

# Sustainable Transport Policy

## Your views on the approach to the rapid plans

November 2020



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# Introduction

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The States Assembly adopted a new Sustainable Transport Policy (STP) framework in March 2020 which sets an ambitious vision for Jersey's transport network.

'By 2030, our transport system will make our everyday lives better, support businesses, encourage us and our children to be healthier and make our Island greener.'

To chart a course to this vision, the States Assembly agreed that four action plans were required. These key documents will set the direction of transport policy in Jersey for the next ten years. They are

- Active Travel Plan
- Bus Service Development Plan
- Parking Plan
- Mobility as a Service Framework Plan (which underpins all the plans).

Following a pause while the COVID-19 response took priority, the Minister for Infrastructure is now keen to make progress to realise this vision.

## What has been done so far?

During August and September, the Government of Jersey worked with other partners, including the Parish of St Helier, Jersey Chamber of Commerce and Cycle for Jersey, to sketch what the four plans should include, and what approach should be taken to developing them.

## We want to hear from you!

Everyone uses the Island's transport system, and we all have a role – and a say – in how it develops to meet our needs.

Before we kick off this important work, which will set the direction of transport policy in Jersey for the next decade, we want to hear what you think about the proposed approach to these plans.

We'd especially like to hear your views on three key questions:

- Q1** – Is there anything else we should include in the plans to meet the objectives of the Sustainable Transport Policy that were agreed by the States Assembly?
- Q2** – Are there any additional data or information sources, which you or others might have access to, that you think would be useful to the plans?
- Q3** – Who should we make an effort to talk to in order to inform the plans as they progress?



## Thank you!

The proposals in this document already benefit from lots of peoples' ideas. We've discussed the high-level issues and opportunities for each of the action plans in a series of workshops, which included representatives from the following key groups and organisations:

- Connétable St Helier and St Helier town centre Manager
- Jersey Sport
- Jersey Retail Forum
- Digital Jersey
- Jersey Road Safety Panel
- Chamber of Commerce (Executive Team and Members)
- LibertyBus
- Evie Electric Mobility
- Cycle4Jersey
- Countryside access forum
- Jersey Taxi Drivers Association
- Jersey Electricity
- GoTo

Experts from across the Government of Jersey also contributed their ideas.

We want to thank you all in advance for taking the time to add your views.

If you'd like to stay involved in this work and receive updates as it develops, please email **STP2030@gov.je** and keep an eye on **gov.je/sustainabletransport**

## How this document is structured

The States Assembly agreed ten Principles that set the ambition of the Sustainable Transport Policy. These are set out on the following page.

The rest of the document then proposes the approach to be taken for each of the four plans including:

- an introduction
- a description of what the work could include and
- the information and data sources that will be useful for each plan.

For more information and the background to the plans, please see the [STP](#).



### Active Travel Plan



### Bus Service Development Plan



### Parking Plan



### Mobility as a Service Plan

# Decision-making principles for a Sustainable Transport System

We agree that fewer vehicle journeys will be good for Jersey.  
To make this possible we will:

1

Recognise that fewer motor vehicle journeys will be good for Jersey

2

Conform with the Jersey mobility hierarchy

3

Improve transport options, including parking, for people with mobility impairments

4

Make walking and cycling more attractive, especially for travelling to school and commuting, by providing safer routes

5

Invest in a better bus system that more people want to use and that is accessible to all, and present a Bus Service Development Plan to the States for debate during the spring session, 2021 [this deadline is delayed due to the impacts of COVID-19]

6

Recognise, and price fairly, the social and environmental costs of private vehicle use and present a Parking Plan to the States for debate during the spring session, 2021 [this deadline is delayed due to the impacts of COVID-19]

7

Reduce the impact of vehicles on our landscape and create more space for people in St Helier

8

Create public service and planning systems that reduce the need to travel

9

Discourage the use of petrol and diesel vehicles and encourage the use of zero emission vehicles to reduce pollution

10

Work with businesses that rely on road transport to support their efficient and safe use of the road network, their delivery and servicing needs and their uptake of alternative, low carbon fuels.



# Active Travel Plan

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Throughout history, people have enjoyed the physical and mental health benefits of active lives as they use their bodies to move, through walking, manual labour and leisure.

Today our lives are very different, with more people with desk-based jobs and sedentary lifestyles physical inactivity is now the worlds fourth leading cause of premature death. There are also strong links between physical inactivity and depression. But, on a positive note, increased walking appears to reduce long-term cognitive decline and dementia.

The World Health Organisation has set a goal to reduce physical inactivity by 15% by 2030, which Jersey has also adopted. Currently, 46% of adults and 81% of children and young people locally do not meet the World Health Organisation's guidelines for physical activity

Being physically active reduces our risk of many preventable diseases and benefits our mental health and wellbeing. The easiest way is to fit activity into our daily routines.

For example, those who cycle or walk to work in Jersey are much more likely to achieve recommended physical activity guidelines. Cycling or walking more instead of driving is a great way to benefit the environment as well as our own health.

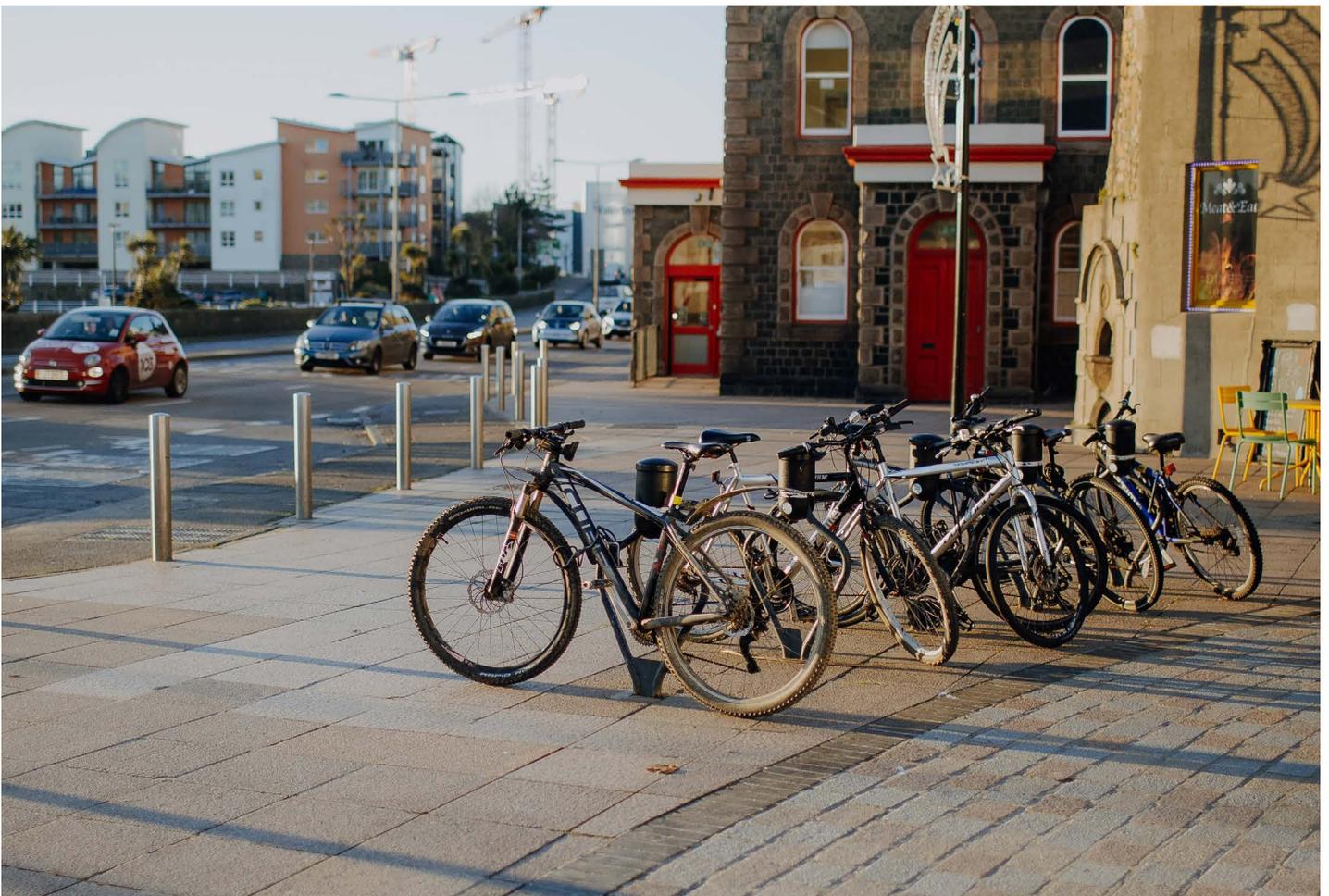
# Description of the work to develop the active travel plan

## 1. We need an ambitious vision

This will help us to develop an Island wide active travel network over the next 10 years. It will reflect commitments to improving the health and wellbeing of Islanders, and the principles of the [STP](#). The vision will integrate with the proposals being put together through the public realm and movement strategy for St Helier to make sure our network is fully connected.

## 2. Understanding where we are now

To develop the active travel plan we need to review and understand existing conditions, constraints and opportunities related to active travel for commuting and travel to school and leisure. We will use digital mapping technology to build a virtual network that can be accessed online. We need to find where the gaps and opportunities are for increasing active travel. This will include a review of existing infrastructure provision, legislation and government policies. We will also need to consider the impact of Covid-19 on changing travel and working patterns.



### 3. What the plan will need to include

The plan will propose an integrated network of connected routes for active travel that link in with our public transport network. It will include proposals to support commuting and school and leisure trips that overcome the barriers to active travel.

These actions will include hard infrastructure improvements such as cycle ways and footpaths, working with local businesses to see how we might develop an integrated approach for mixed mode hire schemes, as well as education and training programmes, alongside events and communications to encourage behavioural changes. These actions will need to encourage active travel uptake and tackle real and perceived physical, social and economic barriers.

The outcome will be a joined-up transport network linking active travel and public transport creating an integrated active travel network for Jersey. To develop these actions, we will work closely with the community through a user centred design focus. Digital innovation will play an important part in our programme and we will work with local delivery partners to identify innovative solutions to support the active travel plan. We will use interactive digital engagement tools to consult and gather ideas and comments.

The plan will have a costed delivery schedule which will identify how and when the actions will be delivered. The plan will be reviewed in line with reporting requirements.

**Q1 – Is there anything else we should include in the plans to meet the objectives of the Sustainable Transport Policy that were agreed by the States Assembly?**

## The following data sources have been identified as important to the study.

We will make best use of available data as well as identify where we need new data to be collected for the purposes of the plan (such as surveys and site audits), and engagement with key stakeholder groups.

Description	Extent	Source / Provider
Cycle Parking Locations	St Helier & adhoc outside of Jersey	GoJ
Highway Traffic Counts	Jersey	CA Traffic Ltd
Annual Cycle Path Counts	Two counters within St Helier, additional adhoc data for wider Jersey available	GoJ
Jersey Road Network Information	Jersey	GoJ
Urban Character Appraisal (Multi-stage urban design study analysis of St Helier undertaken in 2005. Updated study in development)	St Helier	GoJ
Jersey Parish Boundaries	Jersey	GoJ
Municipal Boundaries	Jersey	GoJ
Open Spaces	Jersey	GoJ
Jersey Orthophotographic Satellite Imagery	Jersey	GoJ
Bus Stops / Stations	Jersey	GoJ
Bus count data	Jersey	LibertyBus
Highway Video Footage	Jersey	Gaist
Highway Accident Data	Jersey	GoJ
Jersey Cycle Network	Jersey	GoJ
Topographic profile of Jersey	Jersey	GoJ
Land Allocations, Proposed and Committed Schemes	Jersey	GoJ
Cycling in Jersey: Briefing Document (Overview of the current status, key issues, barriers and opportunities to cycling in Jersey)	Jersey	GoJ

Description	Extent	Source / Provider
Designing for the New Normal (Research Piece)	Jersey	Association of Jersey Architects
ANPR surveys	S. St Helier	GoJ
EVie bike rental scheme data	Jersey	EVie
PaybyPhone parking data	Jersey	GoJ
Air quality data	Jersey	GoJ

**Q2 – Are there any additional data or information sources, which you or others might have access to, that you think would be useful to the plans?**

**Q3 – Who should we make an effort to talk to in order to inform the plans as they progress?**





# Bus Service Development Plan

The local bus network provides a core service that Islanders rely on. 13% of households in Jersey don't own or have access to a car or van; in St Helier this rises to 30%. Many more choose to use the bus because it provides a service that works for them.

Bus ridership in Jersey has grown strongly, from 3.6 million passenger journeys in 2013 to approximately 5 million in 2019, as a result of a successful commercial partnership with the provider, LibertyBus. Planning for our future bus service will need to take into account the impact of Covid-19 on our travel patterns and look at innovative opportunities as a result of these changes.

Results from surveys completed before Covid-19 show that some people do not see the bus service as a viable or desirable alternative to other modes of transport. This is contrasted with increased satisfaction from those that ride the bus regularly, where more people agree that the range of routes, reliability, frequency and level of customer service has improved.

Work needs to continue - with LibertyBus - to build on the successes which have been achieved and to explore ambitious improvements that could be made, recognising the changes that Covid-19 has brought.



The Bus Service Development Plan will undertake – for the first time in Jersey – a systematic and whole-system analysis of the options, opportunities and challenges associated with making changes to:

- the optimum distribution, design and frequency of routes, including existing routes;
- infrastructure, including where improvements could make it quicker and more convenient to get the bus;
- the size and types of vehicle used e.g. smaller buses, wheeled trams etc;
- allocation of space, including priority bus lanes, junctions and bus stops;
- the ticketing and fare structure, concessions and the Government subsidy;
- the school bus network and service; and
- the long-term investment plan for the bus fleet, acknowledging the move to ultra-low emissions technologies.

The Plan will be based on detailed quantitative modelling, and qualitative analysis, of where, when and why people do (and don't) want to travel.



# Description of the work to develop the bus service development plan

## 1. We need to set an ambitious vision

The vision that we will develop for our Island bus service will provide an improvement strategy for the public transport network. It will support Government objectives to support economic development and ensure the wellbeing of all Islanders by providing everyone with access to public transport; in support of the overarching ambitions of the [STP](#). The vision will outline the important part that public transport plays in delivering the active travel plan.

## 2. Understanding where we are now

The bus service timings and routes which make up the network are the key aspects of a bus service's attractiveness to passengers. The plan will assess the quality and effectiveness of the current bus network. It will include an assessment of network coverage and accessibility (geographical and economic), network quality, passenger demand for all journey purposes, current passenger satisfaction and contract and leasing arrangements. The plan will also make sure that the bus service supports the active travel plan.

The plan will build an understanding of the cost/usage model of the current bus network and contract. The assessment will make best use of all available data in the absence of transport model outputs and will include an overview of trends in usage; assessment of the generalised cost of travel; a review of annual operating costs and revenue capture. The assessment will also include a high-level review of the impact of Covid-19 on bus patronage in the longer term and how this might influence demand management.

The plan will develop an ambitious future network strategy to provide a reliable, and green bus network that provides inclusive travel across the Island. The network will be integrated with other travel modes including active travel, taxis and private vehicles. Through this strategy, bus users will be able to make easy and safe door-to-door journeys and will benefit from innovative transport solutions reducing the reliance on private single occupancy car journeys. The strategy will identify how digital technology will link into the development of the Mobility as a Service (MaaS) Plan.

The plan will include a costed delivery schedule for the future network including an assessment of opportunities for change.

**Q1 – Is there anything else we should include in the plans to meet the objectives of the Sustainable Transport Policy that were agreed by the States Assembly?**

## The following data sources have been identified as important to the study.

We will make best use of available data (in-house and external); new data collected for the purposes of the plan (such as surveys and site audits), and engagement with key stakeholder groups.

Description	Extent	Source / Provider
Highway Traffic Counts	Jersey	CA Traffic Ltd
Jersey Road Network Information	Jersey	GoJ
Jersey Parish Boundaries	Jersey	GoJ
Municipal Boundaries	Jersey	GoJ
Bus Stops / Stations	Jersey	GoJ
ANPR surveys	S. St Helier	GoJ
Bus Stations, Stops, Stands, Depots	Jersey	GoJ / Parishes
Bus Routes	Jersey	LibertyBus
Bus Patronage	Jersey	LibertyBus
Bus Fleet information	Jersey	LibertyBus
Bus Timetable Information	Jersey	LibertyBus
Bus Operating Cost Data	Jersey	LibertyBus
Current Franchise contract details	Jersey	GoJ
Bus Priority Measures	Jersey	LibertyBus
Bus Ticketing Information	Jersey	LibertyBus
Bus service delay records	Jersey	LibertyBus

**Q2 – Are there any additional data or information sources, which you or others might have access to, that you think would be useful to the plans?**

**Q3 – Who should we make an effort to talk to in order to inform the plans as they progress?**



# Parking Plan

A question that the Government of Jersey routinely faces is how it should effectively manage car parking demand. Demand is influenced by:

- external factors including the economy, population levels, the location of development, the availability of private sector alternatives and the convenience of alternative modes of transport; and
- factors of the parking system including cost, location, range and type of parking. Parking also has a key role in supporting businesses and those with mobility impairments for whom alternative modes of travel are simply not a viable travel option. The needs of those on low incomes or living in areas without parking provision also need to be considered.

Parking is also a key factor in personal travel choice, and therefore contributes to increasing the costs to the public purse of road building and maintenance, as well as the broader costs to society of congestion, air and noise pollution, and traffic accidents (each with associated health service costs), visual impact on our environment and landscape, and global climate change. While car parking income is retained and used to invest in other areas of the transport network, it is not equivalent to these costs, creating in effect a public subsidy for private vehicle use.

Our parking arrangements are also likely to face new challenges as Jersey's vehicle fleet transitions towards an electric future, new mobility services come on stream, such as car clubs and bike hire schemes, and under a general pressure to 'do more' with a finite supply of land.



The Parking Plan will provide a blueprint for the future, including:

- setting out the strategic requirements of the parking system;
- examining how provision can be maintained or improved for those with limited mobility;
- presenting a detailed survey of current parking provision (on street parking, multi-story, public and private, costs and occupancy, asset management);
- assessing how much parking should be provided and where it should be located;
- considering the role of government in providing parking as a service;
- considering alternative uses for land currently dedicated to parking; and
- reviewing the charging structure to recognise, and price accordingly, the social and environmental costs of vehicles that use parking space.



# Description of the work to develop the parking plan

## 1. We need to set an ambitious vision

The vision will consider the many factors that influence parking provision associated with all modes and journey types and will reflect the [Government's commitments](#) to improving the health and wellbeing of islanders. It will include several key requirements related to accessibility, safety, and improvement of conditions at key locations, such as schools.

## 2. Understanding where we are now

The plan will assess the existing parking provision in Jersey for all modes of transport including car, goods vehicle, motorcycle, cycle and other micro mobility options. It will examine the constraints and opportunities related to commuting, travel to school and leisure. We need to know where the current and future demand is for each type of parking, what is driving that demand, and what opportunities there are for change. As well as looking at existing parking demand and supply, the plan will also consider user experience, tariffs and socio-economic impacts, current policy and information availability and parking management.

## 3. Develop the Parking plan

The plan will be developed so it does not detract from the quality of public realm and will ensure safe movement of traffic. The plan will contribute to the over-reaching policy aim of reducing single occupancy private car use and will support the active travel plan to increase walking, cycling and the use of public transport. It will look at how space allocation is made for parking purposes and develop a new approach. This will take account of the associated economic, social and environmental impacts of a change in space allocation. New ways of paying for parking and information systems to manage this will be investigated.

This will ensure that parking capacity and provision are balanced and meet the needs of all road users. On-street and off-street infrastructure will be designed to make the most efficient use of parking provision. The strategy will embed use of technology and link into the development of the Mobility as a Service Framework Plan.

**Q1 – Is there anything else we should include in the plans to meet the objectives of the Sustainable Transport Policy that were agreed by the States Assembly?**

## The following data sources have been identified as important to the study.

The appointed consultant will make best use of available data (in-house and external); new data collected for the purposes of the plan (such as surveys and site audits), and engagement with key stakeholder groups.

Description	Extent	Source / Provider
Highway Traffic Counts	Jersey	CA Traffic Ltd
Urban Character Appraisal (Multi-stage urban design study analysis of St Helier undertaken in 2005. Updated study in development)	St Helier	GoJ
Jersey Parish Boundaries	Jersey	GoJ
Municipal Boundaries	Jersey	GoJ
Car Parking Information	Jersey	GoJ
Highway Video Footage	Jersey	Gaist
Highway Accident Data	Jersey	GoJ
Land Allocations, Proposed and Committed Schemes	Jersey	GoJ
Parking Standards Draft March 2020 - Supplementary Planning Guidance	Jersey	GoJ
ANPR surveys	S. St Helier	GoJ
Car Park Capacity / Usage	Jersey	Evie
Car Club spaces	Jersey	Evie
Electric Vehicle charging points	Jersey	Evie

**Q2 – Are there any additional data or information sources, which you or others might have access to, that you think would be useful to the plans?**

**Q3 – Who should we make an effort to talk to in order to inform the plans as they progress??**



# Mobility as a Service Plan

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As technology progresses, especially with the introduction of autonomous vehicles e.g. driverless cars, the link between private ownership of vehicles and the responsiveness, comfort and cost that lead us to an ownership model is likely to weaken. The number of vehicles needed to provide the same standard of transport service is likely to reduce, as vehicles are shared more efficiently across the population (for example through car clubs) and spend less time parked, empty and unused.

The transition to mass use of autonomous vehicles is likely to occur beyond the ten years of this strategic framework, but there are other ways that we can achieve the benefits of shared transport in the nearer term.

Car clubs and bike hire provide a viable alternative to car ownership in many towns and cities, and local schemes are already emerging e.g. EVie. Work is also underway with community groups to make better use of the large minibuss fleet present in Jersey, and formal and informal vehicle hire services exist, including the taxi and holiday rental fleets.

Our transport system needs to be able to adapt to take advantage of such opportunities and to learn about and plan for future technologies as they are developed, including a legislative framework that can support mobility innovation.

A strategic partnership with Digital Jersey will be established to make progress in this area, and to ensure the Government can draw on the best available on-island skills and talent. The joint workstream will involve a range of projects and research into what a future focused and responsive transport system looks like, globally and in Jersey.

# Description of the work to develop the Mobility as a Service (MaaS) Plan

## 1. Understand the Drivers of Change and Trends

The plan will identify the existing conditions, drivers and trends that are relevant to the development of MaaS in Jersey. We will review existing conditions and assets, constraints and opportunities related to MaaS concepts working with key stakeholders. Through this review an understanding of where the main demand is for MaaS services, what the main constraints are to growth, and where the gaps and opportunities are to facilitate future growth are. The plan will look to encourage an expansion of existing services (such as shared e-bikes and vehicles) and integrate other modes of transport, such as taxis and buses to provide a mobility solution for all.

## 2. The opportunities for MaaS

The plan will examine what impact MaaS could have on several key transport themes and challenges. These themes will identify where there is the most potential for MaaS to have the greatest impact and influence on the transport system. This will include a consideration for encouraging a shift from private mobility to a shared ownership model; enabling an integrated transport network; improving choice and the operation of the transport system; and encouraging sustainable and active travel choices.

## 3. Develop Key Recommendations

The plan will include a set of recommendations to support the growth and development of MaaS in the immediate and longer term. These recommendations will include infrastructure, knowledge and governance and will be supported by a timescale for delivery and identification of key partners. They will include incentivising external change and setting a framework for the Government to adopt MaaS concepts and lead by example.

Successful adoption of MaaS technologies and services in Jersey is reliant not only on technological advancement, but also on the governance and regulatory regime within which they operate. The plan will set out how a progressive and adaptable approach to governance and regulation which could readily accommodate rapid and at times disruptive change

The plan will underpin the shaping of the other rapid plans.

**Q1 – Is there anything else we should include in the plans to meet the objectives of the Sustainable Transport Policy that were agreed by the States Assembly?**

## The following data sources have been identified as relevant to the study.

We will make best use of available data (in-house and external); new data collected for the purposes of the plan (such as surveys and site audits), and engagement with key stakeholder groups.

Description	Extent	Source / Provider
Cycle Parking Locations	St Helier & ad hoc outside of Jersey	GoJ
Highway Traffic Counts	Jersey	CA Traffic Ltd
Jersey Road Network Information	Jersey	GoJ
Jersey Parish Boundaries	Jersey	GoJ
Municipal Boundaries	Jersey	GoJ
Jersey Orthophotographic Satellite Imagery	Jersey	GoJ
Bus Stops / Stations	Jersey	GoJ
Car Parking Information	Jersey	GoJ
ANPR surveys	S. St Helier	GoJ
Bus Stations, Stops, Stands, Depots	Jersey	GoJ / Parishes
Bus Routes	Jersey	LibertyBus
Bus Patronage	Jersey	LibertyBus
Bus Fleet information	Jersey	LibertyBus
Bus Timetable Information	Jersey	LibertyBus
Bus Ticketing Information	Jersey	LibertyBus
Bus service delay records	Jersey	LibertyBus
Car Park Capacity / Usage	Jersey	Evie
Car Club spaces	Jersey	Evie
Electric Vehicle charging points	Jersey	Evie
Evie User Information	Jersey	Evie

**Q2 – Are there any additional data or information sources, which you or others might have access to, that you think would be useful to the plans?**

**Q3 – Who should we make an effort to talk to in order to inform the plans as they progress?**

