Park & Ride and the Cambridge Access Strategy

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Cambridge Projects Manager
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

Babraham Road Park & Ride site
Quality infrastructure

Buses with distinctive livery
Partnership

County Council
(Site development, bus priority)

Stagecoach
(Commercial bus services)

City Council
(Site operations)
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

Fare Paying Passengers

05.09.98 20.03.99 02.10.99 15.04.00 28.10.00 12.05.01 24.11.01 08.06.02 22.12.02 05.07.03 17.01.04

12-month period ending
Results

Daily bus patronage on Cambridge radial routes

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<th>Target</th>
<th>Actual</th>
<th>Trend</th>
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Results

Motor Vehicles Crossing the River Cam Screenline

- **Actual no. of vehicles**
- **Target**

![Graph showing the number of motor vehicles crossing the River Cam Screenline from 1990 to 2004.](image)
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