



Active Travel in Hertfordshire

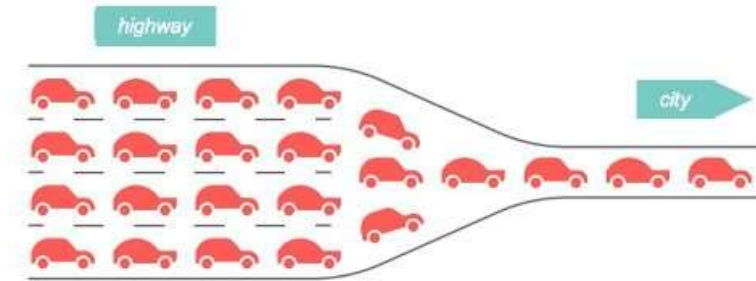
The case for active communities

1. Better for Drivers - According to a 2015 study by Waze, car drivers in the Netherlands have the most satisfying experience in the world.

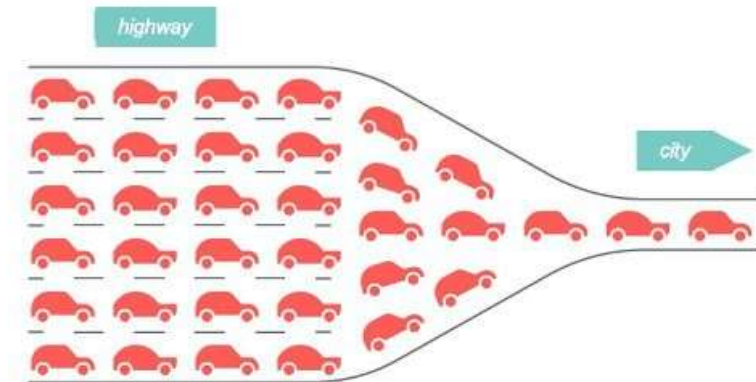


The Bottleneck

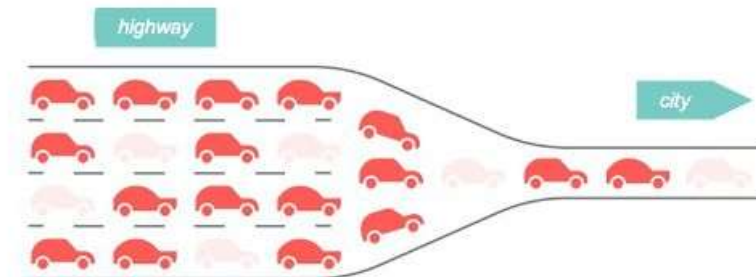
If this is your problem...



...then this **isn't** your solution



...this is!



Liveable Neighbourhoods

More efficient use of road space

Opportunities for different use

Parking



Physical and mental health

A study from University of the West of England showed that the number of friends decreases with increased traffic. On low traffic streets the average reported local friends was 5.35, medium traffic streets average local friends 2.45, and in heavy traffic streets average friends just 1.15 friends. So, reducing car traffic in residential areas is very important for quality of life, health & well-being.

Low traffic street



There is really a sense of community on the street. We share plants and look after each other.

Medium traffic street



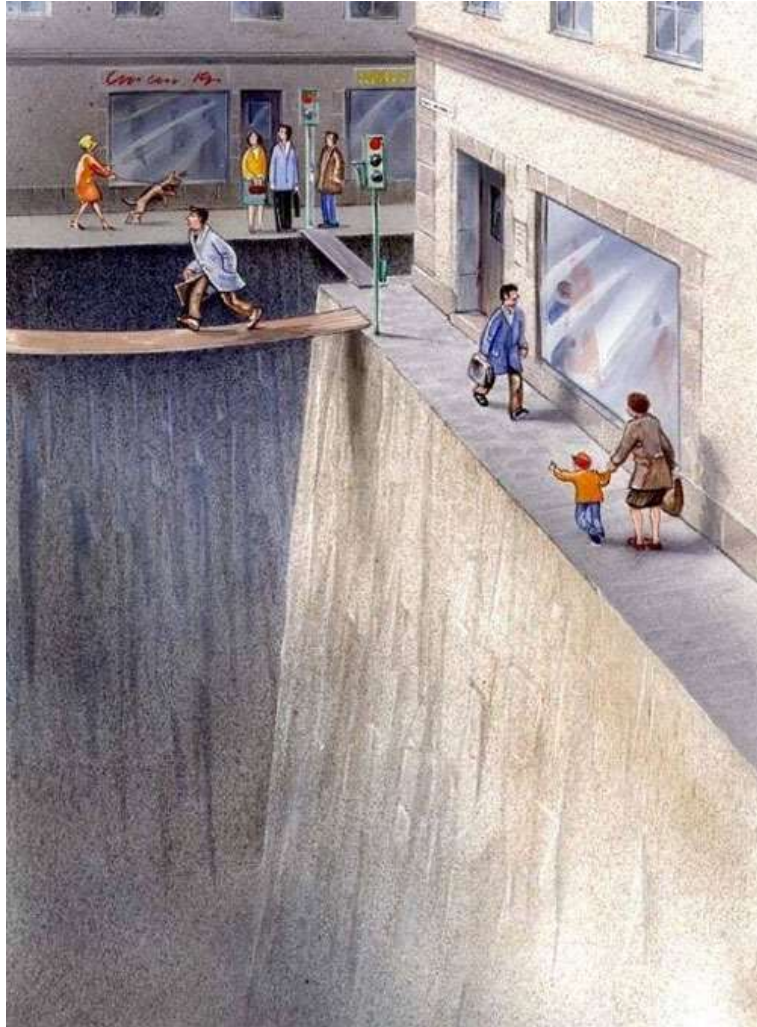
It's not so friendly. People rarely talk on the street

High traffic street



“The street is quite anonymous, we only know our immediate neighbours”

Active High Streets

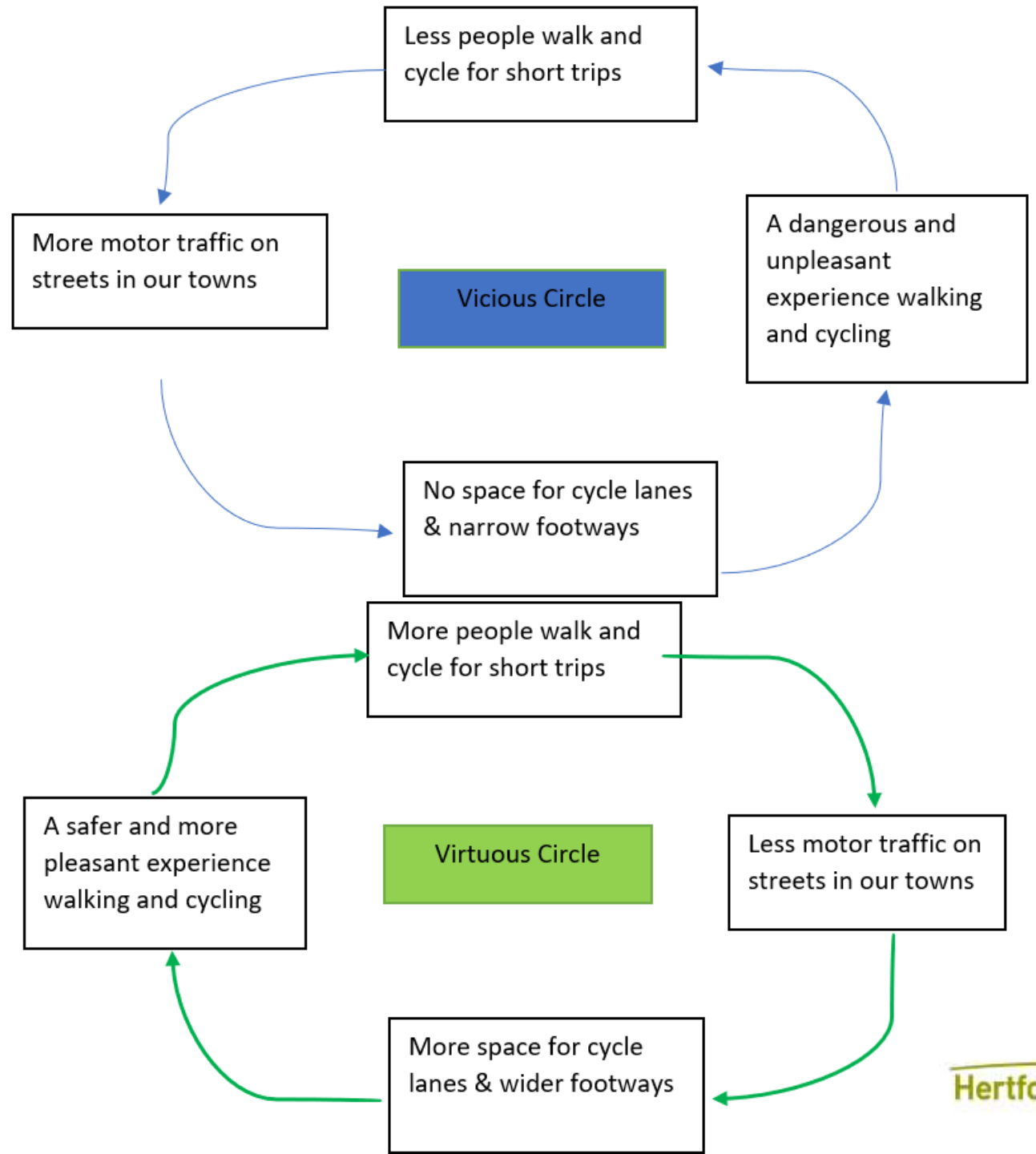


The case for active communities

- Investment in active communities will enhance travel across Hertfordshire, reduce congestion, increase economic activity, improve air quality, environment, noise, space to play & socialise and have a positive impact on peoples' health and wellbeing.

The challenges

- Road Danger
- Infrastructure / Facilities
- Convenience
- Lack of Knowledge & Awareness
- Terrain / Weather
- Confidence
- Maintenance
- Attitudes
- Habit



Public perception

- 83.5% of vehicular trips in Hertfordshire made by car – either as passenger or driver
- Over 50% of Hertfordshire's travelling public see congestion as an issue
- Only 2.5% trips made by bicycle.
- Therefore, when new infrastructure for bicycle takes space from car – majority will question logic.



Emergency Active Travel Fund

- Tactical urbanism
- Lacked engagement
- Promotion



The Covid-19 pop-up cycle lanes proved controversial

Low Traffic Neighbourhoods: Anger, hate and the politics of the planter

17 September 2020 · Comments



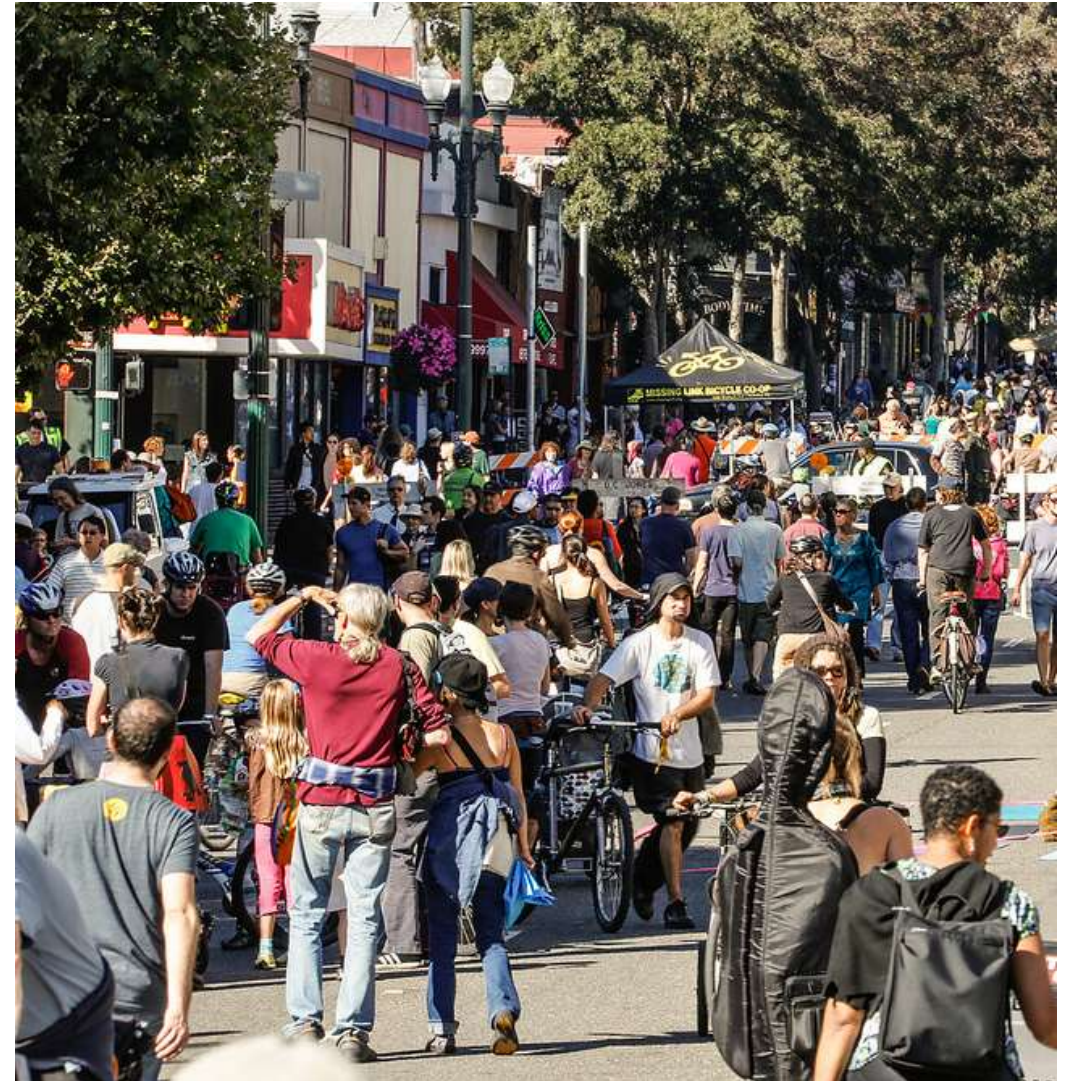
Cars mount pavement to avoid blockade



By Tom Edwards >

Solution: Community & Stakeholder Engagement

- Events to showcase the opportunity
- Engage with the public during the event
- Digital tools to show and allow comment on changes
- Stakeholder workshops
- LCWIP consultation

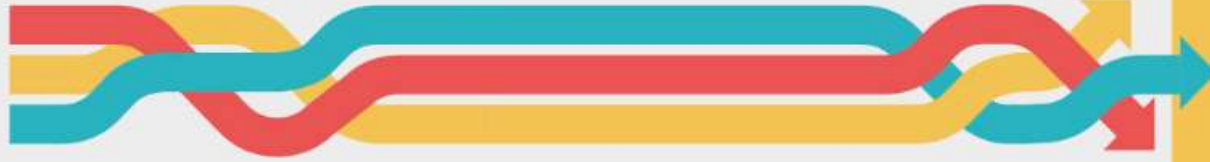


Work in Collaboration

- Districts & Boroughs
- Employers & Businesses
- Schools & Universities
- Engineering and behavioural interventions
- Passenger transport & Active Travel
- Education and training



BIKETOBER



LOVE TO RIDE HERTFORDSHIRE

- In order to expand the number of people cycling we are working with Love to Ride.
- 230 new cyclists signed up so far
- Prizes and rewards available
- www.lovetoride.net/hertfordshire
- Facebook: Active and Safer Travel Twitter / Insta: Road Safety Herts
- @hertscycling all social media channels



Hertfordshire