
Subject: Transport Strategy Summary of Let's Talk Survey results **Date: September 2022**

1 Purpose of this paper

- 1.1 This paper provides a summary of the headline results from a Let's Talk Survey on the Council's draft Transport Strategy. The survey formed part of a wider consultation on the draft Strategy.

2 Background

- 2.1 Cabinet previously considered a draft new Transport Strategy for Coventry in October 2021.
- 2.2 The draft considered by Cabinet had been developed with input from internal and external stakeholders, and also incorporated views expressed by residents during an initial, informal engagement exercise. This had been conducted using the Council's online consultation platform, Let's Talk, during February and March 2021, with 262 residents participating
- 2.3 In October 2021, Cabinet approved a further, formal consultation on the draft Transport Strategy.
- 2.4 This consultation primarily consisted of a further online survey, which was carried out via Let's Talk, between February and April 2022. A further 129 residents completed this survey.
- 2.5 While this document focuses on the quantitative feedback received via the Let's Talk survey, this formed only one part of the wider consultation on the draft strategy. Alongside the survey, this also included:
- engaging directly with various stakeholder/resident groups via online and in person meetings, held throughout and following the formal consultation period
 - along with other Council departments, taking part in a drop-in style consultation event held at the Council House in July 2022
 - written comments on the draft Strategy received by post/email.

3 Summary of Let's Talk survey results

- 3.1 The survey asked residents to give their views on the overall vision for the draft Strategy, the objectives that it was intended to deliver and 25 specific measures which were included in it.
- 3.2 Most respondents (73%) agreed with the overall vision for the strategy (to offer a safe, sustainable, equitable and resilient transport system, which enables our residents, visitors and businesses to thrive), with 14% disagreeing and 13% saying that they were not sure.
- 3.3 In terms of the objectives that the draft Strategy was intended to deliver, respondents ranked delivering a sustainable, low carbon transport system as their highest priority. This was followed by maximising health and wellbeing, then supporting the city's economic recovery and enabling long-term growth and then ensuring equality of opportunity.
- 3.4 Respondents broadly agreed with most of the specific measures included in the draft strategy. Of the 25 measures included in the survey, more than 60% of respondents said that they agreed (either definitely agreed or somewhat agreed) with 20 of them.

- 3.5 The most popular measure in the draft strategy was maintaining the city's roads, pavements and cycleways to a high standard (93% agreed). This is followed by:
- improving bus stops, shelters and providing more live information for passengers (90%)
 - making all buses in the city electric by 2025 (90%)
 - expanding the use of contactless payment and 'fare capping' on bus services (86%)
 - maintaining and increasing key rail services (86%)
 - developing 'transport hubs' at railway stations (84%)
 - building more dedicated cycleways (78%)
 - encouraging local businesses to switch to electric vehicles (76%).
- 3.6 Introducing other forms of micro mobility, such as e-scooters, was the least popular measure in the draft strategy (only 38% agreed).
- 3.7 Other proposed measures with relatively low levels of agreement included using 5G technology to improve the way we manage the road network and to prepare for driverless cars (46%) and introducing more bus priority measures, such as bus gates (54%).
- 3.8 There were also relatively low levels of agreement with both expanding the WM Cycle hire scheme to other areas of the city (58%) and the use of 'On Demand' bus services (58%). However, in both cases there were an unusually high level of neutral responses (22% and 32% respectively), with fewer respondents (19% and 10%) actively disagreeing. This suggests that many respondents may not have been familiar with these services.
- 3.9 A full set of results for all 25 measures is provided below.

4. Detailed results

All figures are expressed as percentages of respondents who answered that question:

Measure	Definitely agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Definitely disagree	Combined agree
Active travel						
Build more dedicated cycleways, so that people cycling do not have to share space with car users on busy routes	58	19	4	7	12	78
Introduce 'Low Traffic Neighbourhoods' and 'School Streets'	48	19	12	8	13	67
Ensure that whole city centre is designed primarily for pedestrians	50	16	5	16	13	66
Expand the West Midlands Cycle hire scheme to other areas of the city	31	27	22	5	14	58
Introduce other forms of micro mobility, such as e-scooters (subject to trials)	21	17	16	22	24	38
Rail/Very Light Rail						
Maintain and increase key rail services	63	23	11	2	2	86
Develop transport hubs at railway stations. These could include bikes and cycling facilities, park and ride, and micro mobility options (such as e-scooters, subject to trials)	60	23	10	5	2	84
Build new railway stations and make improvements to existing stations	45	23	16	9	7	68
Develop a Very Light Rail system in Coventry	37	29	17	8	9	67
Bus						
Improve bus stops, shelters and provide more live information for passengers	65	25	7	0	2	90
Make all buses in the city electric by 2025	68	22	7	2	2	90
Expand the use of contactless payment and 'fare capping'	64	22	9	3	2	86
Increase the number of spaces for wheelchair users/passengers with prams and pushchairs	39	35	20	4	2	74
Provide turn up and go services on key routes	38	31	25	2	4	70
Expand the use of 'On Demand' bus services	26	32	32	7	3	58
Introduce more bus priority measures, such as bus gates	37	17	19	11	16	54

Highways/Electric Vehicles/Freight						
Maintain of the city's roads, pavements and cycleways to a high standard	77	16	4	1	2	93
Encourage local businesses to switch to electric vehicles	45	31	17	1	6	76
Explore new ways of transporting goods around the city, such as establishing freight consolidation centres (where goods are transferred to/from a zero emission vehicle for the first/last part of their journey) and the use of drones	46	28	15	5	6	74
Create 'super charging hubs' (service station type facilities for electric, and other zero emission, vehicles)	37	37	17	5	5	73
Substantially expand the city's network of public charge points for electric vehicles	38	31	20	5	6	69
Make targeted improvements to the road network (e.g. junction improvements, new roads), where these are needed to enable new homes/workplaces to be built or to reduce congestion and air pollution	35	31	17	10	7	66
Increase the use of average speed cameras and improve enforcement of other traffic offences	48	14	13	7	18	62
Use 5G technology to improve the way we manage the road network and to prepare for driverless cars	28	18	26	14	14	46
Incentive schemes						
Measures which encourage residents to make fewer journeys by car, such as offering incentives	49	20	11	8	12	69

NB: All figures have been rounded to the nearest per cent, as a result the responses to some questions may not sum to exactly 100%