

## ***C2 Manage the demand for travel***

As part of integrated transport policy in West Yorkshire, demand management has always been a key strategy element aimed at encouraging alternative modes to the car and reducing congestion levels. In the future demand management will continue to be a major tool in tackling forecast increases in congestion across West Yorkshire. During LTP2 it will be important to balance the strategy between measures which encourage the use of alternative modes to the private car and those that deter inefficient use of the car.

Key elements of the strategy include the following:

### **Car parking**

To achieve the outcome of reduced congestion by transferring trips from car to alternative modes, a strategy for managing overall car park supply and demand has been developed. The strategy will need to include co-operation with private car parks if the overall policy is to work. The strategy includes:

- continue to reduce the number of long stay spaces in urban areas;
- continue to convert long stay spaces to short stay;
- extension of city centre control zones outwards;
- continue to increase long stay parking charges in main urban centres (prices to reflect local circumstances and impact on mode choice); and
- use of additional revenue to fund initiatives linked to park and ride and improvements to car park infrastructure e.g. security.

### **Other charging mechanisms**

Over the course of LTP2 research work will be undertaken to develop a better understanding of the circumstances under which bolder demand management measures would improve economic performance.

Detailed consideration will also need to be given as to what other outcomes could be achieved more directly or swiftly with a bolder approach here.

### **Travel planning**

The successful travel planning work which has taken place during LTP1 will continue with additional resources with the aim of reducing congestion through encouragement of alternative modes to the car. The majority of these schemes are funded through revenue sources. Specific projects include:

- progression of a Travel for Work project with Yorkshire Forward funding and additional investment from the Partnership;
- encouragement of dedicated parking spaces at workplaces for car sharers;
- development of car club schemes such as Leeds City Car Club - WhizzGo and the Colne Valley Car Club in Kirklees (Our Car Your Car) and;
- development of transferable MetroCards for businesses which can be used as a pool for business travel.

### **Network management**

Urban Traffic Management and Control (UTMC) will continue to be employed to directly tackle traffic congestion network-wide.

UTMC measures will be closely linked to the work of the Traffic Managers in each district authority to ensure the most efficient operation of the existing network.

### **Reallocation of road space**

Further emphasis will be given to the reallocation of road space with bus priority schemes and HOV lanes to achieve the outcome of modal shift away from the car. Such measures are planned for Aire Valley Leeds, on the A62 corridor in Huddersfield and in the Halifax area. Consideration will also be given to reducing delays to freight movements.

### **Strategy beyond LTP2**

As pressures on the road network continue to increase in the long term more extensive and bolder demand management measures will need to be considered. As part of this aim, the Partnership is progressing proposals for a Transport Innovation Fund (TIF) bid.

The adoption of these bolder demand management measures will need very careful consideration as acceptance and compliance by both the public and business sector will be essential to the success of any future measures.

In the long-term all future demand management measures will also have to be considered in the light of:

- the implementation of the proposed Leeds Supertram scheme and future rapid transit development; and
- the evaluation of the relative effectiveness of the bus priorities/HOV lanes and UTMC introduced earlier in the strategy.

It is possible that towards the end of LTP4 (2016/17 to 2020/21) a national or area based charging scheme may be introduced, and the Partnership will need to harness any regional or national strategy to meet the objectives of the LTP.

### **STM forecasts**

Figures 2.12 and 2.13 provide an impression of where speeds are forecast to decrease by more than 5% both with and without the strategy between 2006 and 2011. The comparison of the two figures shows that fewer areas will suffer from increases in congestion as a result of the strategy. The main areas to benefit are forecast to be the key town and city centres and outlying urban areas not affected by new developments. The areas where decreased speeds and therefore increased congestion are forecast to continue, even with the LTP2 core strategy, are in most cases directly related to the areas of major development such as Aire Valley Leeds and Airedale where traffic growth is predicted to increase at a higher rate than surrounding locations. This indicates that more substantial investment may be required (for example through major schemes) at this locations.