STATES OF JERSEY

SUSTAINABLE TRANSPORT POLICY

Lodged au Greffe on 31st December 2019
by the Minister for Infrastructure

STATES GREFFE

PROPOSITION

THE STATES are asked to decide whether they are of opinion –

to receive the Sustainable Transport Policy for Jersey, as contained in Appendices 1 and 2 to the Report, and, specifically, to approve the supporting principles of the Sustainable Transport Policy for Jersey, as set out in Chapter 8 of Appendix 1 to the Report, 'A Framework for a Sustainable Transport System 2020-2030'.

MINISTER FOR INFRASTRUCTURE

REPORT

Background

P.52/2019 (Bus services: proposals to make free of charge) required a Sustainable Transport Policy be lodged by the end of 2019.

The Sustainable Transport Policy is presented in 2 parts –

- A Framework for a Sustainable Transport System 2020-2030; and
- Sustainable Transport Strong Start Delivery Plan 2020.

A Framework for a Sustainable Transport System 2020-2030 has been developed that outlines an approach to fundamentally rethinking how we allocate space on our Island, how we fund our transport system and what we expect from it. It outlines a vision and 7 supporting decision-making principles to achieve that vision.

It proposes a programme of work in 2020 to carry out a rapid analysis of several big strategic transport planning questions that we do not currently have the answers to. This work will allow us to produce the following plans in 2020 that will inform our longer-term Sustainable Transport delivery plans for 2021-2030. The plans are –

- An Active Travel Plan
- Bus Service Development Plan
- Parking Plan
- Contribution to the Long-Term Climate Action Plan

Sustainable Transport Strong Start Delivery Plan 2020 outlines a programme of foundation work in 2020 to begin to achieve the aims of the Sustainable Transport vision. Funding of this work has been agreed in the Government Plan 2020-2023 and will be delivered by Growth, Housing and Environment and Strategic Policy, Planning and Performance.

Financial and manpower implications

The actions outlined in the Strong Start Delivery Plan 2020 will be resourced through the Climate Emergency Fund as approved in the Government Plan.

APPENDIX 1

A Framework for a Sustainable Transport System 2020-2030

CLIMATE EMERGENCY

Government of JERSEY

We lose 400,000 hours a year
sat in peak time traffic

8 out of 10 children aren't physically active enough
– our transport system contributes to this

32% of our carbon emissions
come from road transport

The UK's rate of reduction in road injuries has been
3 times greater than Jersey's in the last 15 years

41% of disabled Islanders experience
difficulty travelling around Jersey

Two thirds of Islanders want to give
more space to people, bikes and buses

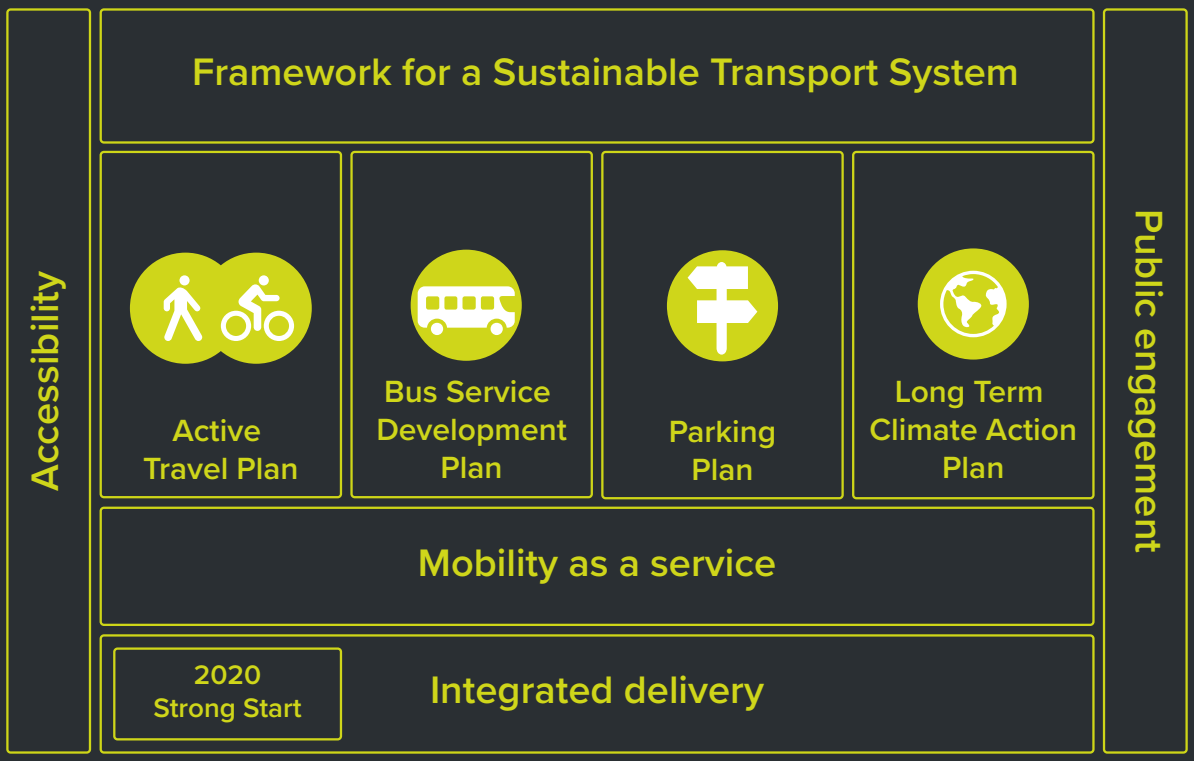
Previous sustainable transport policies addressed
a small set of issues in a wider transport system.

The challenge now is to create an entirely sustainable transport
system that promotes the sustainable wellbeing of future generations.

This requires a fundamental re-think of how we allocate space on our
Island, how we fund our transport system and what we expect from it.

This framework sets the vision for our future transport system, lays out the
big questions we need to address and sets deadlines for this to happen.

It is accommpanied by a clear delivery plan that
will make a strong start on delivering our vision in 2020.


Accessibility
Framework for a Sustainable Transport System
Active Travel Plan
Bus Service Development Plan
Parking Plan
Long Term Climate Action Plan
Mobility as a service
2020 Strong Start
Integrated delivery
Public engagement

Minister's foreword

Jersey may only be small but being able to get around easily, affordably and in comfort is key to our individual and shared wellbeing. For decades, the best solution was the private car, which offered freedom, reliability and convenience. Public infrastructure and private development have all prioritised car use in their design and function.

As we come to the end of 2019 we need to recognise that our car-dominated transport system is no longer sustainable, and not in the best interests of the Island's future.

We have ever more cars on our Island, year by year. The average size of cars is increasing. And over a period when carbon emissions from energy generation, heating and other sources have fallen, emissions from transport have increased.

Sustainable transport can no longer be a fringe concern – our entire transport system must be re-designed following the principles of sustainable wellbeing. This policy framework starts us on that road. For the first time, Government is making clear that fewer vehicle journeys will be a good thing for Jersey.

That's why in the next twelve months, alongside important work to answer key strategic questions, we will support alternatives to car use and:

- develop our bus service, with free travel for carers and bus priority measures to cut through congestion around Liberation Station
- start a programme of traffic-free days on key routes in town
- find new ways for children to travel safely to school, including re-prioritising road space in town, rolling out Bikeability training (cycling proficiency) to every school and investing an additional £470,000 in school travel initiatives
- work with Digital Jersey on a programme to embrace new transport technology
- pilot the safe use of personal light electric vehicles and encourage car and bike sharing schemes as part of a new focus on mobility as a service
- accelerate work on an Eastern Cycle Route

For those journeys that do still require cars, we will continue to support the transition to electric vehicles with free parking and more electric charging points, and we will agree a plan for phasing out petrol and diesel cars.

We will support the Island's first use of innovative second-generation bio-fuels to cut emissions from our buses and government fleet. We will provide targeted support to small businesses to reduce their travel impacts and to plan for the transition to a sustainable transport future.

At the same time, we will research and develop plans in response to the big questions we identify in this document. These plans will be based on thorough but rapid analysis and will be put forward in a staged way throughout 2020 to inform the Island Plan, development of the next Government Plan, and to support the citizens' assembly that is proposed to consider our ambition to become the first carbon neutral jurisdiction in the British Isles.

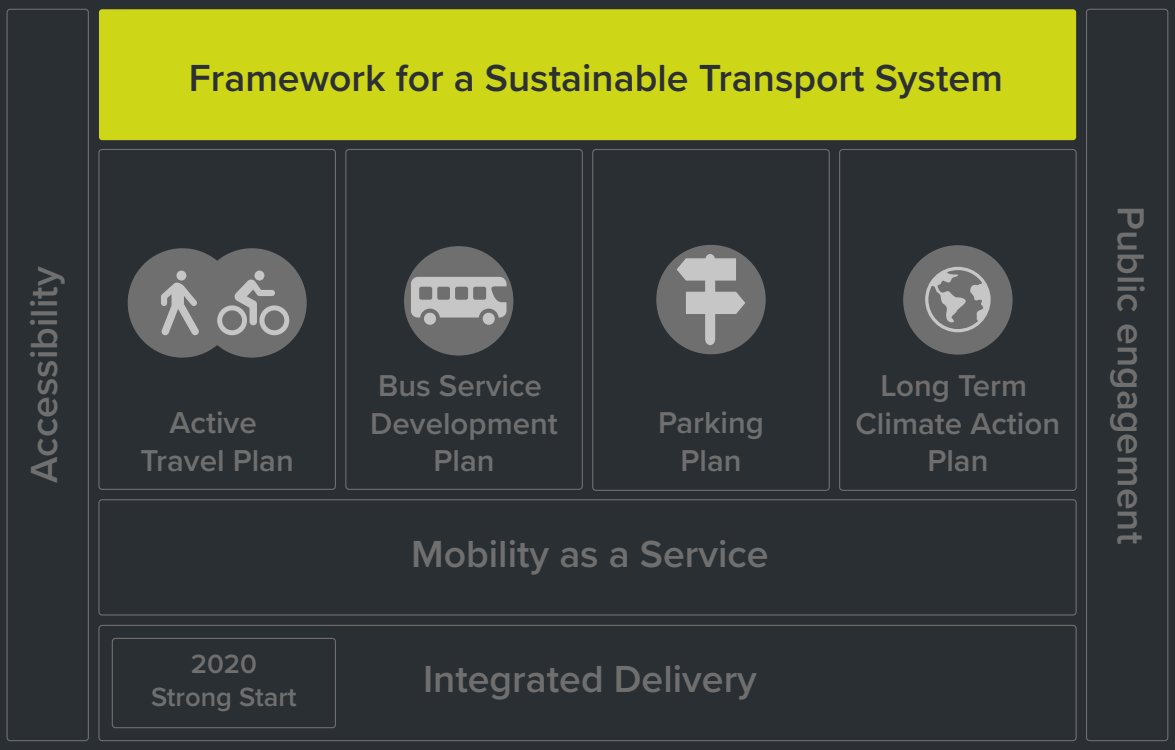
Our dependence on the internal combustion engine is coming to a natural end. The wellbeing of our Island and of future generations requires us to re-design our transport system and update our expectations about how we travel.

I will be looking to my fellow Ministers and States Members to support this framework as it delivers across many areas of our agreed Common Strategic Policy – not least our ambitions for the environment, health and children.

Deputy Kevin Lewis
Minister for Infrastructure

Contents

1.	Introduction	12
2.	A framework for the future	13
3.	Decarbonising transport	14
4.	People want to see change	15
5.	The strategic policy landscape	17
6.	Sustainable transport vision	23
7.	What will success look like?	24
8.	Supporting principles	25
9.	What does delivering the vision look like?	27
10.	Sustainable funding for transport	36
11.	Rapid analysis of the big questions	39
12.	Key themes	48
13.	Next steps	50
14.	Conclusion	51
15.	Appendices	52
	Appendix 1 - Glossary	54
	Appendix 2 - Survey analysis	61
	Appendix 3 - Jersey Mobility Hierarchy	62
	Appendix 4 - Imagined Case Studies	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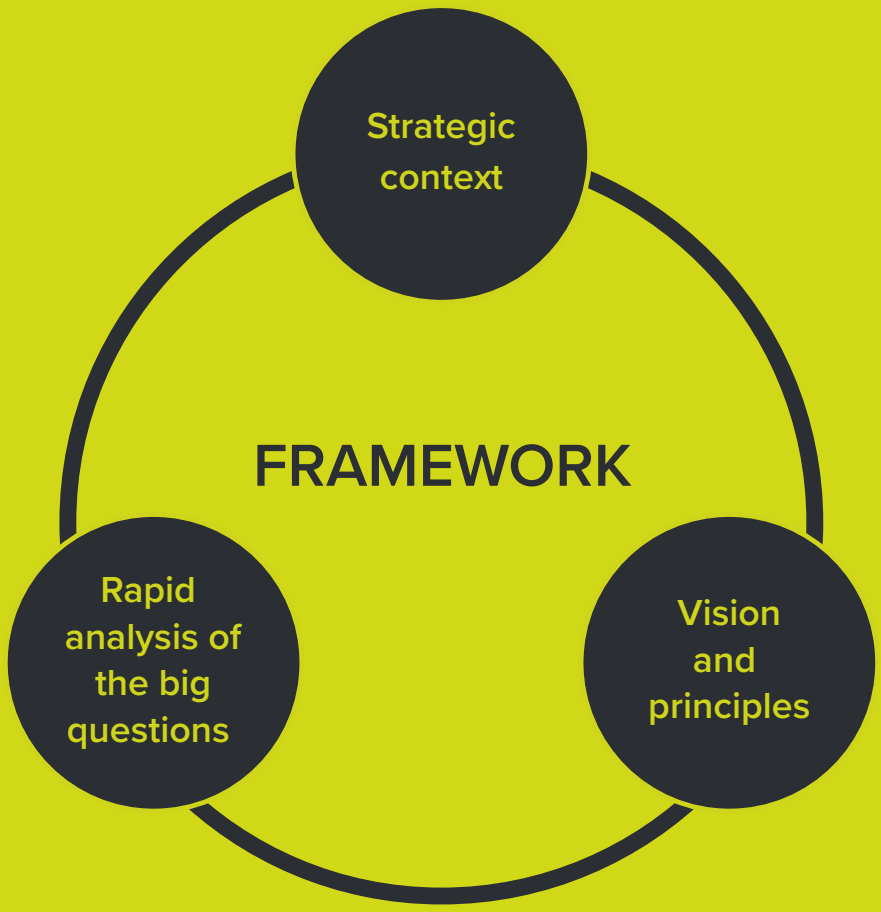
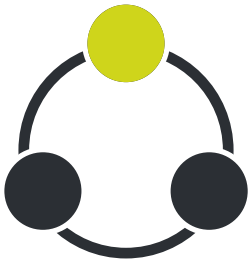


A Framework for a Sustainable Transport System

2020-2030



Strategic context

1. Introduction

The Sustainable Transport Policy is made up of two parts. This first document – A Framework for a Sustainable Transport System – covers the ten-year period of 2020-2030 and details how transport provision in the Island can be designed to ensure that in the future it better supports the well-being of the people of Jersey. To do this, we need a transport system that is good for the whole Island rather than any one individual or section of the community alone. The second document – Sustainable Transport Strong Start Delivery Plan 2020 – details how we will start to deliver this framework with initiatives that will be implemented in 2020.

Since 1945, Jersey's transport has grown and evolved around the use of motorised vehicles. Between the wars there were rail services going east and west until competition from bus operators made the rail network financially unsustainable. As the Island's population has grown, and as the average size of our cars has grown, more and more of our limited space has been given over to cars, roads, car parks, and on street-parking at the expense of liveable places and public spaces.

Across the Island, but in St Helier in particular, we need to critically appraise the use of our roads and streets to explore how we might create a better environment and places that are inviting, pleasant and safe for people to live, use and visit.

A transport system that promotes wellbeing needs to incorporate strong, well-connected neighbourhoods and places, and safe, attractive infrastructure and public transport that makes walking, cycling and taking the bus the obvious choices on a small Island.

In short, our transport system should improve quality of life in Jersey, rather than – as many people currently feel is the case – detracting from it.

2. A framework for the future

This strategic framework has been prepared in response to P.52/2019 in June 2019, which requested:

The Minister for Infrastructure to research, consult upon and identify funding for a sustainable transport strategy, including safe routes for walking and cycling, and provision for those with impaired mobility, by the end of 2019.

This framework sets a bold ambition of a fully sustainable transport system by 2030 and describes the strategic context for this journey and key decision-making principles that will drive progress towards it.

The framework also points to big questions that require a degree of further consideration that was not possible within the compressed timescales provided by the proposition of the Assembly. Resources are provided by the Government Plan for a programme of rapid strategic transport analysis. This work will update existing studies and undertake new work that has not previously been available to transport planners in Jersey.

Answers to these big questions will be published in a staged way throughout 2020 in order to inform the Island Plan, development of the next Government Plan, and to support the citizens' assembly that is proposed to consider our ambition to become the first carbon neutral jurisdiction in the British Isles (see the Carbon Neutral Strategy).

The strategic framework is supported by an agreed delivery plan for 2020, which identifies over £1.5 million of funded improvements that will be implemented in the next 12 months. Delivery plans for future years will be set out within future government plans and will include longer-term schemes based on the new evidence developed in 2020.

3. Decarbonising transport

In addition to creating great, liveable spaces that contribute to our physical and mental wellbeing, transport has a key role to play in tackling the climate emergency.

Transport emissions account for more than 50% of Jersey's direct greenhouse gas emissions, and road transport more than 30%. The Carbon Neutral Strategy sets out a detailed exploration of policy options and a quantified assessment of a central policy scenario to decarbonise the transport fleet by 2030, and this will form an integral part of the Sustainable Transport Policy.

Decarbonisation will be achieved in part by the modal shift to walking, cycling and public transport which also support the aims of increasing active travel and decreasing congestion. In addition to this we are committed to the uptake of ultra-low emission vehicles, such as electric cars as they present a viable opportunity to decarbonise the emissions from our vehicle fleet. It should be noted that they do create some of the same costs as other private vehicles – for example, they still contribute to congestion, and take up space for parking.

Around the world countries are transitioning from predominantly fossil-fuel road transport to cleaner alternative fuel sources. The UK and France have both announced a ban on the sale of new petrol and diesel cars by 2040, with the UK aiming for at least 50% of new car sales to be ultra-low emission by 2030, alongside up to 40% of new vans.

Although the market for electric vehicles is accelerating at pace, there are some types of vehicles for which there is not yet a viable electric version available at a realistic price point. In addition, for some vehicles demand currently outstrips supply. This is particularly the case for heavy, commercial vehicles. It is therefore important to recognise that electric vehicles may be some way off for all parts of the market and that the use of alternative fuels should be considered as part of the transition.

Further details on the decarbonisation of transport are provided in the Carbon Neutral Strategy and are not repeated in this document. At this stage, the two documents can be considered to be aligned and interlinked. The detailed plans for decarbonising transport will be agreed following the recommendations of the proposed citizens' assembly on climate change and, at that stage, integrated delivery plans will be brought together across both areas of work.

4. People want to see change

It is clear from a range of recent surveys and consultations that people in Jersey want to see improvements in our transport system. The status quo is not what people want. The key issues raised are set out in the table overleaf. These are drawn from:

- an October 2019 government transport survey that received over 1400 responses (see Appendix 2);
- responses to the Island Plan Review Strategic Issues and Options Consultation.

These views have been explored and validated through a range of engagement and discussions with:

- representatives of businesses, public transport providers, disability groups, children, cyclists and pedestrians (amongst others);
- States Members;
- government policy leads; and
- officers responsible for building, maintaining and managing our transport infrastructure.

A summary of the key issues raised with transport in Jersey by stakeholders in Autumn 2019

Effects: Individuals	Effects: Everyone
Large differences in journey times at different times of the day (peak vs off peak) Public transport percieved as expensive relative to car use (e.g. 2hrs parking cheaper than a return bus fare) Lack of opportunities to walk and cycle more	The fact that health issues associated with obesity and inactive lifestyles are becoming increasingly prevalent The need to reduce road transport emissions to tackle the climate emergency Increasing congestion and journey times (especially during rush hour) cost people and businesses time and money People would like to have more open and green spaces in our urban areas. Areas dominated by roads and car parks are not great places to live
Road users do not always show respect or make allowances for other types of road users Perception that the roads are unsafe for children Despite the increase in bus ridership in the last 10 years, some people feel that the public transport system doesn't meet their needs in terms of routes, frequency, fare structure and costs	Those without access to cars, for example, those on low incomes, those with impaired mobility, the very young and the elderly, do not have equal access to opportunities but still face the negative impacts of other people's car use like noise, pollution, congestion The public transport system does not currently serve all areas of the Island adequately. For example, the frequency of services to some rural areas needs to be improved People enjoy the comfort and convenience of cars and do not want to have their freedom of choice to use their cars taken away

Due to Jersey's small size our journey lengths are short and therefore transport does not take up as great a proportion of our time as it does for many people. However, feedback tells us that there is a very high level of ambition as to what the transport system could deliver for Islanders and that people want to see change.

Jersey prides itself on its uniqueness and as being a great place to live and to visit and our economy relies on this to attract business and visitors. Our small size also means that our potential for active travel and to be an early adopter of alternative fuels and new technologies is high. As an Island we should be striving towards a world-class sustainable transport system.

5. The strategic policy landscape

This Framework for a Sustainable Transport System has been developed alongside, and is informed by, a range of wider strategic policies, which are outlined below. These policies create both the strategic context for this work and opportunities to pursue the vision set out in this framework, by embedding the principles set out below in wider systems of decision-making.

As key areas of policy are currently in development, the Sustainable Transport Policy has been designed in such a way to allow for flexibility so that it can adapt over time to support the outcomes and levels of ambition in other key areas. The Sustainable Transport Policy is designed to set out the principles for the next ten years.

Common Strategic Policy

In 2018 the Government of Jersey proposed the Common Strategic Policy, which details the priorities agreed by this Council of Ministers for its current term of office. It was decided that transport has significant impacts on all five priorities and therefore should be one of the six common themes that sits at the heart of the Common Strategic Policy. The following overall aim for transport was set:

'We will improve transport and infrastructure links.'

The diagram below illustrates the role that transport has in delivering against the five Common Strategic priorities:

Climate emergency

In May 2019 the States Assembly declared a climate emergency (P.27/2019) and have requested that the Council of Ministers produce a plan that aims for Jersey to become carbon neutral by 2030. As 32% of Jersey's greenhouse gas emissions come from road transport, reducing emissions from this sector will play a significant role in the Carbon Neutral Strategy. It is recognised that for Jersey to become carbon neutral there will need to be fundamental changes to our everyday lives, and this cannot be done without extensive public engagement and a community commitment to work together to agree a target date for reaching carbon neutrality.

The Carbon Neutral Strategy was submitted in December 2019. It proposed an extensive public participation exercise in early 2020 through the establishment of a citizens' assembly which will allow Islanders to have their say on how and when the Island decarbonises. The decision on this will have a significant impact on the rate at which changes are introduced to the transport system.

Island Plan Review

Work is underway on the Island Plan 2021 to 2030. The new Island Plan will set out and plan for the Island's growth over the next ten years and provide the framework against which planning decisions are made. The Sustainable Transport Policy will be a key supporting document to the new Island Plan, and the principles contained within this document will be reflected in Island Plan policies. This Framework for a Sustainable Transport System supports the following key proposals:

- **planning more to travel less**

The location of development – which can be affected by planning policy and individual planning decisions – will influence the need to travel but also the choice of travel modes where travel is required. Providing choice in travel modes will hopefully enable people to make more sustainable options and reduce their reliance on journeys by private car.

- **focusing developments in places that can be easily reached by sustainable transport choices**

Planning policies can help make it convenient for people to walk, cycle or travel by bus. Locating new development predominately in urban areas is the best way of doing this, because trips tend to be shorter and public transport services better.

- **development should support the provision of infrastructure and facilities to enable sustainable travel**

The provision or alteration of infrastructure in and around a development should help to facilitate sustainable transport choices – including walking, cycling and travel by bus; and the provision of facilities associated with a development – such as cycle parking, storage, lockers and showers – should seek to do the same.

- **making best use of our roads and streets**

Roads and streets make up a significant part of our public realm, particularly in St Helier. They are places where people live, shop, sit and relax, as well as travel, and are defined by the significance of their 'movement' and the intensity of their 'place' functions. We should get more from our road network by exploiting the potential to critically appraise and change the nature of their use and either permanently or temporarily free up space for different uses, particularly walking, cycling and recreation or leisure.

- **parking standards should be applied flexibly and allow for the provision of lower levels of parking and the creation of high-quality places**

Car parking provision is a major influence on how people choose to travel and the pattern of development. Where and how cars are parked can in turn be a major factor in the quality of a place. Parking standards should be applied flexibly and allow for the provision of lower levels of parking and the creation of high-quality places. Where an area is well served by sustainable transport modes, more restrictive, and possibly maximum standards will be optimal. Where public transport provision is limited, less restrictive standards may be set.

- **investing in infrastructure to support sustainable travel**

The provision of new transport infrastructure in the Island should be limited to the creation of new, or the improvement of existing transport infrastructure to support sustainable modes of travel.

Health and wellbeing

The Council of Ministers have committed to improve Islanders' wellbeing and mental and physical health[1] and one of the key ways they will achieve this is by supporting Islanders to live healthier, active, longer lives. Currently 48% of the population do not meet the recommended level of physical activity.

In particular, the Government has undertaken to 'work closely with Jersey Sport to support the development and delivery of key programmes that will: get Islanders moving and more active by... increase active travel.'

Funding in the Government Plan was proposed for Inspiring an Active Jersey. This identified a programme of incentives and measures to support islanders to actively travel to work and for leisure; to develop an active workplace partnership; and an active school programme that provides additional support and resources to schools to increase the amount of in and out of curriculum sport and physical activity, including active travel to school.

This aligns closely with the objectives of the Sustainable Transport Policy and work will continue with health policy and Jersey Sport colleagues to deliver initiatives to encourage more walking and cycling. The proposed Jersey Care Model also presents new requirements of our travel system, and potentially also new opportunities to develop community-led transport solutions.

Air Quality Strategy

The Jersey Air Quality Strategy, adopted in 2013, supports the principle that 'everyone in Jersey should have access to outdoor air without significant risk to their health and that there should be minimal impacts from air pollutants on the environment of Jersey or our neighbours'.

The 2013 report concluded that air quality in Jersey was generally good and that the air quality monitoring programme demonstrated that pollution levels were below thresholds of concern to human health and the environment.

Nevertheless, the greatest proportion of air pollution in Jersey is from road traffic emissions, with nitrogen oxides and particulates presenting the greatest challenges to improving air quality in Jersey. This problem is seen most in rush-hour where there is congestion or where cars are idling, for example around schools at drop-off and pick-up times.

The Sustainable Transport Policy has a key role in shaping decisions that maintain high levels of air quality in the Island by encouraging the modal shift away from single occupancy cars and promoting the uptake of ultra-low emissions vehicles. The focus should be on reducing congestion around schools and on routes children take to school.

Children and Young People's Plan

The new Children and Young People's Plan 2019-23 was agreed by the Council of Ministers in November 2018.

Outcome 3 is 'all children in Jersey Live Healthy Lives' and the Sustainable Transport Policy is one of the key policies cited in delivering this. Addressing poor air quality around schools and providing safe routes for cycling and walking to school are essential to delivering this.

[1]Common Strategic Policy 2018-2022 - https://www.gov.je/government/planningperformance/commonstrategicpolicy/pages/commonstrategicpolicy.aspx

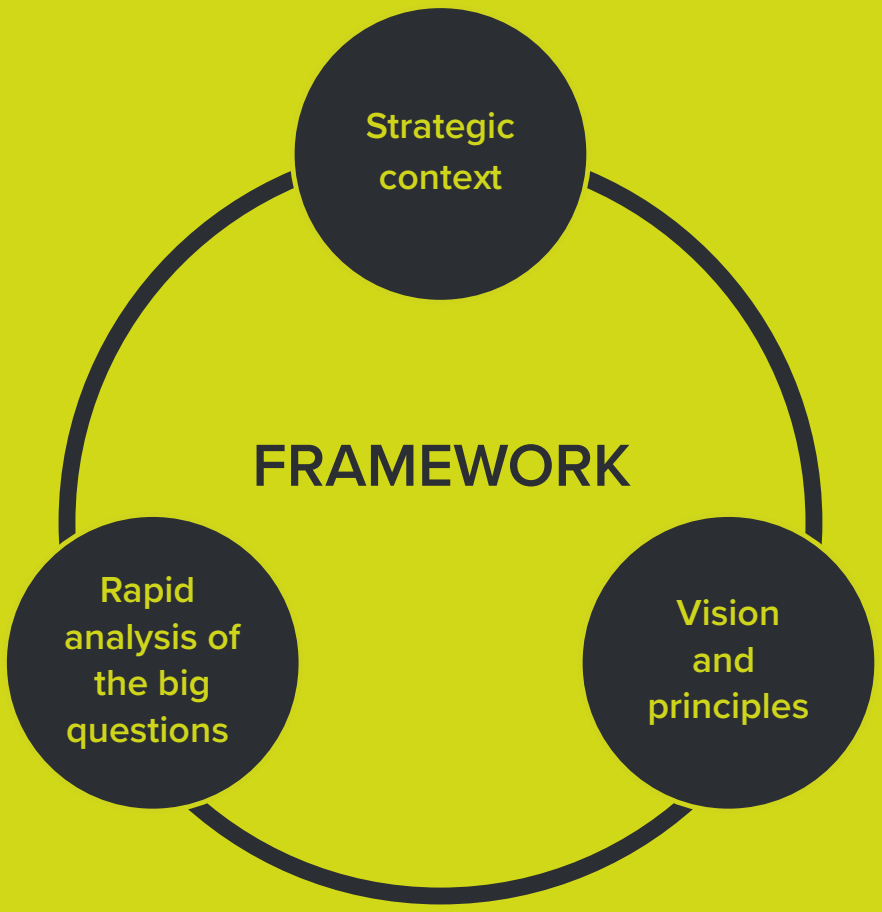
Disability Strategy

The Government of Jersey's Disability Strategy was launched in 2017.

Priority 2 within this strategy identified the need to 'Have greater access to the Island' and Priority 3 to have access to education, employment and enriching activities.

Evidence that went into the development of the Disability Strategy found that 41% of disabled Islanders experienced difficulty travelling around Jersey. Within the action plan the following actions were identified:

- review availability of disabled parking spaces;
- review the blue badge scheme;
- work with voluntary and community sector to introduce an Island-wide volunteer driver scheme;
- support the introduction of concessionary bus pass scheme;
- support the Future St Helier working group to improve accessibility standards of town centre; and
- support Ports of Jersey customer relations to improve accessibility and support service for off-Island travel.



A Framework for a Sustainable Transport System

2020-2030

Vision and principles

6. Sustainable Transport Vision

The Sustainable Transport Policy 2020-2030 proposes the following vision for transport in Jersey:

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

7. What will success look like?

We will know we have been successful in delivering our vision when we see the following changes resulting from the four key areas of work:

- active travel - more journeys being made actively by bike and by foot
- bus service improvement - increased bus ridership
- parking - fewer car journeys being made, particularly to work and school
- climate change action - lower greenhouse gas emissions from road transport

As part of the work required in 2020 to tackle the big questions around transport, we will need to consider and improve the data that we collect to allow us to strengthen performance measurement in this area.

The following indicators show how we intend to measure success in delivering against all five of the Common Strategic Policy priorities. These will inform the sustainable transport storyboard within Jersey's National Performance Framework. The key goal for these will be demonstrating improved performance in these areas against the baseline data. Targets will be set against these indicators in each of the four plans set out in section 11.

Goals and indicators showing how tranport will deliver against the Common Strategic Policy priorities

We will put children first	We will improve Islanders' wellbeing and mental and physical health	We will create a sustainable, vibrant economy and skilled local workforce for the future	We will reduce income inequality and improve the standard of living	We will protect and value our environment
A safe transport system free from death and serious injury	Increased number of Islanders walking and cycling	Reduced congestion	Improved travel choices for those with limited mobility and disabilities	Lower greenhouse gas emissions from road transport
Number of serious or fatal injuries from road traffic collisions	% of adults and children meeting recommended levels of physical activity	The traffic flow towards St Helier recorded during the morning peak period on nine main routes	Percentage of disabled Islanders experiencing difficulty travelling around Jersey	Jersey's emission level of greenhouse gases
Safe walking, cycling and bus routes to all schools		Increased public bus travel	A liveable St Helier – more space for people not cars	Improved air quality
% of children walking, cycling or getting the bus to school		The number of bus journeys made annually	% of St Helier residents who are 'very satisfied' with St Helier as a place to live	The number of times average monthly nitrogen dioxide concentrates exceed European Directive limits

8. Supporting principles to achieve the vision

Achieving our transport vision will require:

- significant strategic choices about changes to our public law, capital investment, land use and the amount and balance of funding for transport;
- smaller, shared choices about the design of network improvements, willingness to try new modes of transport and about how frequently and for what reasons we need to travel.

The principles overleaf will be built into and applied in public decision-making in a range of ways, including:

- through the planning system;
- in fiscal policy making;
- in the implementation of the public estate strategy; and
- in the business cases for public infrastructure investment.

They will be implemented with consideration to the Jersey mobility hierarchy (see Appendix 3), which informs priorities for infrastructure investment.

Where appropriate, the principles should be applied across States-owned enterprises, businesses, parishes, the third sector and wider community across the Island.

In this way, the principles ensure that the ambition and focus of the strategy can be applied consistently in the years to come.

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, and price accordingly, the social and environmental costs of private vehicle use
2. Invest in a better bus system that more people want to use and that is accessible to all
3. Make cycling and walking a safer and more attractive choice for more people of all abilities
4. Reduce the impact of vehicles on our landscape and create more space for people in St Helier
5. Create public service and planning systems that reduce the need to travel
6. Discourage the use of petrol and diesel cars and encourage the use of electric and other low emission vehicles to reduce pollution
7. Work with businesses that rely on road transport to support their efficient and safe use of the road network and their uptake of alternative, low carbon fuels

9. What does delivering the vision look like?

Case studies from around the world

Although it is not straightforward to find examples of world-class sustainable transport systems from exactly comparable jurisdictions (small islands with similar economies, physical geography, climate, culture and population sizes) there is still a lot to be learnt from other countries and these exemplars will help inform our future plans.

The following short case studies highlight elements of excellent sustainable transport systems in other jurisdictions.

Waltham Forest Mini-Holland, England

People living in close proximity to improvements walked and cycled 41 minutes a day more than those living in comparable areas, having positive effects on people's health and wellbeing.

In 2013 Waltham Forest received £30m as part of the 'Mini-Holland' funding programme, to invest in walking and cycling incentives in their borough and deliver a step-change in sustainable transport infrastructure. In 2019, 11 of the 19 identified schemes had been completed.

Public realm improvements, road closures and filtered neighbourhoods introduced to improve conditions and safety for cyclists and pedestrians of all ages

Segregated cycleways delivered through a common design guide with five key cycle routes proposed between major destinations

Cyclists recorded as visiting local shops more regularly, spending more than people visiting by car

Cycle parking resulted in 5 times higher retail spend than the same area of car parking

216% increase in dwell times in areas where improvements introduced such as visiting shops and cafés

Post-implementation surveys showed residents were 'more likely to think that the local environment was improving'

High-quality cycle hubs installed at stations to provide people with a safe and secure place to park their cycles

Increased cycle parking on residential streets through cycle hangers

15% RISE IN cycling trips

30% INCREASE IN retail spending

Hong Kong

Buses in Hong Kong are plentiful and comfortable, and most are air-conditioned. They are convenient to catch and Octopus card payment system makes them easy to use.

Hong Kong's public transportation system oversees approximately 12.6 million passenger journeys every day and the Mass Transit Railway is recognised as one of the most efficient in the world. Hong Kong sits at the top of the rankings in the Sustainable Cities Mobility Index. Public transport is relatively cheap compared to other world cities and fewer than 20% of people in Hong Kong own a car.

From 2012 all public minibuses were required to install speed alarms activated at 80 km/h (50 mph) and display a large digital speedometer facing passengers, enabling them to monitor the bus speed

There are approximately 22km of bus priority lanes in Hong Kong, with 5 privately-owned bus companies operating more than 700 franchised routes

Minibus operators add flexible shorter routes to supplement this

The public transport system creates economic opportunities for citizens, tourists and businesses alike and improves quality of life

Public transport is relatively cheap in comparison to other world cities

Octopus cards (where payment can be automatically deducted from stored value) and cash payments are accepted on all types of buses. Most journeys equate to less than 80p

Less than one fifth of people in Hong Kong own a car

22km OF BUS PRIORITY LANES

700 FRANCHISED BUS ROUTES

Reykjavik, Iceland

Residents are shown to have a higher life satisfaction and wellbeing when compared to other similar countries.

In 2018 Reykjavik came third in a global survey on sustainability. By 2040 they aim to eliminate their production of greenhouse gas emissions by promoting walking, cycling and emission-free public transport.

Delivered a network of fully segregated cycle routes, promoting cycling for all ages, all year round, supplemented with resting places and way-finding maps

A ten fold increase in cycling trips between 2002 and 2012, with residents using new cycling facilities such as pedestrian/ cycle bridges and underpasses

$4.3million investment in new segregated cycling and walking infrastructure as well as maintenance of existing routes

Delivering a new bus rapid transit system ‘Borgarlina’ with dedicated bus lanes and high frequency services

Hydrogen buses introduced on all routes to reduce air pollution, with the world's first hydrogen filling station opened in 2003

Electric vehicle ownership is high in part because of tax relief on importing electric vehicles

700% INCREASE IN ELECTRIC CAR ownership since 2014

2.5km NEW OR IMPROVED CYCLING paths delivered in summer 2019

Delft, Holland

Climate policies are now frequently on the political agenda with pressure from engaged voters.

Delft has delivered significant improvements in cycling infrastructure, with ongoing initiatives encouraging active travel and improving resident health and wellbeing.

New segregated infrastructure introduced, with most streets having a speed limit of 30km/h. This was enforced to improve pedestrian and cyclist safety

Annual bike rental memberships are available, with basic rental available at 300 locations for as little as 4 euros per day

Cycle lanes also allow the use of electric peddle scooters that travel at a maximum of 25km/h

Smart bike share in Delft integrates cycling with other modes. Almost every station has manned cycle parking facilities with bicycles designed to cover the first mile / last mile of trips seamlessly

Electric and hybrid buses introduced across the city to cut emissions and improve air quality

41% OF TRIPS undertaken by cycling

35,000km OF DEDICATED cycling infrastructure in place for all ages

Gothenburg City, Sweden

Gothenburg City was picked as the world's most sustainable destination 2016 to 2019.

Gothenburg City aims to be de-carbonised by 2030 and was the first city in the world to issue green bonds to accelerate investments in climate-oriented solutions.

Dedicated and segregated walking and cycling paths, with a number of different routes leading to key destinations including leisure routes along the coast

1,000 rental bikes available at 69 public transport interchanges located around 300-500m apart

Zero-emission buses running on renewable energy across the entire network in the city

Improved accessibility for all, with the service of free guides available to help those with reduced mobility move around the city

Travel planning apps also enable smart journey planning, with varying accessibility arrangements that promote sustainable travel

Congestion road charging applied city-wide for cars, lorries and coaches, leading to a reduction in traffic in the city centre

13% reduction in taxi emissions through economical driving initiatives and regulations

95% OF ALL PUBLIC TRANSPORT systems run on renewable energy

CARGO-BIKES help to pool deliveries for 500 shops and business in the centre, reducing traffic and congestion for pedestrian and cyclists.

Nottingham, England

The workplace parking levy has generated more than £53 million to be re-invested in the transport network.

Nottingham is aiming to reach a 26% reduction in carbon emissions by 2020, and is striving to be at the forefront of sustainability awareness, with strong political backing and a commitment to increase economic success through carbon reduction.

Free cycle proficiency training for adults and school children

Set up a green partnership between employers to reduce their environmental impact

£61m fund to invest in cycling (2015), which introduced new east-west and north-south routes

Workplace Parking Levy introduced which costs employers £415 per car parking space

Money collected from Workplace Parking Levy reinvested in sustainable transport measures

Smartcards, real-time information and junction priority for buses introduced to improve public transport efficiency

Large network of smart cameras used to manage traffic and help improve journey reliability and reduce congestion

Low-cost cycle hire schemes enable people to rent cycles across the day, in the long term and also include e-bikes

WORKPLACE PARKING LEVY
is £415pa for employers in the city

TRAM NETWORK
and stations improved and expanded, with bus stations also enhanced through funding from the workplace parking levy

Pontevedra, Spain

Quality of life has increased with people choosing to remain for longer in the city resulting in a younger population.

In order to transform Pontevedra, a people-first approach was developed to create new public spaces and enhance walking and cycling infrastructure, to resolve congestion and improve air quality. This transformed the city into a public space for citizens and is now an exemplar for urban redevelopment.

Speed limits reduced to 20-30km/h with pedestrianised zones 10km/h only accessed by servicing vehicles outside of peak hours

300,000 sqm of the town centre was pedestrianised with free car parks on the periphery with public transport and walking/cycling routes into the centre

Improvement in liveability by reducing vehicle access to key residential areas and the city centre, including banning certain vehicles in some areas

75% of car journeys are now made by cycling or walking

Seen as a desirable, clean and safe place to live for families, population is increasing and also now has the youngest population in the region

Pedestrianisation has improved the inclusivity of the environment with level roads and minimal kerbs

70% drop in CO_2 emissions since implementation in the 1990s

ZERO PEOPLE KILLED
in road traffic accidents since 2013

90% DECREASE IN VEHICLE TRAFFIC
around the centre and 50% overall citywide

These case studies describe initiatives that are common to successful sustainable transport systems in other jurisdictions and are summarised in the table below.

Initiative	What does it deliver?
Dedicated cycle and pedestrian infrastructure	Provide a feeling of safety and inclusion Encourages the uptake of cycling and walking short journeys Creates accessible routes for mobility-impaired persons
Creating liveable and healthy neighbourhoods	Improves inclusivity in activity levels and social interaction Improves everyday health and builds in active travel Clean air and reduced pollution from lower emissions
Active travel and public transport integration	Provides active solutions for the first mile / last mile Environmentally-friendly combinations, removing cars Bus priority lanes make bus travel faster
Car parking charges/levies	Highly successful at dissuading parking in an assigned area Increases the cost of commuting by car compared to other modes
Congestion zone / green / road user charging	Raises revenue to fund chosen schemes Recognises the social cost of private driving Makes city centres more attractive for pedestrians
Traffic calming implementation	Improves the environment for pedestrians Improves road safety by lowering speeds Creates more liveable neighbourhoods

It has not been possible, in the time available, to model the implications of these policy options for Jersey. To determine whether and how such options might be suitable for application locally, some big questions still need to be answered.

Some of the positive changes that we hope to see are captured in the imagined case studies given in Appendix 4.

In the subsequent sections of this document we will consider what these questions are and how we plan to go about answering them.

10. Sustainable funding for transport

Achieving the ambitious vision for transport requires a step-change in how infrastructure provision and funding is approached in Jersey.

Currently, a small amount of income from parking charges is used for investment in sustainable transport.

At the same time, there are significant costs of car use for society that as a community we have not previously evaluated and that are not considered when we opt to drive our cars. These costs include direct costs to the public purse of road building and maintenance; 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.

In Jersey, the value of the land that is dedicated to roads and parking provision and the opportunity cost from any potential alternative use (for example for green space, housing, or community infrastructure) is also significant.

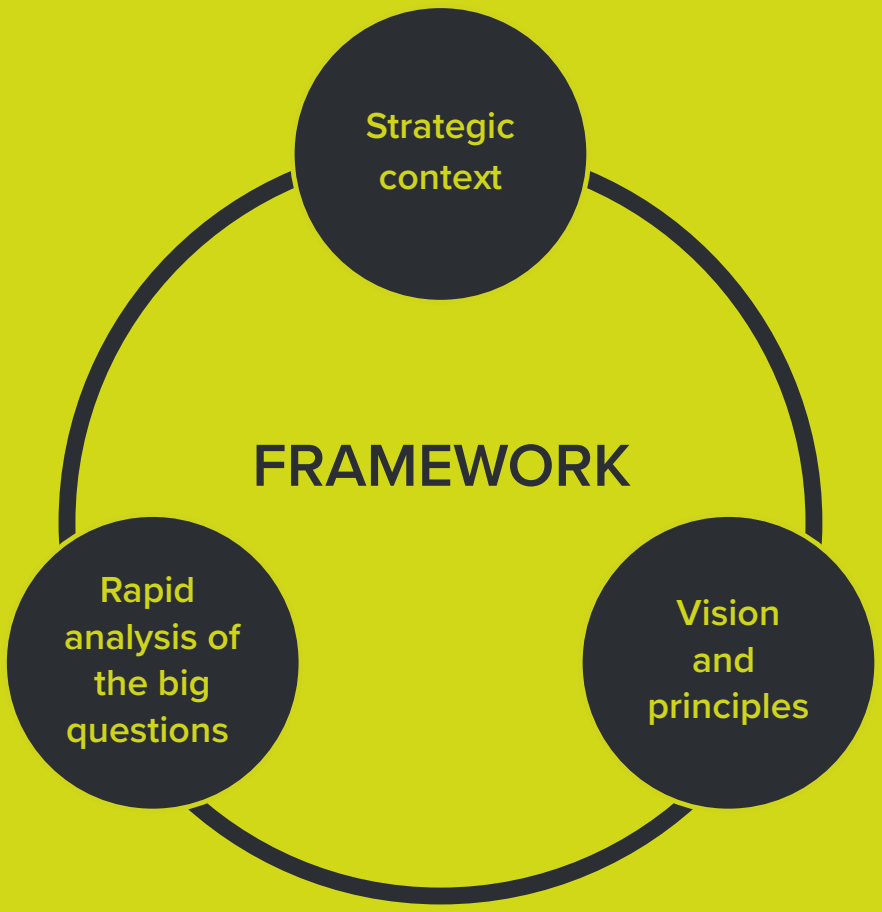
To deliver a sustainable transport system will require additional sustainable sources of funding for the year-on-year investments and improvements that will be set out in the future plans described below.

That is why a key principle in this framework is to recognise, and price accordingly, the social and environmental costs of private vehicle use.

Policies will be gradually introduced to address the true cost of vehicle ownership, while at the same time making aligned investments in, and improvements to, the public and active transport systems.

Taking an incremental approach over the next decade, and allowing time for the market to adjust, offers genuine choices for people – to take the most sustainable methods of travel or to pay the additional costs associated with the less sustainable methods. The alternative to this approach is to choose not to fund the improvements necessary to deliver our transport vision, or to fund improvements through general taxation, which removes the direct incentive to change behaviour and travel sustainably.

33
CCTV cameras
operate on this vehicle
1154



A Framework for a Sustainable Transport System

2020-2030

Rapid analysis of the big questions

11. Rapid analysis of the big questions

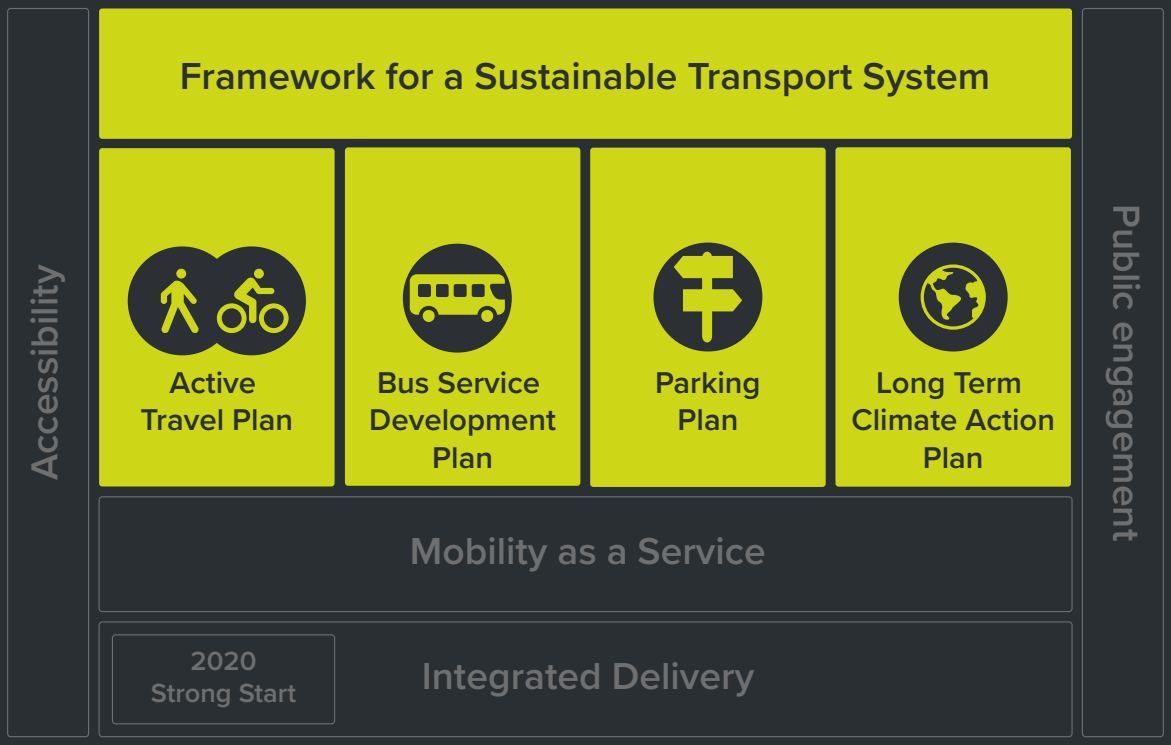
There are several big strategic transport planning questions that we do not currently have answers to.

These questions require a degree of further consideration that was not possible within the compressed timescales provided by the proposition of the Assembly.

Resources are provided by the Government Plan for a programme of rapid analysis in order to prepare and publish the plans set out below. This work will update existing studies and undertake new analysis that has not previously been available to transport planners in Jersey.

Answers to these big questions will be set out in a series of new plans that sit under this strategic framework. These will be published in a staged way throughout 2020 in order to inform the Island Plan, development of the next Government Plan, and to support the proposed citizens' assembly on climate change.

This section provides a high-level overview of each of these further areas of work.


Accessibility
Framework for a Sustainable Transport System
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Integrated Delivery
Public engagement

Active Travel Plan

Throughout history, we have enjoyed the physical and mental health benefits of active lives as we used our bodies to move, through walking, manual labour and leisure.

Our modern sedentary lifestyles and desk-based work have changed this and physical inactivity is now the world's fourth leading cause of premature death, strongly linked to chronic diseases, especially cardiovascular disease; stroke; obesity; cancer; type 2 diabetes; and osteoporosis. There are also strong links between physical inactivity and depression, and increased walking appears to reduce long-term cognitive decline and dementia.

In Jersey, 46% of adults and 81% of children and young people do not meet the World Health Organisation's guidelines for physical activity[3]. The percentage of Jersey adults who rate their own physical activity level as either 'very active' or 'fairly active' fell from 79% in 2012 to 74% in 2017.

The World Health Organisation has set a goal to reduce physical inactivity by 15% by 2030, which Jersey has also adopted.

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 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.

Increasing access to active travel opportunities provides an easy and cost-effective way of increasing activity levels and improving health and wellbeing for Islanders. Currently though, perception of how safe it is to travel on Jersey's roads has a direct impact on sustainable travel choices, with many people in our recent survey citing safety concerns as a barrier to cycling themselves (139 respondents) or allowing their children to cycle to school (138 respondents) (see Appendix 2).

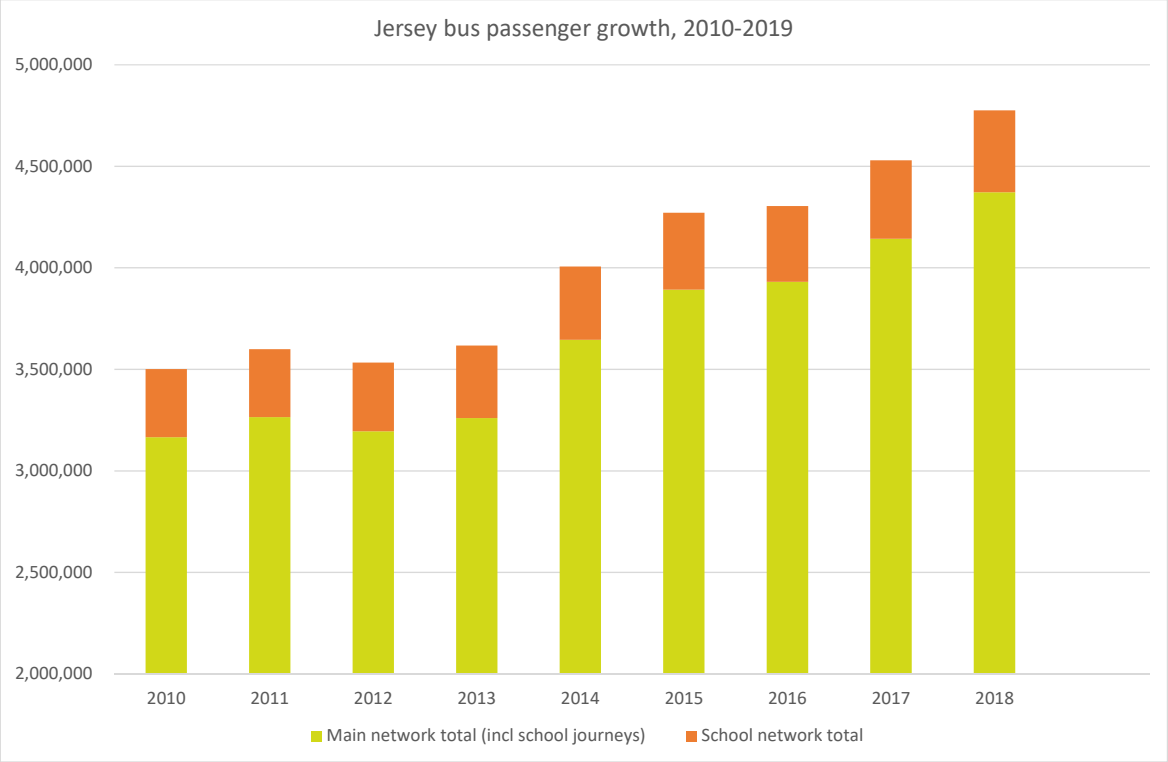
The Active Travel Plan will set out how we will make active journeys safer and easier for Islanders of all abilities over the coming years. It will identify key cycle corridors in order that they can be preserved in the Island Plan, exploring improvements in modal interface at ports and airports and include medium-term investment plans for walking and cycling infrastructure.

[3]Jersey Opinion and Lifestyle Survey (JOLS) and Jersey Annual Social Survey (JASS) - https://www.gov.je/government/jerseyinfigures/statisticscommunitypeople/pages/socialstatistics.aspx

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 is growing 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 new provider, LibertyBus.



Despite these increases, our survey results show that some people still 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.

For bus travel to become the norm, work needs to continue - with LibertyBus - to build on the successes that have been achieved and explore ambitious improvements that could be made.

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 eg smaller buses, wheeled trams etc;**
- **allocation of space, including for 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.

Parking Plan

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

- several factors that are external to the parking system, such as the nature of change in 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, such as the 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 residing in areas without off-street parking provision also need to be considered.

Parking is also key factor in personal travel choice, and hence 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.**

The Island's economy is dependent on the transport system to move workers and customers and to deliver goods and services. Due to the small geographical area of the Island, our average journey times are not long relative to other places, however congestion continues to be a problem that concerns Islanders, particularly around peak hour.

Peak hour inbound journeys into St Helier fell from 10,713 in 2010 to 10,039 in 2019 – a reduction of 6.3%. Given increases in population since 2010, the number of inbound journeys into St Helier per head of population has decreased by a greater level than this traffic flow data suggests. Anecdotally though, commuter congestion starts earlier and lasts longer, meaning much more needs to be done.

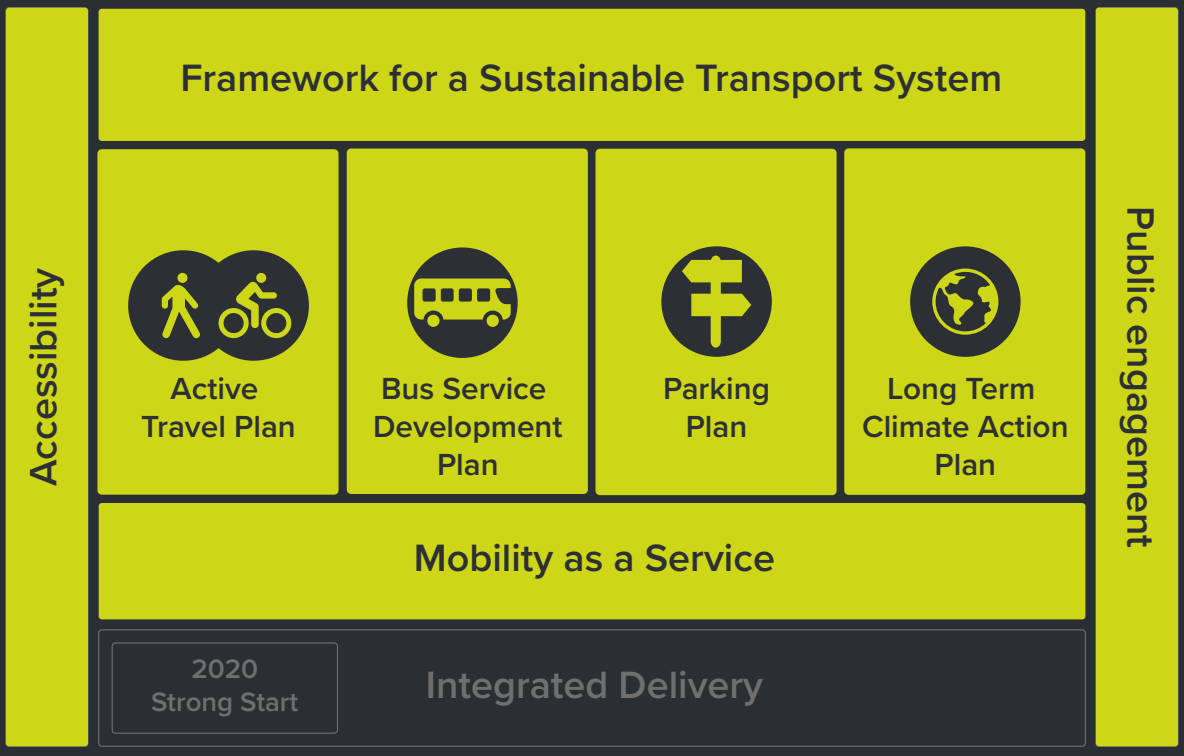
The cars we buy are getting bigger, taking up more space on Jersey's narrow road network, creating more bottle necks as other road users increasingly have to stop to give and take, and having a greater impact on our everyday environment. If the trend for increasing vehicle size continues then even if the number of vehicles on our roads remains constant, the problems of congestion and longer journey times will get worse.

Reducing congestion requires a number of different approaches. This strategy recognises that fewer vehicle journeys will be good for Jersey, and so improvements identified in the active travel plan and bus improvement plan will be an important start, as will an increase in sharing of journeys, especially commutes. Similarly, the cost and location of parking plays a key part in attracting traffic into certain parts of town and across the Island. We will draw each of these measures together, and address any additional role for network improvements, redesign and access restrictions in order to better manage traffic.

Long Term Climate Action Plan

In 2020 work will continue at pace to implement the Carbon Neutral Strategy. The detailed plans for decarbonising transport will be agreed following the recommendations of the proposed citizens' assembly on climate change and, at that stage, integrated delivery plans will be brought together across both areas of work.

The Long Term Climate Action Plan will be delivered as part of the Carbon Neutral Strategy and further details on the decarobonisation of transport will be provided there and are not repeated in this document. At this stage, the two documents can be considered to be aligned and interlinked.


Accessibility
Framework for a Sustainable Transport System
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2020 Strong Start
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12. Key themes

In addition to the four plans detailed above which will be developed and published in 2020 there are three cross-cutting themes which are considered below. The Sustainable Transport Strong Start Delivery Plan 2020 proposes initiatives that deliver against these themes.

Mobility as a Service

As technology progresses, especially with the introduction of autonomous vehicles, the link between private ownership of vehicles and the responsiveness, comfort and cost drivers 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. Work is also underway with community groups to make better use of the large minibus 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, globally and in Jersey.

Accessibility

One of the key aims of our Framework for a Sustainable Transport System is to provide a transport system which enables equal access for all. Evidence that went into the development of the Disability Strategy found that 41% of disabled Islanders experienced difficulty travelling around Jersey. Therefore, this framework must deliver specific improvements to support the aims of the Disability Strategy, including:

- reviewing the provision of disabled parking spaces and the blue badge scheme;
- supporting a concessionary bus pass scheme; and
- supporting improvements in town centre accessibility standards.

The 2020 Delivery Plan details the initiatives planned next year to start these improvements.

Public engagement

Transport is something that affects all our lives and is a subject which often rouses enthusiastic debate. People often have very different views on what the solutions to our transport problems should be and it is often not possible to find a solution that keeps everyone happy. There is great benefit from working with the community and stakeholders to come up with solutions or to improve the suggested designs or initiatives.

To inform the development of the three delivery plans in 2020 we will engage extensively with Islanders. We will need to speak to transport users as well as providers to understand what needs to happen to change behaviour.

We commit to engaging meaningfully with communities across Jersey and to build their views into our future plans. Key stakeholder groups include, but are not limited to: parish road committees; disability groups; the Chamber of Commerce; the Hospitality Association; the Energy Forum; cycling groups; the Jersey Motor Traders Association; LibertyBus; Digital Jersey; and schools and young people.

In early 2020 we will also be talking to Islanders about the climate emergency and our carbon neutral ambition (detailed in the Carbon Neutral Strategy). A key part of this discussion will focus on how greenhouse gas emissions from road transport should be tackled. There is significant overlap between the carbon neutrality and the transport conversations although there are also areas of difference.

13. Next steps

The Sustainable Transport Strong Start Delivery Plan 2020 is provided as an accompanying document and details the schemes and initiatives that will start to deliver the vision and principles this framework in 2020.

Throughout 2020 the following pieces of work that build on this Framwork for a Sustainable Transport System will be delivered:

- Parking Plan
- Active Travel Plan
- Long Term Climate Action Plan
- Bus Service Development Plan

The actions identified in these plans will inform future Sustainable Transport Delivery Plans and will feed more widely into the government plan and Island Plan in subsequent years.

14. Conclusion

If we apply the principles of sustainable wellbeing to transport is it clear that fewer vehicle journeys will be a good thing for Jersey.

In agreeing this idea as an Island and applying it to our decision-making we need to recognise that our entire transport system must be re-designed. This framework document sets the vision for our future transport system and lays out the big questions we need to address. It is accompanied by a clear delivery plan that will make a strong start on delivering our vision in 2020 and a commitment to improve our engagement with the community and to build our stategic transport planning capability.

This document is a starting point for more radical action. We hope that at the end of the journey our transport system will make our everyday lives better, support businesses, encourage us and our children to be healthier and make our Island greener.

Appendices

Appendix 1 - Glossary

Active travel
Making journeys by physically active means, like walking or cycling.

Bikeability
Previously known as Cycling Proficiency, Bikeability is a three-level cycle training programme that teaches students practical skills and gives them the understanding and expertise they need to ride their bikes on the road.

Car club
Short term car rental services that allow members to access locally parked cars and pay by the minute, hour or day.

Carbon neutral
Balancing Jersey's scope 1 and 2 emissions against any activity that captures, absorbs or reduces global emissions so that they are equal.

Carbon reduction
Process or action resulting in a decrease in the greenhouse gas emissions specifically related to/arising from the subject.

Climate emergency
A situation in which urgent action is required to reduce or halt climate change and avoid potentially irreversible environmental damage resulting from it.

Congestion zone
An area where motorists are charged a fee to drive in.

Eco Permit Scheme
A scheme run by the Government of Jersey that allows qualifying low emissions vehicles to benefit from free parking in all States of Jersey car parks for 12 months from the vehicle's initial registration, followed by half price parking.

Equal access
Ensuring that there is no discrimination between somebody who is able bodied and somebody with impaired mobility.

Green diesel / Second generation biodiesel/ Advanced biofuels/ HVO
Fuels that are manufactured from various types of non-food biomass. Biomass in this context means animal and plant materials used especially as a source of fuel. To qualify as a second-generation feedstock, a source must not be suitable for human consumption. Because they are made from biogenic feedstock (recently photosynthesised), they do not contribute to greenhouse gasses emissions in the way that fossil hydrocarbons like petrol and diesel do.

Greenhouse gas emissions
Seven gases listed in the Kyoto Protocol: carbon dioxide (CO2), methane (CH4), nitrous oxide (N2O), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), sulphur hexafluoride (SF6) and nitrogen trifluoride (NF3).

Healthy Streets Approach
A framework that puts human health experience at the heart of planning an area using ten evidence-based indicators.

Impaired mobility
One or more long-term physical, mental, intellectual or sensory impairments which can adversely affect a person's ability to engage or participate in any activity. This would typically include, but isn't limited to, using transport infrastructure or the public bus service.

Jersey Opinion and Lifestyle Survey (JOLS)
Annual survey run by Statistics Jersey which collects detailed information on a wide range of social issues.

Liveable neighbourhoods
Attractive, healthy, accessible and safe neighbourhoods for people which may involve changes to town centres and their surrounding residential areas to improve conditions for walking and cycling and to reduce traffic dominance.

Micro mobility
A range of very light weight vehicles such as electric bicycles that have a gross weight of less than 500kg and have a motor.

No idling zone
An area where motorists are not allowed to run their vehicle's engine when the vehicle is not in motion, for example, outside a school.

Particulates
Very small particles of a substance, especially those that are produced when fuel is burned.

Pedestrianisation
The removal of vehicle traffic from a street to convert into an area for the use of pedestrians only.

Salary Sacrifice Scheme
Au upfront purchase paid for through deductions from future salary payments.

Sports Utility Vehicles (SUVs)
Powerful vehicle with four-wheel drive that can be driven over rough ground.

Superhighway
A long bicycle freeway which is part of a wider network that links communities, businesses and destinations.

Traffic calming
A range of measures that are implemented to slow down traffic in residential and commercial areas.

Ultra-low emission vehicle (ULEV)
A vehicle that uses low carbon technologies and emits less than 75g of CO2/km.

Vehicle journeys
Shorthand for journeys made by motorised vehicle as defined in the Road Traffic Law 1956.

Vision Zero
A strategy that aims to eliminate all traffic fatalities and severe injuries.

Walking bus
A group of school children, accompanied by adults, who walk to and from school along an agreed route, with children joining and leaving at prearranged points.

Appendix 2 - Sustainable Transport Policy Snapshot Survey Analysis

1. Policy Content

The consultation for the Sustainable Transport Policy (STP) was undertaken using an online survey during October 2019. Responses from this consultation have been analysed to provide text that demonstrates, based on the consultation, the suitability of, and support for initiatives for possible inclusion in the STP.

This text may be in the form of analysis that presents a straight-forward proportion who are in support of a measure or provide some indication of the impact a successful intervention might have in delivering the sustainable travel objectives of the STP.

The full survey results can be found at *gov.je/consultations*

2. Data Sources

The following data sources were used as the basis of the survey analysis:

1. a download of results from Smart Survey online consultation consisting 1,421 responses
2. statistics from the Jersey Opinion and Lifestyle Survey[1] and its predecessor the Jersey Annual Social Survey for the years 2014-2018, the 2011 Census[2] and the Sustainable Travel Policy (2010)[3]

3. Key Evidence

The introductory text below sets out the parameters of the survey.

Analysis within the STP responses has been geared towards identifying evidence either:

- or a level of public support for a measure or
- that provides some indication of the impact a successful intervention might have in delivering sustainable travel.

3.1.1 Survey Description

An online survey was made available to stakeholders for two weeks during October 2019. Alternative formats were also available for those without or unable to access the online survey. In total, more than 1400 residents took part and submitted responses.

- the results below are drawn from the Sustainable Transport Survey. As agreed at the inception meeting on 22 October these have not been weighted when drawing conclusions.
- a number of respondents began completing the questionnaire and completed some of the questions, but they did not submit the questionnaire. These responses are not included.
- the percentages stated below include those that provided an answer to the question. Those that submitted a questionnaire but did not answer a question are excluded from the analysis of that question.

[1]Jersey Opinion and Lifestyle Survey (JOLS) and Jersey Annual Social Survey (JASS) - https://www.gov.je/government/jerseyinfigures/statisticscommunitypeople/pages/socialstatistics.aspx
[2]Jersey Census 2011, https://www.gov.je/Government/Census/Census2011/Pages/2011CensusResults.aspx
[3]Sustainable Transport Policy 2010 https://statesassembly.gov.je/Pages/Propositions.aspx?ref=P.104/2010&refurl=%2fPages%2fPropositions.aspx%3fdocumentref%3dP.104%2f2010

- the questionnaire completion has been by a self-selecting group and no weighting has been applied. It provides an indication of opinion of those responding but would be incorrectly presented as a representative sample of the Island population. Thus no error ranges are calculated or presented for the proportions calculated.

4. STP paragraphs

The analysis undertaken and other references sourced are presented below as a series of paragraphs for use in the STP. Each paragraph is a short statement that provides context and describes the evidence derived from the analysis undertaken. In some instances tables are reproduced to assist further scrutiny or examination. The source of statistics is included. Where paragraphs clearly lend themselves to one of the key challenges they are collated and presented together. Other paragraphs may provide useful evidence elsewhere and are collated under different headings.

4.1 Travel to schools – How do we reduce the number of car journeys to the hub of schools in St Saviour and increase active travel by both the pupils and their parents?

Total vehicle delay in peak hours during school terms is approximately 400,000 hours per year and has been estimated to have a cost to society of almost £6 million in lost time. [Jersey's Sustainable Transport Policy 2010 - page 83].

During the school holidays rush hour traffic drops by 15% which creates a significant reduction in the congestion. This 15% reduction in traffic is calculated to reduce delays by over 50%. [Jersey's Sustainable Transport Policy 2010 - page 38].

4.1.1 Primary school

Nearly two thirds of the parents with children of primary school age said they would allow their child to take a dedicated school bus to school each day. Around a fifth would be content to allow them to take a public bus. [Sustainable Transport Survey 2019]

Cycling was also an option. More than half of the parents of primary school children would allow their child to cycle with a responsible adult and around a fifth would permit them to cycle with friends or siblings. [Sustainable Transport Survey 2019]

4.1.2 Secondary school

Half of the pupils travelling to secondary school make that journey by car. Some of these trips are linked, and drivers go on to work. However, a third of the pupils travelling by car are making a specific school trip. [Jersey's Sustainable Transport Policy 2010 - page 38].

Few parents of secondary school children were not content to let their children take a dedicated school bus and less than 15% would not allow them to use the public bus. Cycling was also a strong option; more than two thirds would allow their child to cycle with siblings/ friends to school each day and nearly 80% would allow their child to cycle with a responsible adult. [Sustainable Transport Survey 2019]

More than 1 in 5 of those with children said there was a walking bus scheme available at their school. [Sustainable Transport Survey 2019]

4.2 Car sharing – How do we change behaviour and reduce the number of single-occupancy car journeys?

Across the Island, 11% of people travel to work in a car or van with others. [Opinions and Lifestyle Survey 2018 – page 23]

Car sharing was not widely seen to be effective. Only 50% of respondents thought that car sharing initiatives would reduce traffic in Jersey. More than a quarter were of the view that it would have no impact. [Sustainable Transport Survey 2019]

4.3 Sustainable transport hub – What facilities should be provided in St Helier that make it easier for Islanders to make active journeys every day?

79% of people think that Jersey will benefit from sustainable travel hubs, with 54% saying there would be big benefits. [Sustainable Transport Survey 2019]

Development of sustainable hubs in St Helier would work well with current trip-making; almost three quarters (72%) of the working population work in town [Opinions and Lifestyle Survey 2018 – page 23]

Over 77% of the daily journeys made involved a trip into or through town. [Sustainable Transport Survey 2019].

Nearly half of the respondents would be encouraged to cycle more if their safety as cyclists on the road was improved [Sustainable Transport Survey 2019]. Road safety can be improved by reducing the speed limit in busier areas. A quarter of people agree strongly that the Island should retain its maximum speed limit of 30 mph except for on specific roads. A fifth of people strongly agree that there should be a 20 mph limit within the St Helier ring road and a third strongly agree that a 20 mph limit should apply to village centres [JASS 2015 – page 39]

39% said that a dedicated cycle route for a portion of their journey would encourage them to cycle more [Sustainable Transport Survey 2019]

Notably only 8% of people said that distance was a barrier to encouraging them to cycle more. [Sustainable Transport Survey 2019]

Bike storage, lockers, changing facilities and connecting cycle routes all scored highly on facilities that people wanted at hubs. [Sustainable Transport Survey 2019]

Many Islanders are not strangers to cycling 22% of respondents use a bike at least once a week, 11% use it once a month/year. The measures in the STP will look to increase Islanders' options to use their cycle for more trips and make using a cycle the first and most obvious choice. [Sustainable Transport Survey 2019]

Of those that regularly drive to work or school from the parishes on the west of the Island (St Ouen, St Peter and St Brelade) over 75% go into or through town. For those living on the east coast (St Martin, Grouville, St Clement), the figure is 78%. Those living in the northern parishes (St Mary, St John, Trinity) the proportion is 83%. For those in the three central parishes (St Lawrence, St Helier, St Saviour) the percentage is 80%. [Sustainable Transport Survey 2019]

Sustainable travel hubs that provide good quality, safe routes between these parishes and the town centre could provide viable alternative travel for a substantial proportion of all the

journeys to work or school in the Island.

Around 60% of people living in St Helier walk to work or school each day. This drops to just over 35% for people living in St Saviour. The other parishes all have similar proportions of people walking to school or work, around 20%. [Sustainable Transport Survey 2019]

More than two-thirds (68%) of people who lived and worked in St Helier walked to work. However just under a quarter (24%) used the car. [2011 Census] Ensuring that it is safe and pleasant to walk around our urban centres and enabling more people to buy good quality housing within them, will support an increase in the proportion of people walking to work or school. People who live in St Helier are also twice as likely to not own a car compared to those living elsewhere in the Island. [Vehicle transport statistics]

4.4 Workplace mobility – How do we support businesses to decrease the number of car journeys their employees make getting to work?

Planning regulations in the Island will continue to support sustainable travel. All new office developments over 2500m2 are required to submit a travel plan. Plans must be resourced in the long term to account for future changes in personnel, ownership, tenants or circumstance and should contain realistic targets for reductions in car use. [Jersey's Sustainable Transport Policy 2010 - page 73].

There is evident potential to create the right conditions to reduce travel by car to the workplace and school. Of those that regularly drive, nearly a third would be prepared to consider taking the bus once a week instead. [Sustainable Transport Survey 2019]

Those who would be prepared to consider taking the bus once a week said they thought subsidies for buses (35%) and delivering a more frequent service (38%) should be the priorities. Few (5%) wanted more bus stops. [Sustainable Transport Survey 2019]

42% of the people who would not consider taking the bus once a week said that they thought more cycle paths should be prioritised. [Sustainable Transport Survey 2019]

33% of people who regularly drive would consider walking once a week. [Sustainable Transport Survey 2019]

More than 60% of the journeys from home to work or school took under 30 minutes. [Sustainable Transport Survey 2019]
Many Islanders enjoy parking provided by their workplace, and this can influence their mode choice by making car use more comfortable, convenient and lower cost than alternatives. More than 36% of those that drive regularly park in a car park provided by the workplace or school. [Of those, only 17% would consider taking the bus or walking once a week. This compares to 24% of those that pay for their parking in a public or private car park.] [Sustainable Transport Survey 2019]

4.5 Funding initiatives

Increased charges for petrol/diesel car use was the most popular answer to where additional funding for new initiatives should come. This was a favoured option amongst daily bus users (41%) and people who walk or cycle daily (46%), but was also the most popular option by those that regularly drive to work or school (32%). [Sustainable Transport Survey 2019]

Overall nearly 40% of those across the whole sample supported raising revenues for sustainable options from the use of petrol/diesel vehicles. [Sustainable Transport Survey 2019]

Options that the public or business pay for these initiatives attracted similar support from daily car users (23% and 24% respectively). Those that regularly walk or cycle to school or work also gave a similar spread (12% and 14% respectively). [Sustainable Transport Survey 2019]

Only 6% of those using the bus to go to work or school on a daily basis thought the public should pay more to support sustainable initiatives. [Sustainable Transport Survey 2019]

	Car Use	Business	Public	Parking	Total
Car	32%	24%	23%	21%	100%
Walk/Cycle	46%	14%	12%	28%	100%
Bus	41%	28%	6%	25%	100%

[Sustainable Transport Survey 2019]

Increased parking charges was not only supported by a quarter of bus users (25%) and people who walk or cycle (28%) but also by a fifth of car users (21%). This included nearly half of car users who paid for their parking on a daily basis, and just over half who had workplace parking. [Sustainable Transport Survey 2019]

4.6 Investing in sustainable transport

How Islanders would like to see money spent investing in sustainable transport is influenced by their regular mode to work or school. A higher percentage of bus users wanted to prioritise lower bus fares, more frequent buses than those who regularly used other modes. Those that regularly cycled or walked to work favoured more cycle and pedestrian friendly priority areas, cycle paths, road safety projects and bike storage. They were less supportive than others of more frequent buses or more bus routes. [Sustainable Transport Survey 2019]

Investment in more cycle paths and subsidised bus fares had strong support from across all modes. [Sustainable Transport Survey 2019]

Each person could choose up to 3 options. Responses grouped by main mode of travel to work or school	580 people **Cars and Motorbikes**	53 people **Bus**	328 people **Walk/Cycle**
Q28.1. more cycle paths	41%	36%	53%
Q28.2. more cycle and pedestrian priority areas	23%	17%	44%
Q28.3. road safety projects	11%	4%	18%
Q28.4. subsidised bus fares	35%	53%	31%
Q28.5. changing facilities and lockers	9%	9%	10%
Q28.6. more secure bike storage	12%	13%	27%
Q28.7. more bus stops	5%	15%	5%
Q28.8. more frequent buses	42%	53%	28%
Q28.9. more bus routes	25%	26%	16%
Q28.10. extended bus operating hours	30%	26%	20%
Q28.11. electric charging points	22%	21%	18%

[Sustainable Transport Survey 2019]

4.7 Bus use

The bus continues to provide a core service that Islanders rely on, even if it is not on a daily basis. Seven out of ten (72%) adults reported using the bus at least occasionally. [Opinions and Lifestyle Survey 2016 – page 38]

The proportion who take the bus is relatively consistent across all working age groups at between 4 and 6%. [JASS 2015 - page 40]

The proportion of adults that never use the bus has reduced from nearly four in ten (38%) in 2006 to three in ten (28%) in 2016. [Opinions and Lifestyle Survey 2016 – page 38]

There is evidence that outdated perceptions of the bus service remain. A higher proportion of those that ride the bus regularly, compared with those that would not consider taking the bus, thought that the range of routes, reliability, frequency and level of customer service had improved. [Sustainable Transport Survey 2019]

Adults living in suburban parishes (St Brelade, St Clement and St Saviour) were most likely to use the bus regularly, with nearly a quarter (23%) using it at least weekly [Opinions and Lifestyle Survey 2016 – page 38]

A greater proportion of adults in the rural parishes never used the bus (34%), compared to those living in the urban (28%) and suburban (24%) areas [Opinions and Lifestyle Survey 2016 – page 38]

Seven out of ten (72%) adults reported using the bus at least occasionally. The proportion of adults that never use the bus has reduced over the last 10 years, from nearly four in ten (38%) in 2006 to three in ten (28%) in 2016. [Opinions and Lifestyle Survey 2016 – page 38]

Those that have not used a bus in recent years may not realise how things have improved. A higher proportion of those that ride the bus regularly thought that the range of routes, reliability, frequency and level of customer service had improved [Sustainable Transport Survey 2019]. For those that used a bus more than once a week, 43% thought that the reliability of the service had improved, this compares to only 37% of those that never/rarely use a bus [Sustainable Transport Survey 2019]

4.8 Future of transport

67% would consider making their next vehicle electric. [Sustainable Transport Survey 2019]
36% of car trips made are less than 2 miles in distance. [Jersey's Sustainable Transport Policy 2010 - page 71].

The majority of adults that live in rural and suburban parishes travel by car for most of their journeys (79% and 68% respectively) [Opinions and Lifestyle Survey 2018 – page 23]

Making local mobility easier for people could be realised through greater use of personal electric vehicles such as e-scooters, e-skates and e-uniwheels. Subject to suitable regulation, more than 57% thought that these should be allowed on cycle paths and pavements. [Sustainable Transport Survey 2019]

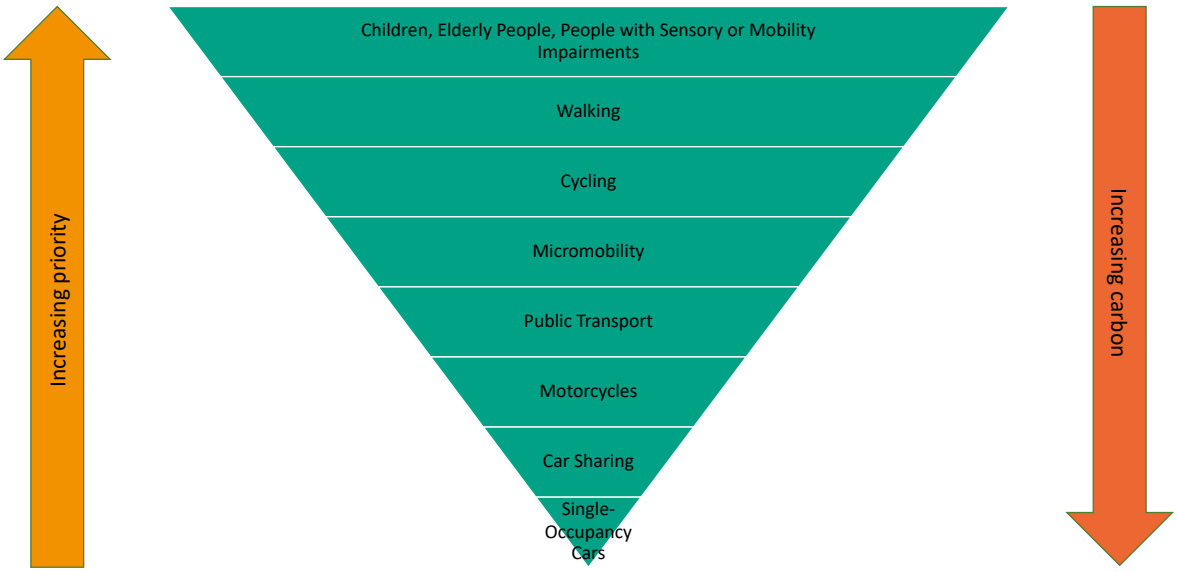
There was overwhelming support for Jersey to align with France and the UK by adopting regulations that ban the import and sale of new petrol and diesel vehicles by 2040. 73% agreed Jersey should do this. [Sustainable Transport Survey 2019]

42% of people between 16 and 35 walk to work the majority of the time. But by the time people are over 55 this proportion is down to 19%. Instead nearly 60% of those between 55 and 65 drive alone to work. [JASS 2015 - page 40

In 2018 over half (51%) of people ordinarily used a car or van to get to work, but indications are that they could use other modes if conditions are suitable. Of those who normally drive to work, three fifths did at least occasionally make the journey by walking, cycling or taking the bus [JASS 2018 - page 23]

Parking Perspectives, 11 November 2019

Appendix 3 - Jersey Mobility Hierarchy



Appendix 4 - Imagined Case Studies

Name: Kate Le Sueur

Lives: Parish of St Clement

About: Kate works as a marketing manager for a company located in St Helier. She is a single mother of two children who are at primary school.

How Katie currently travels

Kate does the school run every morning, dropping her sons to school on the way to work. She pays for a monthly parking permit in town because she's too nervous cycling with her sons to school and it's too far to walk.

What sustainable transport will mean for how she travels in the future

The Eastern Cycle Network will provide Kate with a quieter and safer route, giving her the confidence to cycle with her sons to school and then onto work. She parks her bicycle in public cycle racks outside her office which saves her money on a parking permit. Their daily cycle means that both she and her sons now manage to fit in their 150 minutes of exercise per week and they all feel much better for it and look forward to spending the time together on their bike ride every morning.

Name: Lucy Thomas

Lives: Parish of St Martin

About: Sixth former at Hautlieu. Passed her driving test six months ago but can't afford a car and car insurance.

How Lucy currently travels

Lucy gets a lift with a friend to school every day as it is cheaper than buying two bus tickets and they have free parking in the school grounds. She is currently reliant on lifts from friends and family which she finds frustrating.

What sustainable transport will mean for how she travels in the future

The Bus Service Development Plan means that there are more frequent buses which means it was worth her parents buying her a bus pass. She can travel a lot more independently, which she's happy about and she walks a lot more every day to and from the bus stop.

Name: David Jones

Lives: Parish of St Brelade

About: David is in his 50s but has taken early retirement due to deteriorating health. He is not able to drive due to his disability. He has a part-time carer who helps him a few mornings a week.

How David currently travels

Although David has a free bus pass due to his disability he currently has to get a taxi or a lift to his appointments as he is not able to travel on the bus without help. He sometimes travels by bus with his carer but can't do this every day as it is too costly, this means that David doesn't get out as much as he would like to.

What sustainable transport will mean for how he travels in the future

The introduction of free companion travel for carers means that David can get out and about on the mornings his carer works. Improvements to bus stops means David can get to different locations and meet up with more of his friends and do more of the activities he enjoys.

Name: John Smith

Lives: Parish of Trinity

About: John has been retired for five years. He has a bus pass but tends to use his diesel car to travel around more often.

How John currently travels

John often uses his diesel car to travel to his appointments and to go to the shops. If the timings suit, John will use the bus to travel into town but worries that there may not be a suitable return time.

What sustainable transport will mean for how he travels in the future

The Bus Service Development Plan will help identify where there is unmet demand for routes. An increase in frequency of buses to northern parishes would make getting the bus more convenient for John.

It is likely that John will still need to use his car but he plans to buy a new car next year and he's considering making the most of the free year of parking for electric cars with the Eco Permit Scheme and buy an electric car, knowing that with increasing fuel duty it'll be cheaper per mile to run than a diesel vehicle.

Name: Hedley Le Boutillier

Lives: Parish of St Ouen

About: A successful financial analyst and a single father of two kids at secondary school. He needs to be smart for work, has a busy schedule and knows he needs to exercise more but can't find the time. His kids are very concerned about climate change.

How Hedley currently travels

Hedley does the school run every morning, dropping the kids in St Saviour on his way into work. He gets very frustrated by wasting time sat in traffic jams coming into town. He has a private parking space provided for him by his employer. He drives an electric car.

What sustainable transport will mean for how he travels in the future

A new bus route a five-minute walk from his house means that his kids can now get the bus into school every day.

Government of Jersey staff have worked with his employer to install secure bicycle parking at work and changing facilities. Hedley has used a subsidy provided by his employer to buy an eBike.

Hedley now gets his daily exercise cycling to work and loves the time he saves by not being stuck in traffic. His kids love the independence the bus provides.

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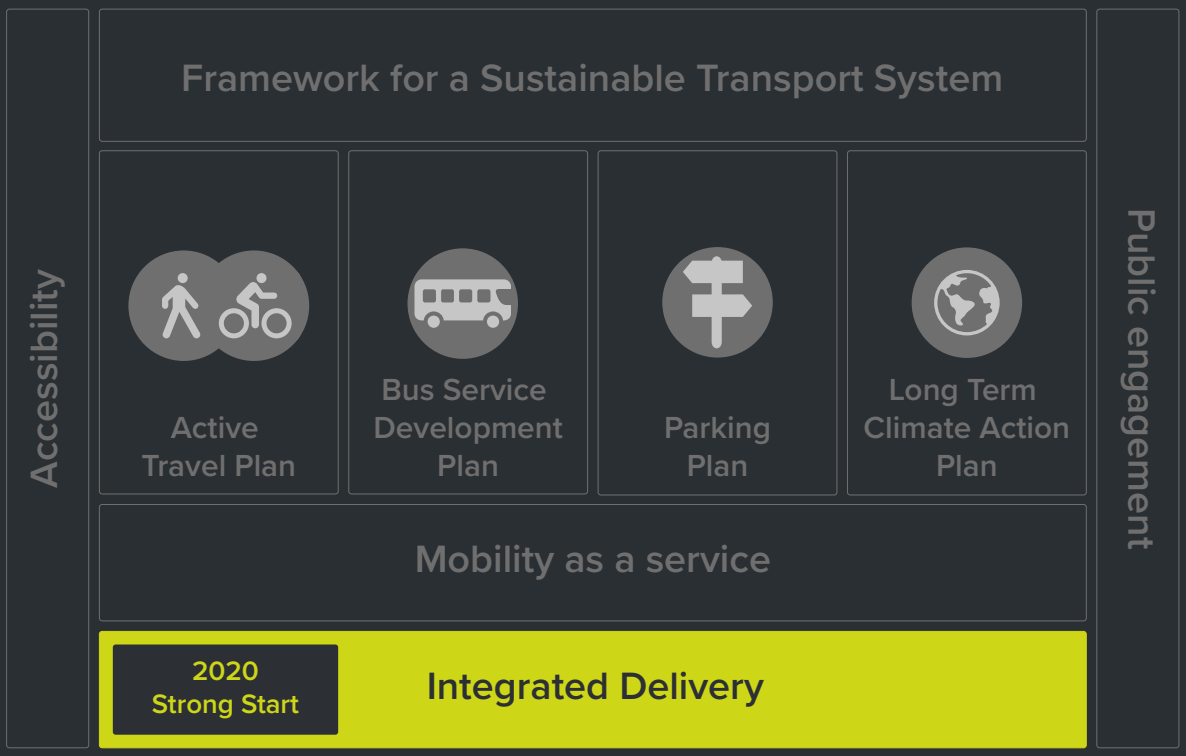
Sustainable Transport Strong Start Delivery Plan 2020

CLIMATE EMERGENCY

Government of JERSEY


Accessibility
Framework for a Sustainable Transport System
Active Travel Plan
Bus Service Development Plan
Parking Plan
Long Term Climate Action Plan
Mobility as a service
2020 Strong Start
Integrated Delivery
Public engagement

STRONG START:

Affordable, safe, convenient and reliable options for cycling, walking and public transport

School travel

By April 2020 we will have a pilot school shuttle bus operating from a west of town location to the St Saviour schools area. Parents will be able to drop off their children so reducing the number of cars travelling through the tunnel every morning.

We will work with the Parish of St Helier to have a pilot walking bus from the beginning of the summer term from Liberation Station to the St Saviour schools.

In 2020, working collaboratively with Jersey Sport, we will support the delivery of Bikeability (cycling proficiency) training to school children in years 1, 4 and 6. Initially this will be run as a pilot to schools in the west and then scaled up to other schools as we build our capability throughout the year.

Cycling

By June 2020 we will have a dedicated Cycling Development Officer.

By June 2020 we will have completed a review the previous eBike grants and (if the evidence supports its continuation) will design and run a further iteration of the scheme.

By the end of 2020 we will ensure that children within the school catchment can get to the new Les Quennevais School site on safer cycle routes.

By the end of 2020 we will continue the work on the Eastern Cycle Network, accelerating the route eastwards from town prioritising safer cycle access to schools.

By the end of 2020 we will have created additional covered cycle parking at five new town locations and will work with parishes to roll out cycle parking at bus stops in five rural parishes and at village hubs.

Walking

In 2020 we will work with the Parish of St Helier and retailers to establish a programme of traffic-free events in the town centre.

By the end of 2020 we will have identified how we can reprioritise road space in the town centre and trial the ‘car is a guest’ principle to create a safe walking and cycling route that runs across town to the St Saviour schools. We will work with the Parish of St Helier to pilot a number of trials of changes to on-street parking in order to understand the impacts on the local community.

By June 2020 we will have worked with the Parish of St Helier to draw up detailed designs for public realm improvements on Midvale Road, widening the pavement and improving cycle access to prioritise the safe movement of people.

Workplace travel

By Spring 2020 we will have started sustainable transport workshops for small businesses covering issues including fuel-efficient driver training and advice on the procurement of electric vehicles, among other things.

By Spring 2020 we will have developed a Government of Jersey Workplace Mobility Strategy, including a monthly payroll scheme for bus passes, encouraging active travel. By Autumn 2020 the Workplace Mobility Strategy will be rolled out to local businesses.

By Spring 2020 we will have a new Transport Policy Officer in post to build capacity to deliver the improvements in the transport network required.

Bus travel

By Spring 2020 we will have extended the Avanchi card scheme to provide free bus travel for a carer to accompany those that are unable to drive due to a disability and require assistance in making journeys.

By the end of 2020 we will have made accessibility improvements to five bus stops, where disabled access has currently been identified as poor and we will have installed at least 7 more shelters at bus stops.

By the end of 2020 we will have developed a pilot bus priority scheme design for buses heading both west and east from Liberation Station to speed up journeys to the Esplanade and through the tunnel (as suggested on page 11)

Proposed bus priority routes

STRONG START:

Transitioning away from petrol and diesel vehicles to low carbon alternatives and developing new forms of transport that provide an alternative to individual car use.

Transition to electric vehicles and low carbon fuels

In January 2020 we will extend the Eco Permit Scheme and continue to provide free parking for electric vehicles for the first year post registration into the Island and then half price parking for subsequent years to encourage the early uptake of electric vehicles.

Throughout 2020 we will support the development of public electric vehicle charging points to help Jersey Electricity reach their target of a total of 75 public charging points by the end of 2020 and continue to install additional electric car priority parking spaces in public car parks.

By Autumn 2020 we will have a plan agreed for the phasing out of petrol and diesel cars to align with the ambition of Carbon Neutral Strategy.

By Spring 2020 we will investigate the feasibility of sourcing and using green diesel (second generation biodiesel) in heavy, commercial fleet vehicles.

By the end of 2020 we will have defined a pilot scheme for the safe use of personal light electrical vehicles in Jersey.

Mobility as a service

In 2020 we will continue to support businesses to develop commercially viable eMobility trials such as car clubs, bike-share schemes and home delivery, considering the reallocation of car parking spaces to accommodate these.

In 2020 we will initiate a smart travel programme to use technology to modernise the network management and facilitate open data sharing to support the development of apps, partnering with Digital Jersey to facilitate this.

TRACER

STRONG START:

In 2020 we will complete further work to provide rapid analysis of the big questions to inform the longer term delivery of the Sustainable Transport Policy over this term of Government. These studies will be carried out with full engagement of Islanders.

Rapid analysis of the big questions

Active Travel Plan and Bus Service Development Plan

A wholescale review of our current network to identify the improvements required to deliver our transport vision. By June 2020 we will have identified the terms of reference for the study and started a programme of data collection to identify where the demand for bus, cycle and walking infrastructure is. By the end of 2020 we will have a detailed delivery plan to start implementing these network improvements between 2021-2030.

Parking Plan and Long Term Climate Action Plan

A review of the economic instruments necessary to rebalance the cost of motoring, change behaviour and raise revenue to invest in delivering the transport network redesign. By May 2020 we will have completed a car park provision and charging review and by November we will have completed an investigation into the economic instruments that could be used to influence travel behaviour.

Public Realm Strategy

Our roads have a variety of functions: moving people and goods and contributing to our civic life, area character and amenity. Different roads perform different functions and should be developed accordingly. In 2020 work will be undertaken to identify these functions and create a delivery programme for public realm improvement works.

Engagement

In 2020 we will undertake an extensive engagement process to inform the developement of the Active Travel Plan, the Bus Service Development Plan and the Parking Plan as well as the Public Realm Strategy.

This will start in March 2020 and last through to June 2020, co-ordinating with the people-powered approach set out in the Carbon Neutral Strategy.

It will involve public workshops and events, engagement through online platforms and direct conversations with key stakeholder groups.

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