Life Transitions and Travel Behaviour Study

Mapping Findings to Policy Goals and Actions

	Finding	Potential policy goal(s)	Example Action(s)
Life events – Family changes			
LE1	People bring and take cars with them at the time of partnership formation and dissolution and cars are not immediately shared by partners. Stopping cohabitation is associated with switching to non-car commuting.	Reduce need for each adult member of household to have access to own car.	Effective provision and marketing of car clubs \ public transport \ cycling as alternatives to under-utilised second cars.
LE2	Birth of a child encourages non-car households to acquire a car and also encourages two-car households to relinquish a car.	Enable parents looking after young children to manage without car for daily activities (accessing health, education, employment and leisure).	Ensure that alternatives to the car (public transport, car clubs, walking and cycling routes) cater for the needs of parents of young children to accommodate those without a car / second car. Provide travel planning support to future parents (at antenatal classes for example) and to parents returning to work after paternity/maternity leave.
Life events – Moving home			
LE3	Moving home is associated with changes to commute mode, mainly due to change in distance to work (moving to within 3 miles encourages shift from car to non-car, moving to over 2 miles encourages shift to car). Relocating to an area with good connections to employment by public transport encourages commuting by non-car modes. Relocating to an area of mixed land use encourages commuting by walking and cycling. People are more likely to relinquish cars when they move home, and particularly so when moving to densely populated urban areas or areas with greater access to bus services.	Increase the proportion of people using non-car modes to access employment. Restrain growth in private car ownership in crowded urban areas.	Use council tax registrations as a means of identifying relocating households and provide travel information and advice at this time. Provide travel planning support through housing associations to new residents of social housing. Provide tailored travel information to parents of young children to assist with managing the journey to school following home moves. Encourage developers/estate agents to market homes to local employers/workers. Co-ordinate travel planning with residents of new housing developments and major nearby employment sites.

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Life events – Employment changes			
LE4	Moving into employment or changing employer is associated with acquiring additional private cars. Changing employer makes it more likely that people will change commute mode, mainly due to change in distance to work (moving to within 3 miles encourages shift from car to non-car, moving to over 2 miles encourages shift to car). Active commuters (walking and cycling) are far more likely to stop active commuting when they change employer than car commuters are likely to switch to non-car modes.	Increase the proportion of people using non-car modes to access employment: to reduce the car commuting modal share on an employer by employer basis; to reduce pressure on scarce employer parking resources in urban areas; to release transport network capacity for alternative 'shared transport' modes; to reduce congestion and to increase opportunity for employment growth in local areas; to improve employee wellbeing.	Area wide travel planning on an employer by employer basis including: • Ensuring adequate provision for non-car commuting to employment sites; • Discussing and demonstrating transport options with new employees during the process of recruitment. Develop tailored travel planning programmes for temporary and/or younger workers who are more often in transition. Ensure that new housing developments are in close proximity to local employment centres.
LE5	Loss of employment is associated with relinquishment of household cars.	Ensure those losing employment are not reliant on car mobility to re-enter the labour market	Provide travel advisory services and 'wheels to work' schemes to people going through redundancy to help them to return to work.
LE6	Increases and decreases in income are associated with increases and decreases in car ownership with sensitivity greater to income deceases in the period 2009/10-2010/11.	Assist people in managing with fewer cars than they have been accustomed.	Market membership of car clubs / availability of public transport / 'wheels to work' schemes to those losing employment and/or income.
LE7	Retirement does not increase the likelihood of acquiring or relinquishing car.	Reduce reliance on car travel in retirement.	Promote alternatives to car to those retiring.

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Coming of age and car use			
CU1	Acquiring a driving licence is associated with acquiring additional private cars in the household and switching to commuting by car. Other data indicates that young adults are delaying acquisition of a driving licence. Younger people are also the most likely to relinquish cars as their lives are more volatile than older groups.	Maintain non-car commuting for a longer period in early adulthood: to reduce long term societal car dependency; to encourage active commuting amongst those in early adulthood with associated prolonged wellbeing benefits.	Raise awareness of the benefits of multi-modal travel in post 16 education to counteract car use norms. Provide travel planning support to students starting further education.
CU2	Car commuting is sustained for twice as long on average (6 years) as non-car commuting (3 years).	Encourage existing non-car commuters to *maintain* non-car commuting.	Ensure that conditions for non-car commuting to employment sites are improved or at least maintained to an adequate standard. Develop (financial) reward / incentive schemes to encourage employees to sustain active commuting (e.g. provide mileage allowances for work related active travel).
Land use planning			
LUP1	Good connections to employment sites by public transport enable people to live without a car and encourage commuting by non-car modes.	Restrain growth in private car ownership and use in urban areas: to manage peak period congestion; to manage parking pressures in residential and employment areas; and to encourage economic growth by increasing access to employment in congested urban areas.	Invest in high quality public transport links to employment sites, including those in urban peripheries.

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Mapping Findings to Policy Goals and Actions

	Finding	Potential policy goal(s)	Example Action(s)
LUP2	Living in, or moving to mixed land use neighbourhoods encourages commuting by walking and cycling. Distances of 2 miles or less are amenable to commuting by walking and cycling.	Increase the proportion of people walking and cycling to work: to reduce congestion; and to improve public health.	Adopt planning policies that prioritise mixed land use developments with short distances (less than 2 miles) between residential areas, shopping/leisure centres and employment opportunities. There is a market for urban lifestyles with reduced reliance on the car. Emphasise the commercial case for 'low car' neighbourhoods to housing developers.
Social deprivation			
SD1	Living in more socially deprived areas is at the same time associated with greater likelihood of <u>not</u> owning a car; and greater likelihood of commuting by car.	Improve access to employment for those living in higher areas of deprivation: to increase social mobility; and to encourage economic growth.	Identify local high deprivation areas that are poorly connected to employment opportunities by non-car modes. Develop and draw on understanding of the transport / employment experiences of long term residents of socially deprived neighbourhoods.
Employment type, education and attitudes			
ED1	Having a degree is associated with non-car commuting; Working in blue collar employment is associated with commuting by car.	Maintain/encourage non-car commuting to graduate employment. Improve access to blue collar employment by non-car modes.	Consider differential transport needs for different types of employment.
ED2	Those that express a 'willingness to protect the environment' are more likely to switch to non-car commuting.	Increase the proportion of people using non-car modes to access employment.	Education campaigns to ensure that people are aware of environmental issues associated with commuting.