

# How can transport change enough? Five thoughts

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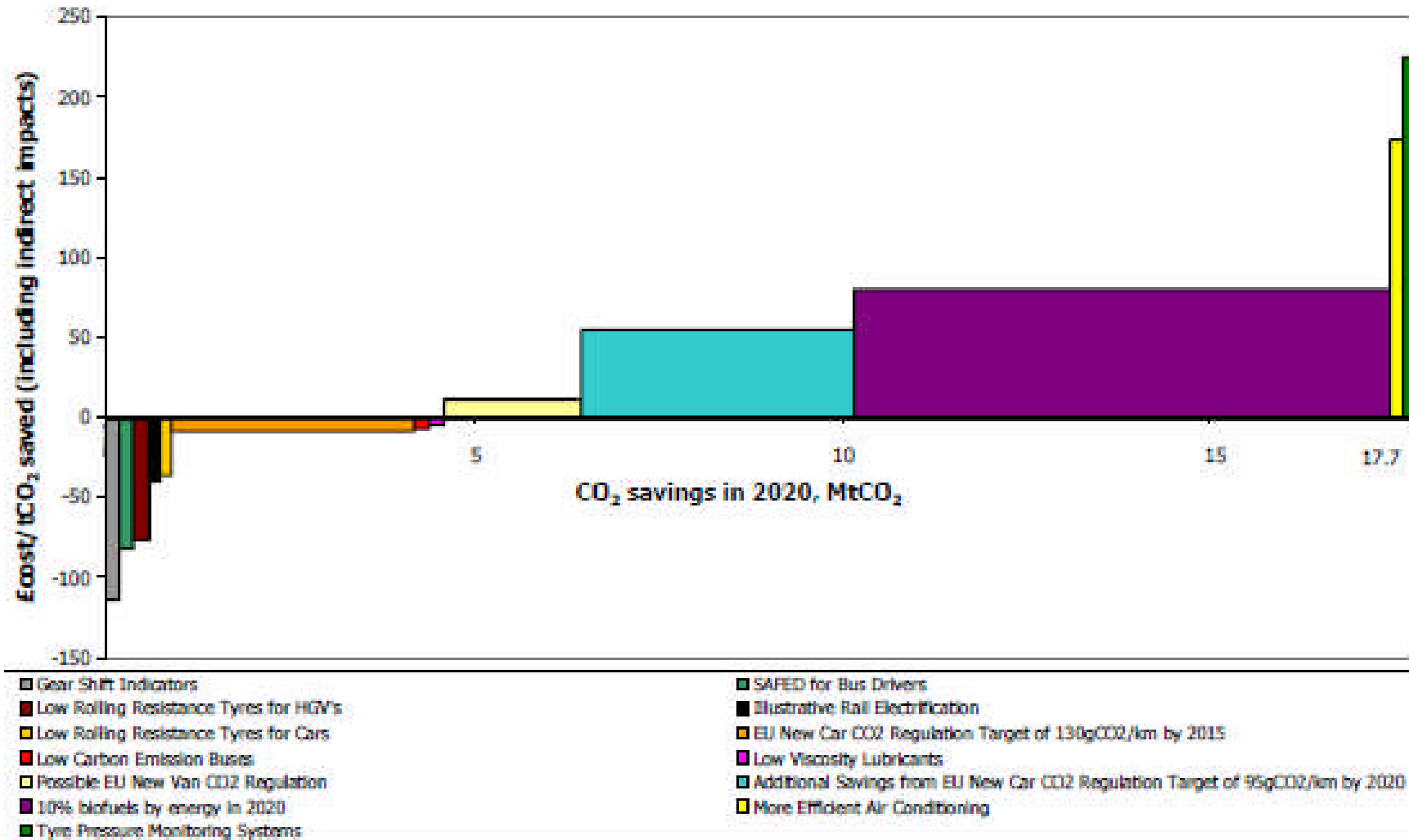
## 1. Transport Trends: some positive outcomes

- 2008-9 where possible latest available quarter
- Passenger travel:
  - Air passengers -13%
  - Rail passengers +3.4% (2007/8-2008/9) (but fall in last quarter)
  - Bus and light rail +2.6%
  - Road traffic -0.8% (2007-8)
  - Walk and cycle slight increase (2007-8)
- Freight
  - Air cargo -6.5%
  - Port tonnage -5%
- Vehicles
  - New car average CO<sub>2</sub> emissions -4%
  - New car registrations -14.4% (based on part year)

## 2. Behavioural change is necessary and underplayed

- Policy to reduce CO<sub>2</sub> emissions in transport is highly dependent on technological solutions, however:
  - Some are costly
  - Subject to rebound effects
  - Uncertain to deliver step change reductions
- Behavioural measures may be highly cost effective: cost per tonne CO<sub>2</sub> saved
  - Extension of smarter choices -£74
  - Eco-driving lessons for car drivers -£45
  - Or not, 60mph speed limit +£307
  - However:
    - Uncertainties and as yet limited but growing body of evidence
    - Acceptability is an issue

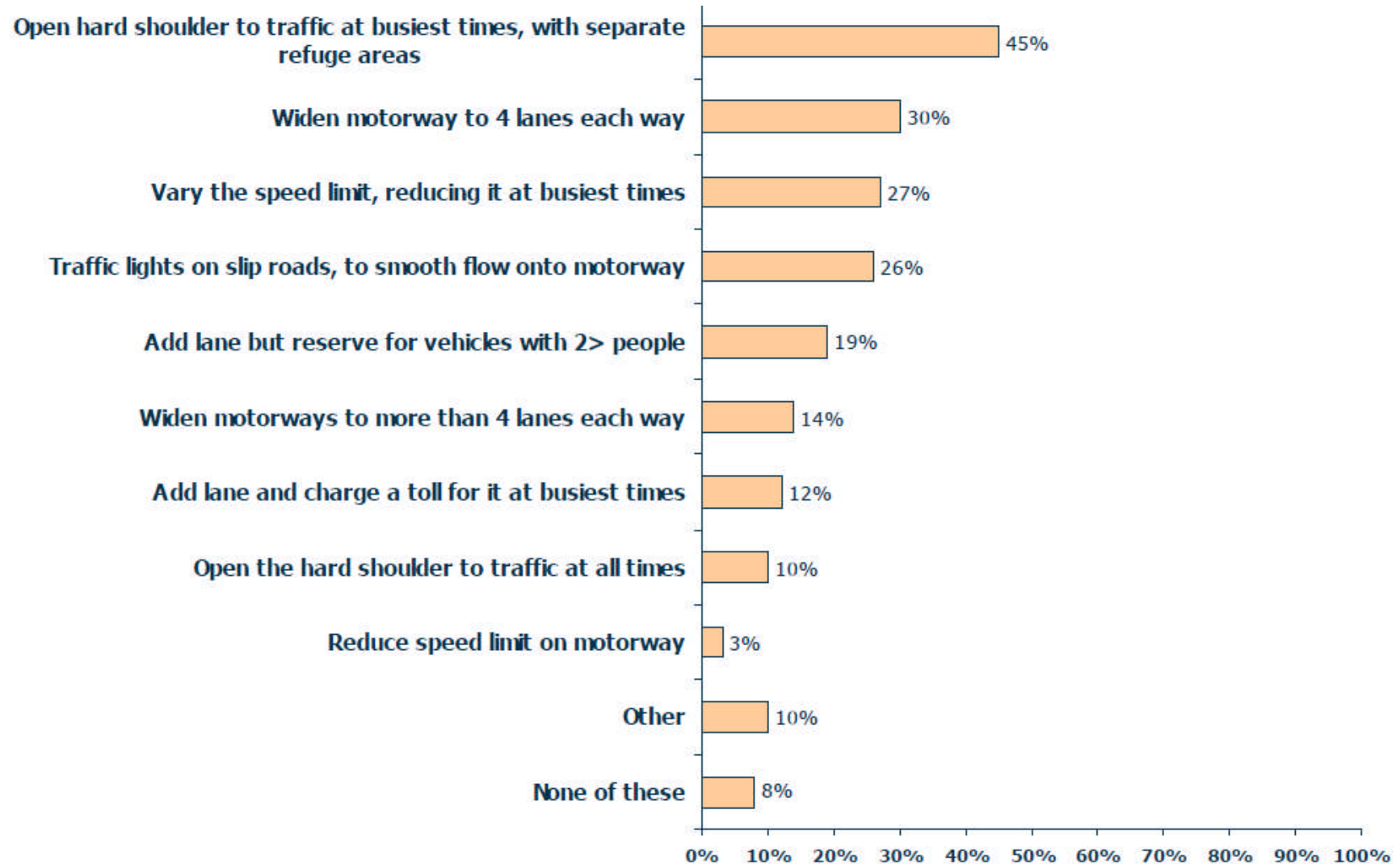
# MAC curve from Impact Assessment of the carbon reduction strategy for transport (DfT, 2009)



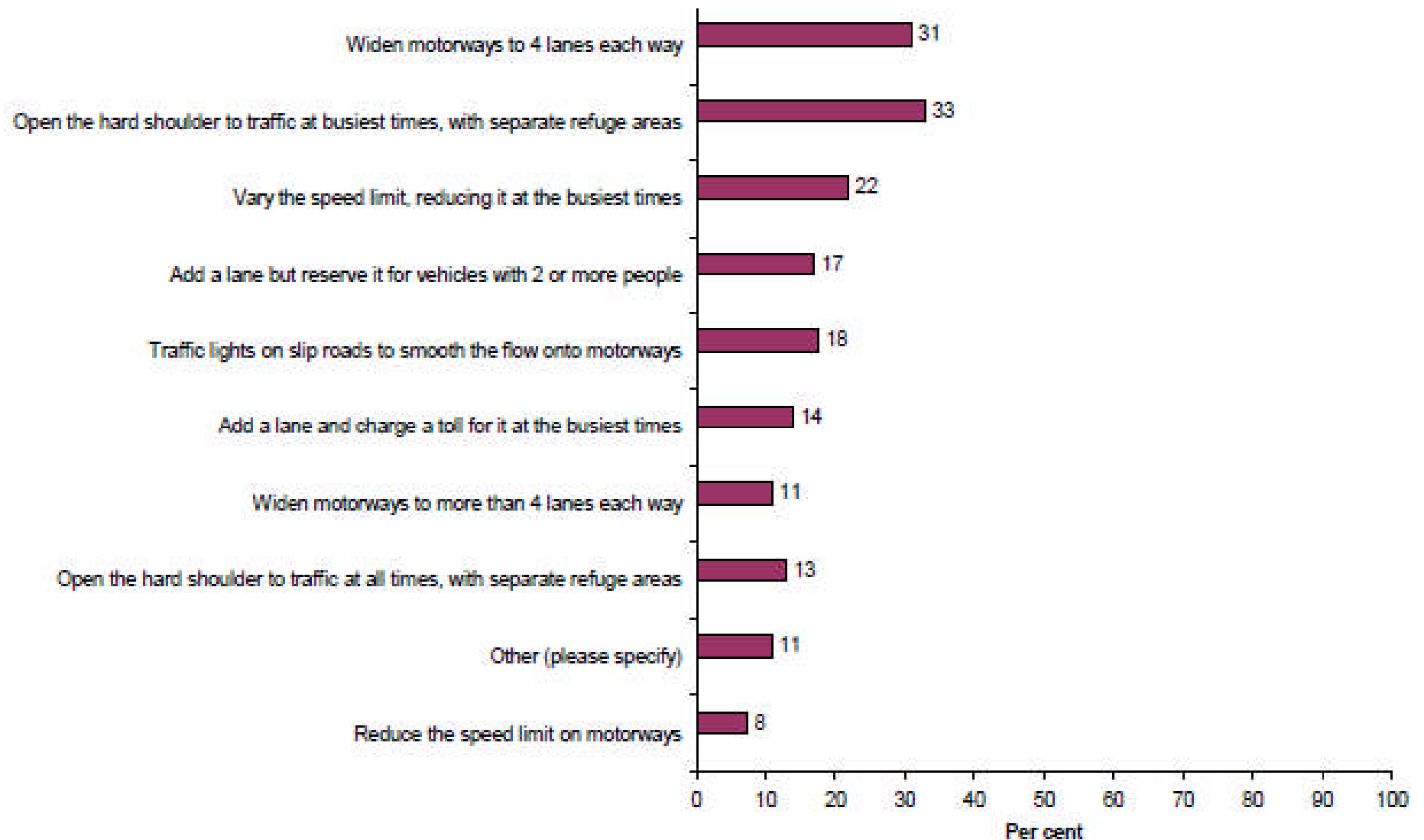
### 3. An overarching framework is called for

- In order to encourage change over time and provide consistent messages
- Framework:
  - Tax based – fuel or carbon tax
  - Trading - Personal Carbon Trading
- Acceptability?

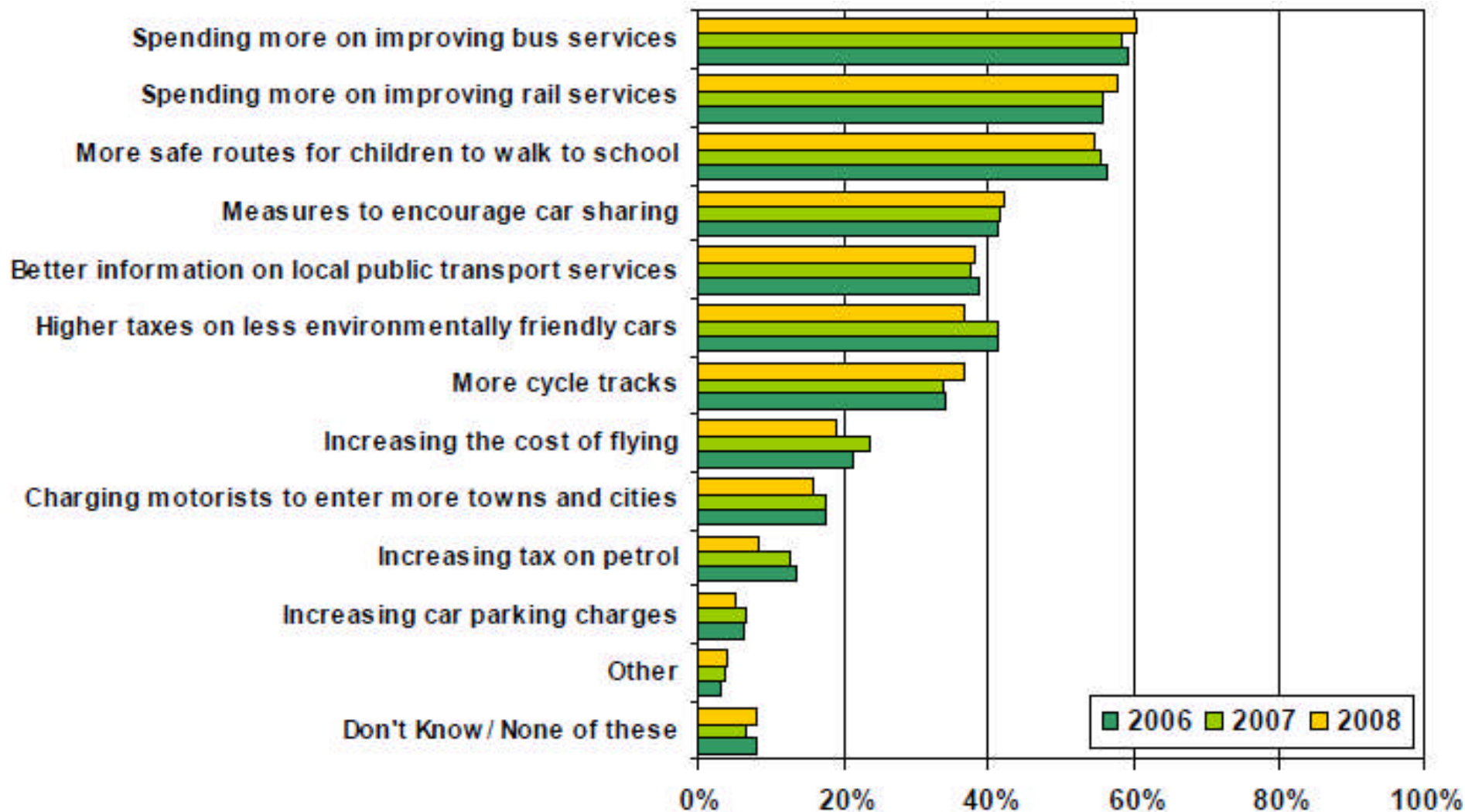
## Support for ways of reducing motorway congestion (GFK 2008)



## 2009 Omnibus survey (DfT)



## Supported policies (Omnibus survey, DfT 2009)





## Support for personal carbon trading (or similar)

Study type, sample size and date	% support
National Poll, 1619, 2006 (YouGov)	25%
National Poll, 2645, 2006 (YouGov)	61%
In-home interviews 1192, 2007 (EST)	29%
On-line poll, 1081, 2008 (IPPR)	31%
CAPI South East England, 208, 2008 (Bristow et al)	43%
Postal survey, Cambridge, 152, 2008 (Von Knobelsdorf)	44%
Postal survey, Nottinghamshire, 317, 2008 (Wallace)	42%
Postal survey, national, Sweden, 938, 2007 (Jagers et al)	47%

## 4. Lock in savings from technology

- Increasing the cost of carbon based fuels though tax or trading should
  - Influence miles driven and driving style
  - Encourage take up of more efficient vehicles
  - Reduce any rebound effect from the reduced operating cost of more efficient vehicles.

## 5. Developing niche markets and new skills

- Low carbon vehicles: for example  
Government procurement:
  - £30 million low carbon buses
  - £20 million electric and hybrid vans
- Skills base in the development and implementation of low carbon transport policy
  - Support for local innovation

## Conclusions

- Many transport indicators are moving in the right direction
- Need to reinforce and encourage trends
- Behavioural change is needed
- Public tend to support “pull” measures but these are less effective
- “Push” measures are needed to provide a consistent framework for change and it may be possible to build support for “framing” measures if they are perceived to be both fair and effective
- Support for local innovation will be required to facilitate change.