

Park & Ride and the Cambridge Access Strategy

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Cambridge Access Strategy

- Promote access by walking, cycling and public transport
- Manage car access effectively
- Maintain essential vehicular access

Cambridge Access Strategy

Objectives

- Increase accessibility by public transport
- Enhance conditions for pedestrians and cyclists
- Reduce City Centre traffic levels
- Allocate more road space to sustainable forms of transport

Cambridge Access Strategy

The Plan

‘Carrot & Stick’:

A balance of traffic restraint and
quality alternatives to the car

Park & Ride: 'The carrot'

Key elements

- Quality Infrastructure
- Operational partnership
- Stakeholder 'ownership'
- Marketing

Quality infrastructure

- 5 purpose built sites
- 5000 parking spaces
- Staffed at all times
- CCTV
- Quality design
- Modern buses

Quality infrastructure

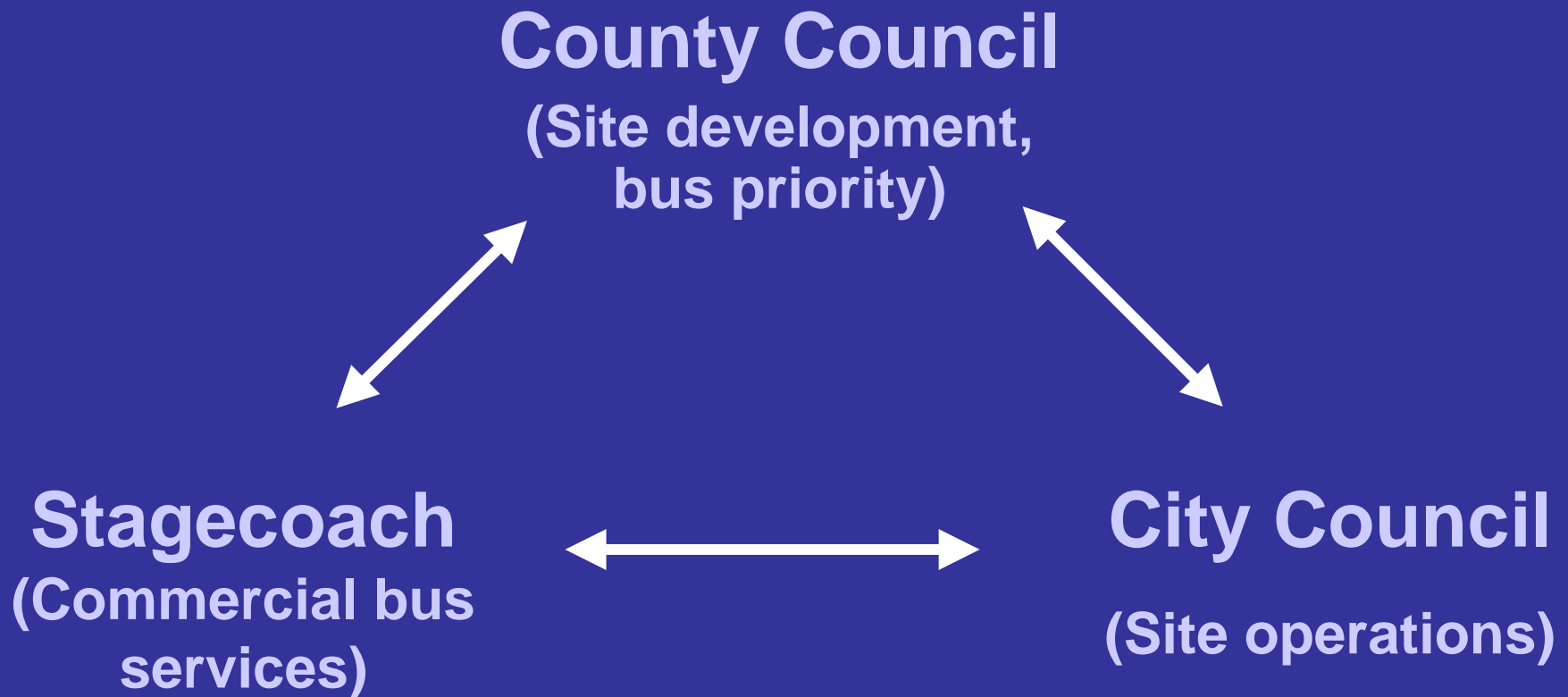


Quality infrastructure



Buses with distinctive livery

Partnership



Ownership

Stakeholder ownership

- Operations group to address service delivery
- Strategy group looking at taking the business forward
- Local traders, University, Addenbrooke's NHS Trust & South Cambs. DC involvement

Marketing



Core Traffic Scheme: 'The stick'

- Central area traffic restraint
- Rising bollard closure points to sever through routes
- Access for buses, taxis and cycles only
- Bus priority on radial routes into core area

Core Traffic Scheme



Bridge Street closure

Core Traffic Scheme



Silver Street closure

Bus priority



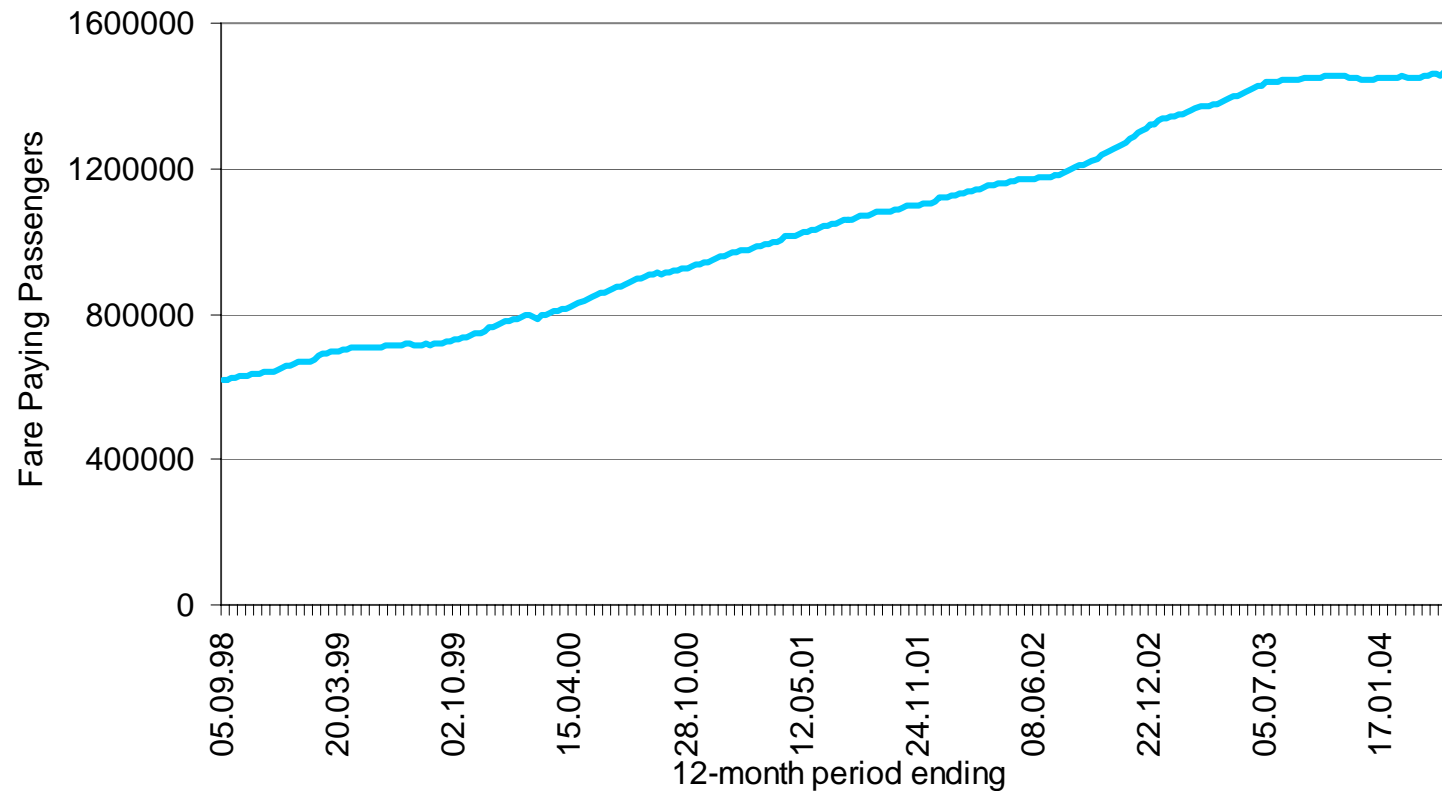
Trumpington Road bus lane

Parking policy

- Established link between off- & on-street parking and Park & Ride
- Park & Ride the cheapest option of longer stays
- Off-street cheaper for short stay (up to 2 hours)
- On-street more expensive than off-street
- Gradual reduction in on-street spaces

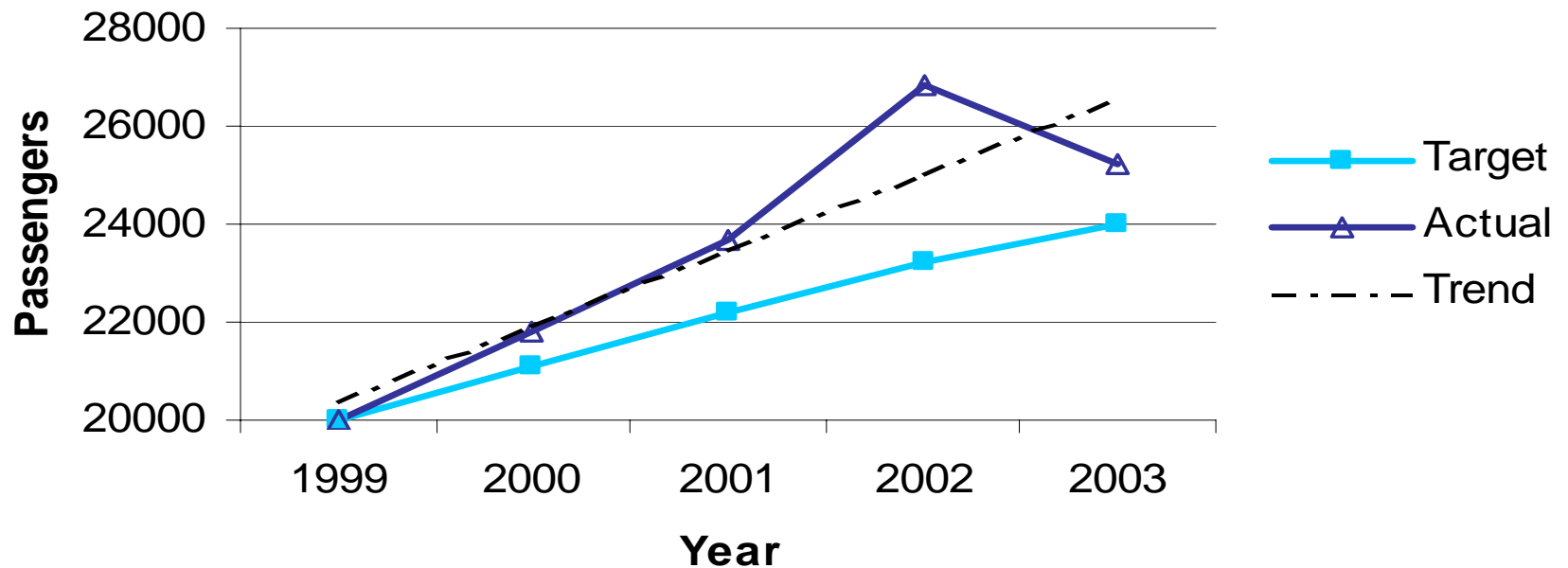
Results

Park and Ride Passenger Numbers
12-month Rolling Total



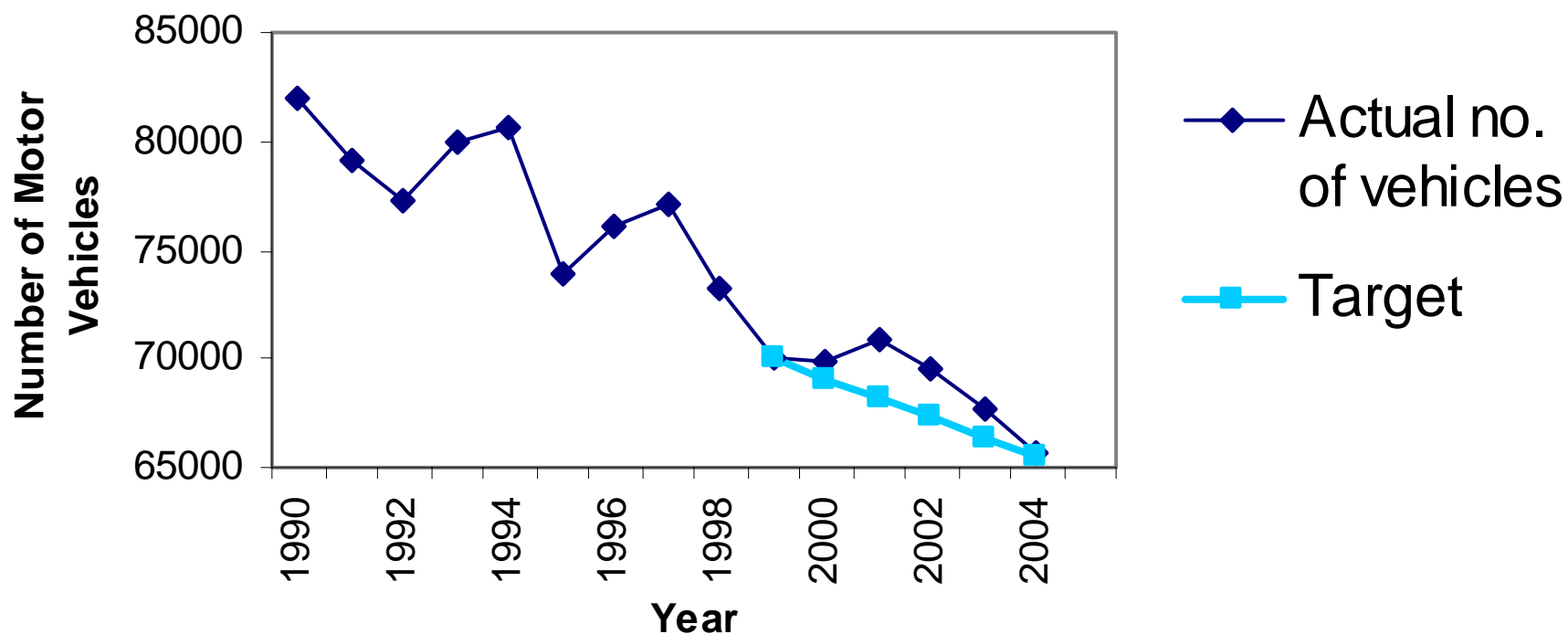
Results

Daily bus patronage on Cambridge radial routes



Results

Motor Vehicles Crossing the River Cam Screenline



The future

- 40% growth in bus numbers by 2011
- 70% increase in bus patronage by 2010 (from '99 base)
- Major overhaul of bus operations and facilities in the Core area by 2007 through Quality Partnership
- Guided bus by 2007 including extra Park & Ride sites
- Focus on through routes rather than routes terminating in the city centre
- Further traffic restraint to improve bus reliability
- RTBI starting in 2005