patronage and ticket price. More passengers = more competitive rates.

- + **Reluctance of car drivers to shift to public transport** – Trying to persuade car drivers to shift to public transport is very hard. The lack of integration and extra time/inconvenience of public transport is a big barrier.
- + **Integrated ticketing** – Glasgow is particularly challenging with extensive rail network, multiple bus companies and the Subway – multi-modal journeys are seen as unnecessarily complicated and expensive. One ticket giving access to all modes is needed. ‘Turn up and go’.

● **What more do we need to do? Where can we make progress?**

- + There are big **differences between parking charge policies** in different organisations. It would be good to have more consistency.
- + **Multiple bus companies** in Glasgow felt to be a problem. The **Glasgow Bus Alliance** is progressing integrated ticketing with an ultimate aim of tap on, tap off. But how many people are aware of this or use it? Is there a role for public sector to better support buses?
- + **Integrated ticketing** between different modes of transport is important – so that people can use underground, bus and train in more complex journeys and the price is not prohibitive.
- + **Bus access** – There is anecdotal evidence that a lot of people are put off using buses as they do not know how to access them – complaints such as difficulty with knowing the route, bus numbering, bus frequency, fare system, lack of coverage day and night, bus taking too long – are all legitimate concerns. Public transport must be intuitive, and ease of use and affordability are fundamental.
- + **Lothian Buses is good example of a bus system which is well used.** The flat fare rate within city centre is easy to understand, numbering is clear and consistent. The lack of train network means Edinburgh relies on buses more than Glasgow.
- + **Public transport season tickets are less cost effective** – Now that most people are working at home for part of the week, could there be more season passes/zone cards that allow a certain number of days travel over the season/period (e.g., 10 days per month)? Or a single day zone card?
- + **Do bus routes need to change?** – Do current bus routes support 20-minute neighbourhoods for communities? If people are commuting less, are routes covering the right destinations? Are people able to access key facilities which are visited less frequently (hospitals, airport, event venues, etc.)? Should we be shifting away from traditional routes into and out of city centres and focus on better services within and between neighbourhoods?

- Business travel** – It is easier to get a taxi or car than public transport in terms of expenses, ticketing etc. Active and sustainable transport need to be the easiest and most convenient options. Would it be possible for there to be corporate public transport tickets that can be pre-purchased by organisations to be given to employees when they have to travel around the city for business purposes, thus eliminating the need for reimbursement of expenses?
- Public sector organisations should be encouraging/support public transport** much more than they do. More active and sustainable transport will help most public sector organisations meet several of their targets (e.g., improving health, reducing emissions). Could annual salary sacrifice schemes be reintroduced for public transport/bus passes or flexible annual tickets which take into account hybrid working but eligible for salary sacrifice?
- No to salary sacrifice schemes for low-emission vehicles/EVs** – There should not be salary sacrifice schemes/government support for low-emission vehicles/EVs that make them more financially attractive than public transport. EVs are not the answer due to the continued impact on public space and congestion. Road space is at a premium but cycling infrastructure, walking infrastructure and public transport infrastructure should be prioritised.
- Increase cost of parking** – Though employee parking charging policy should be graded by salary band – those on the lowest income should pay less for car parking (where there is a defined need) and those who earn more should expect to pay higher charges.
- Better cycling facilities needed** – New buildings in UofG have some cycling facilities indoors, but also some outdoor facilities which are less secure. There is a fear that there will be a need to remove these outdoor facilities and replace them with more secure storage before long. Experience of cycling infrastructure being ‘value-engineered’ down in specification/design in major projects. The end result is standard products which do not give best user experience or meet a bare minimum of provision, which is not sufficient to persuade people to take up active travel.
- Free bus passes** – Ensure all students apply for free bus pass when they register. Is there the possibility of extending the age range for free bus travel and increase age to 25 to cover young people starting out who have low income? If young people start working life using public transport or active travel, are they more likely to retain this behaviour long term?
- Prioritise bus stops in new developments** – At present, priority tends to be given to parking spaces (e.g. New Royal Hospital in Edinburgh), rather than bus stops. Bus stops should be closest to the entrances and require private car users (other than disabled) to walk further rather than public transport users.



What policies and schemes are making a difference?

- + **Challenging perceptions** – Making people aware that cycling options are easier and quicker than they think. People think places are further away than they are, and therefore not accessible actively. This perception needs to be challenged.
- + **Smart information about public transport options** – Though this could be improved...
- + **Leadership** – Importance of leading by example in relation to active travel e.g., being an ambassador and challenging perceptions about who travels actively.
- + **Bikeability training** – It can be transformative! Are schools always aware of this option though?
- + **Active Travel embedded officers** – They are signposting people to opportunities.
- + **Cycle Friendly award scheme** – Helping to encourage organisations to promote active travel.

Can our efforts be better coordinated?

- + **Coordinated communication** – Need public (and active transport) modes to be aligned in communication, not just siloed and in competition with each other.
- + **Inequity in public transport connectivity** – Rural and suburban areas are not well served by public transport. Community transport can fill a gap.
- + **Important to make people feel safe** – This includes journey from bus stop to front door, especially late at night and especially for vulnerable groups: e.g., older people, women.
- + **Managing contentious issues** – Disability interests can be put forward as a reason not to make streetscape changes that may have a wider public benefit. This points to the need to engage at an early stage in projects proposing street changes, and with a broad spectrum of the community.
- + **Promotional work is key** – Important to go out and provide active travel information within workplaces.
- + **Joint ticketing and a maximum ticket cost within the city** – This would help to ensure that people in peripheral areas are not priced out of public transport.

● **Are there areas where we need to work harder?**

- + **Providing better/cheaper/more reliable alternatives to car use.**
- + **Political will is key** – Creating the space for political will. Sustainable policies may be in place but not supported universally across an organisation (e.g., parking spaces).
- + **Climate change** – There is public awareness that climate change is an important reason to change travel habits, but progress has stalled since COVID.
- + **Enabling change** – More work is needed to make it easier for everyone to use sustainable alternatives, especially given the impact of increased car use following COVID. There is a need to move people from ‘contemplation stage’ to actual change in behaviour.
- + **Forced car ownership** – Problematic in some places, leading to continued use of high-polluting older cars. Transport poverty isn’t spread equally across Scotland.
- + **Better public transport to campuses** – Can we get big employers to lobby for public transport to large work campuses?
- + **Parents and people with caring responsibilities** – We need to tackle how change of life stage affects car use patterns, especially having children and especially with more than one child.
- + **Cycle network** – Cycle routes need to be better joined-up.
- + **Electric vehicles (EVs) not the solution** – Replacing combustion cars with EV cars is not the solution. They may help air pollution but do not help with congestion.
- + **Bike “getting started” information** – This would include: safe routes; type of gear needed; loans for helmet, lights/ locks/ panniers, not just bike. Questions were raised around the extent to which universities are providing travel information and promoting active travel.
- + **Barriers to cycling** – Lots of barriers to cycling for people on low income. More is required in terms of providing kit and how to maintain a bike.

● **Do we need ‘carrot and stick’ approaches?**

- + **Street design** – Infrastructure for pedestrians, public realm.
- + **Voice of disabled people** – There needs to be space and travel options for disabled people, and consideration of those with seldom heard voices. Ensuring needs of all users are met is important.
- + **Enforcement** – Very important to have enforcement and policing of parking restrictions, pavement parking, and ‘over-stay’ by delivery drivers.
- + **LEZs** – These can have an unintended impact on inequalities and transport poverty e.g., some of the high-emitting vehicles are used by people on lowest incomes.

- + **Compulsory bikeability training** – Needed for HGV, smaller vans, taxis, and bus drivers.
- + **Cycle parking and bus stops** – Place these closer to destinations/building entrance (e.g., hospital, supermarket). Currently bike parking/bus stops are often at the far side of the car park.
- + **Dual approach** – Most car commuters have a public transport alternative and many would consider it. A dual approach of disincentivising car use and ensuring public transport is affordable and fit-for-purpose is needed.

● **What else should we be doing?**

- + **Placemaking/greenspace** – An important element in active journeys but also public transport journeys (walkability to bus stops/stations).
- + **Creating safer streets** where drivers are forced to be more careful e.g., roads designed to ensure cars slow down at junctions. We need to shift the balance towards pedestrians.
- + **Increasing footfall** in the street is important in terms of safety/perceptions of safety.
- + **Environmental improvements** are needed. Litter is a huge issue across Glasgow and some environments are not conducive to walking. Where is the commitment to addressing this?
- + **Placemaking** – It is difficult to link placemaking improvements to travel behaviour changes, but this is really important!



Transport Scotland's perspective

After the workshops discussions and a plenary session, Heather Cowan (Head of Climate Change and Just Transition for Transport) said a few words about the work Transport Scotland is taking forward to decarbonise transport. Heather started by noting that technological innovation will be insufficient to achieve the required reductions in Greenhouse Gases (GHGs) to meet the government's decarbonisation targets in time, so ways of reducing transport demand are needed. This needs to include a shift away from car and plane use, alongside journey avoidance, shorter journeys and reductions in longer leisure journeys. In terms of behaviour change, incentivisation and disincentivisation are both needed, including addressing pricing imbalances.

There needs to be political space to discuss how to make changes, potential benefits, and how to improve public transport. Heather also noted that research on demand management will be published in the coming months by Transport Scotland, and work looking at parking policy has been commissioned.

Feedback from participants

Following the workshop feedback survey, responses were received from 14 delegates. People were asked to comment on the most useful aspects of the workshop, to provide final thoughts about how to make progress in decarbonising transport, and to advise on other opportunities to disseminate the findings of the case studies exercise. The following is a synopsis of those responses – the full set of responses are provided in Appendix 2.

Most useful aspects of the workshop

Participants valued the opportunity to meet face-to-face and to hear about how different organisations are approaching the challenge of decarbonising transport. The opportunity to network and discuss these issues with other professionals from different sectors and with a variety of perspectives was valued.

How to make progress in decarbonising transport?

In terms of ways of making progress, much of what was proposed corresponded to suggestions made in the workshop discussions. In summary: investment in public transport which is efficient, affordable and equitable; integrated ticketing; more disincentives to car use – cost, space, criteria; a carbon tax for transport; prioritising budget spending on sustainable transport.

It is important to make travel information easily accessible, so people are aware of active travel and public transport options. There needs to be viable alternatives to car use. Local authorities need to improve infrastructure and accessibility to sustainable transport, as well as focussing on reducing car traffic.

Several respondents mentioned the need for ‘carrot and stick’ approaches to disincentivise car use – including taking brave political action on road space – and at the same time making public transport/active travel more appealing. Additionally, properly supporting/subsidising the routes and services you want people to choose.

Respondents also commented on the need for decision-makers to have more real-world experience of public transport and active travel, and to be more willing to take brave (potentially unpopular) decisions aimed at reducing car travel. A related point was that cross-industry work was needed to normalise policies and strategies that make it less convenient and ‘expected’ to drive/park.

Opportunities to disseminate

Offers were made to help disseminate the case studies findings further, which GCPH will be following up on. We will also be providing more details in our final report on the parking changes introduced at the City of Glasgow College that have led to reduced car commuting.

A focus on sharing good practice and examples of success was supported, as was the idea of developing a standard travel survey across organisations to enable comparisons.

Summary of key learning

A range of consistent themes came up through the group discussions and in individual feedback. The need for fair, affordable, reliable, accessible, high-quality and integrated public transport options was repeatedly made, as was a desire to see integrated ticketing ('one card for all') covering trains, buses, subway, trams and (ideally) bike hire.

The negative impact of COVID on public transport was acknowledged, with lower patronage and reduced and unreliable services combining to hinder recovery. More home-working and flexible-working patterns mean flexible ticket options are needed to make public transport more affordable. Bus prioritisation was supported. Bus travel should be a fast and efficient transit method and given priority over the private car. Ideas for local bus service improvements on specific routes were put forward.

Other recurring points were the inconsistencies in car parking policy across organisations, and a clear perception that priority was given to car users rather than to commuters using public transport or active means. Notwithstanding this, efforts to disincentivise car use such as through demand-management approaches require viable public transport and active travel alternatives that are attractive, convenient and safe.

Participants identified progressive policy relating to climate change, transport, and sustainability. Examples of good policy and practice from Scotland included free bus use for under 22s and many examples of integrated ticketing from other parts of the UK and Europe. However, many pointed to an implementation gap and, by implication, the importance of strong leadership and high-level support to push changes through. There was also recognition of the need for consistent sustainability policies and decision-making across and within organisations to avoid decisions that are incompatible with climate change goals.

Inequity in the cost of travel was another common theme. Car travel is in general cheaper than public transport. There were calls for a maximum bus fare, for extensions to existing free bus-use schemes to include a wider age range of younger people and people on low incomes, and for greater equity in the subsidies different transport sectors receive.

Public sector organisations should be encouraging public transport much more and, by doing so, will contribute to multiple health and environmental co-benefits. Organisations should be looking at increasing the cost of car parking and reducing car park spaces, but with a focus on fairness and affordability, particularly taking account of those who have greater need of a car such as shift workers, those working unsociable hours, and disabled staff. At the same time, better cycling facilities, including secure storage, are needed.

Discussions about behaviour-change approaches focussed on ways to promote public transport and active travel. Coordinated communication and information about public transport and active travel options are needed.

In relation to active travel, people in leadership roles should lead by example, challenging perceptions about who travels actively, and showing how easy and convenient it is. Information on how to get started on a bike, bikeability training, embedded active travel officers, and the Cycle Friendly Award scheme all help organisations to encourage people to take up active travel. It was felt that the bike hire scheme in Glasgow could be better promoted, and that bi-modal transport could be promoted further, such as by providing more bike parking in stations.

More could be done to make people feel safe on public transport, especially late at night, and especially for vulnerable groups such as women and older people. Another important point was the necessity to consider that the travel needs of all people are met. The voices of seldom-heard groups, including disabled people, should be listened to, and sustainable travel options should be available to everyone.

The importance of creating safer streets, lowering traffic speed, and shifting the balance towards pedestrians was emphasised, as was increasing footfall in helping make streets feel safer. Environmental improvements are needed to make places more conducive for walking, and placemaking has a role in this.

Finally, there was acknowledgement of the need for better access to, and use of, data to assess the impact of new infrastructure, schemes and services. Linked to this, evidence assessing organisations' progress in decarbonising transport should be published.

The ideas generated at the workshop fed into [the report of the case studies work](#), which was published by the GCPH in June of 2023.

Acknowledgements

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Thanks to Neil McBeth, Viola Retzlaff, Jennifer Russell, and Victoria Barby for facilitating the discussion groups, and to Berengere Chabanis, Jill Muirie, Gregor Yates, Steve Giannandrea, and Kelda McLean for taking notes of these discussions.

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Appendix 1. List of participants

ATTENDEE LIST		
Decarbonising transport: case studies workshop - Tuesday 28th March 2023		
Victoria	Barby	Scottish Parliament
Katharine	Brough	Cycling Scotland
Sarah	Bryant	Sustainable Scotland Network, Edinburgh Climate Change Institute
Berengere	Chabanis	GCPH
Heather	Cowan	Transport Scotland
Becki	Cox	Living Streets Glasgow Local Group
Claire	Daly	Sustrans Scotland
Beth	Docherty	SPT
Margaret	Douglas	NHS Public Health Scotland
Lara	Fahey	EAUC Scotland
Anna	Gale	NHS Public Health Scotland
Steven	Giannandrea	City of Glasgow College
Steve	Gray	Glasgow City Council
David	Kelly	Community Transport Association
Robert	MacBean	Sustrans Scotland
Susan	MacDougall	Enterprise & Communities, North Lanarkshire Council
David	McArthur	University of Glasgow
Neil	McBeth	University of Strathclyde
Kelda	McLean	Glasgow Centre for Population Health
Graham	McQueen	Paths for All
Ryan	Morrison	STUC
Jill	Murie	Glasgow Centre for Population Health
Jonathan	Olsen	University of Glasgow
Debbie	Paterson	CPT UK
Jess	Pepper	Transform Scotland
Gillian	Rae	SPT
Viola	Retzlaff	University of Glasgow
Jennifer	Russell	University of Glasgow
Georgie	Stuart	Sustrans Scotland
Denis	Sweeney	NHS Greater Glasgow and Clyde
Christopher	Walker	Cycling Scotland
Poul	Wend Hansen	ScotRail
Paul	White	CPT UK
Bruce	Whyte	Glasgow Centre for Population Health
Elsbeth	Wray	Transform Scotland
Gregor	Yates	Glasgow Centre for Population Health
Attendees = 36		

Appendix 2. Feedback from participants

What was the most useful aspect of this workshop?



Meeting other transport professionals and hearing a wide variety of opinions from different sectors.

Meeting other people and hearing more ideas and concepts of how progress can be made.

Really great opportunity to chat with other organisations etc who are working on climate change emissions/reduction work. Great vehicle for discussion!

Information sharing on good and bad learning experiences.

Hearing survey results. Meeting face-to-face. (Also a great central location).

Hearing input from different groups/stakeholders with different experiences and perspectives/practices.

Ability to talk with like-minded professionals.

Making new connections and hearing different perspectives.

Hearing the case studies. Challenges and opportunities. Deeper complexities of initiatives.

It was interesting to see how all organisations compared.

Bringing together peers and sharing experience of travel planning measures across the 5 organisations.

Hearing the thoughts and experiences of others in the industry and the impact of certain policies and activities in different settings. Gathering evidence to make the case for certain interventions (e.g., car parking management).

Employee survey data.

Getting to have conversations with a range of people from different organisations. Everyone had something different to offer and was able to contribute things that others might not have considered.



Do you have any final thoughts about how we can make more progress in decarbonising transport?



Ensuring policy creators have experience of active and public transport modes. Too many transport professionals just have experience of the car!

1. Significant investment in public transport which is efficient, affordable and covering the full city and beyond. 2. Integrated ticketing. 3. More disincentive to car use – cost, space, criteria.

More workshops like this. Sharing best practice! What works, what doesn't. Less car usage, more equitable costs for rail and bus (rail is subsidised).

Prioritise budgets and government spend on sustainable transport – it's all about the money.

Using a combination of carrot and stick to disincentivise car use but also make public transport/active travel more appealing.

Carbon tax for transport.

Carrot and stick! Press decision makers for brave political action on road space.

Properly support/subsidise the routes you want people to choose.

Gender lens of issues. Communication of the fact that EVs are not a panacea.

Continue what you are doing to raise awareness.

Ownership at senior management level to deliver what is perceived to be unpopular policies to deter single occupancy car travel. From information covered it seems all policies are in place and it is the delivery and implementation that requires further support.

Cross-industry work to normalise policies and strategies that make it less convenient and 'expected' to drive/park, as well as all the usual 'carrots' and encouragement and incentives...building new public sites (i.e., healthcare) with no/limited access without a car should be seen as highly irresponsible, not normal....

Increasing promotion of active travel and mixed modes of transport. Single ticketing across different public transport.

Going by discussions at the workshop, the key thing is making information easily accessible. Many people may want to travel more sustainably, but not have the know-how on how to get involved in it. e.g., workplaces/schools/campuses that have cycling facilities should make this obvious and provide information about that to students/staff. This could be things like where cycle parking is, where they can buy a bike, how they can cycle to work etc. A lot of it is also on local authorities making the correct decisions to improve infrastructure and accessibility to sustainable transport, e.g., separate bike lanes, affordable and accessible public transport, quieter streets and

in general putting private cars down the travel hierarchy. Decarbonising transport will only work if there is a viable alternative e.g., being able to walk/wheel in a quicker time than driving a private vehicle. I think there is also too much focus on electric vehicles being the solution to increasing impacts from climate change. Whilst this is part of the solution, it is not the be all and end all. The focus should be on reducing the number of vehicles, as a busy street full of cars is still a busy street regardless of whether they are powered by fossil fuels or electricity. Local authorities need to take more steps to stop making car travel be the easiest option. If the car is continued to be the priority, the issue of transport pollution will only continue to worsen.



Do you have any suggestions for further dissemination of the case studies findings?

Send them via EAUC Scotland Travel and Transport Support Network – the findings would be very useful for our members.

What are the specific barriers / are they actually there or is more education needed on alternative options to the car.

A detailed case study of parking changes at City of Glasgow College.

All delegates should take responsibility to share within their sector and network of contacts.

Share with attendees and wider network. Perhaps news/media to raise awareness of work to public. Sustainable Scotland network website.

It would be useful to develop a standard travel survey so all organisations ask the same questions which will allow the results analysis to be the same.

A focus on where things work and sharing good practice and examples of success would be helpful.

I think Glasgow City Council should promote via their business network and communications plan for the low emission zone and active travel. As well as Scottish Government and Transport Scotland.

I think this was something that was a lost opportunity at the workshop - from what I saw, there wasn't much conversation about the clear-cut recommendations for the case studies. Our group felt that one of the major factors is to make information easily accessible, as discussed above.

