



Transport4U

Local knowledge. Local solutions.

Go to www.menti.com and use the code 2666 9224

Go to
www.menti.com

Enter the code
2666 9224



Or use QR code



Jane



Relevant Characteristic
Local citizen

Protected Characteristics

Single mother of a toddler and a baby, Woman

Contextual Vulnerable Characteristics

A single mother who needs an accessible travel infrastructure to support her day-to-day activities. She is a manager of a local store but currently is on maternity leave.

Social Groups

Single parent
Local resident

Roadblocks

A move to more sustainable modes of travel could increase parking fees as well as travel time if the road traffic increases.

Enablers

Accessible pedestrian infrastructure could help Jane save money on gas as she could walk her toddler to a nearby nursery. Also, an improved pedestrian infrastructure could increase the footfall in the local shopping area and boost store revenue.



Trying to understand citizens current travelling habits:

What mode of transport do you most frequently use to travel locally?

Why do you use this particular mode of transport to travel locally?

What greener modes of transport would you rather use to travel locally?

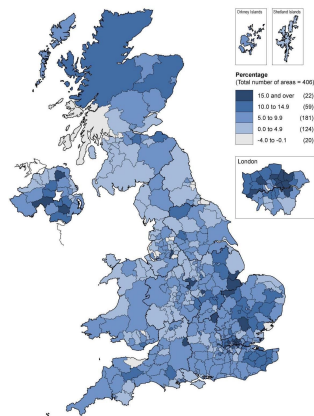


Trying to understand what prevents citizens from using greener/alternative travelling modes:

Do local infrastructure challenges prevent you from using greener modes of transport?

What local transport infrastructure challenges do you encounter daily?

What transport infrastructure changes would you like to see in your local area?



Trying to understand citizens current travelling habits:

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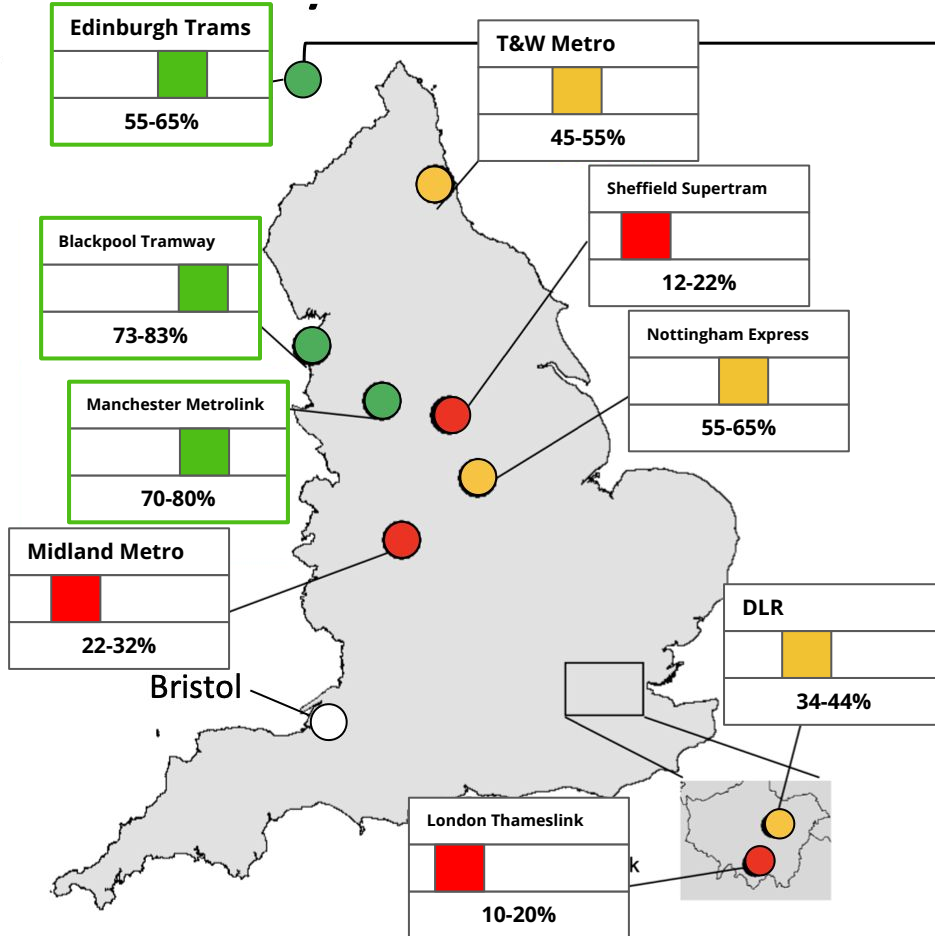
Do local infrastructure challenges prevent you from using greener modes of transport?

What local transport infrastructure challenges do you encounter daily?

What transport infrastructure changes would you like to see in your local area?



Recommendations for Bristol: a new electric tramway



Edinburgh Tram: Post-construction change To improve bike safety following accidents

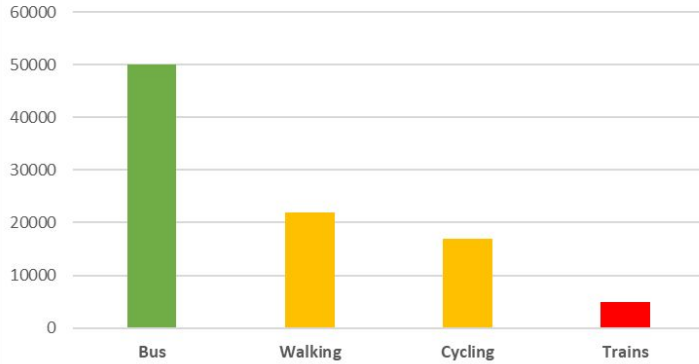


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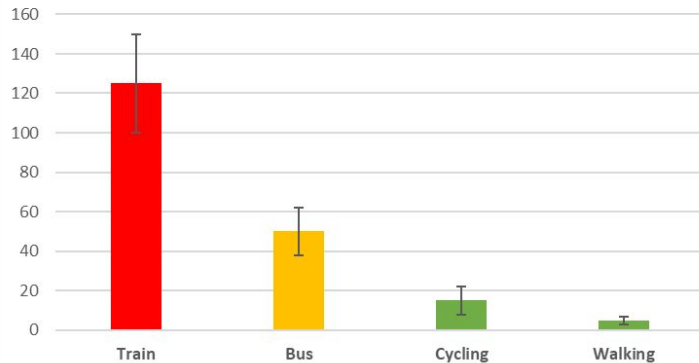
Dashboard Visualisation

Viewing Local Area: Bristol ↓

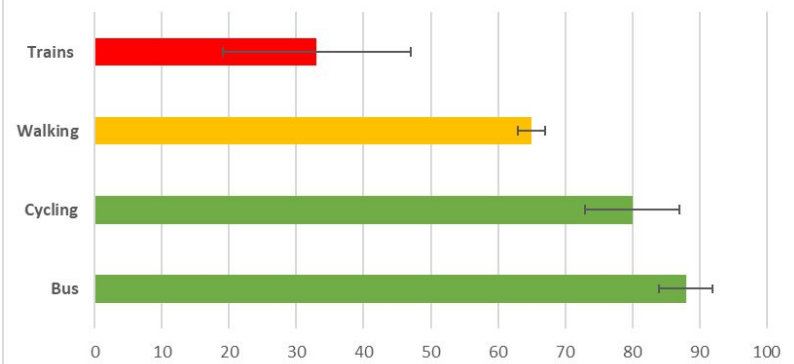
Number of Issues per Transport Mode



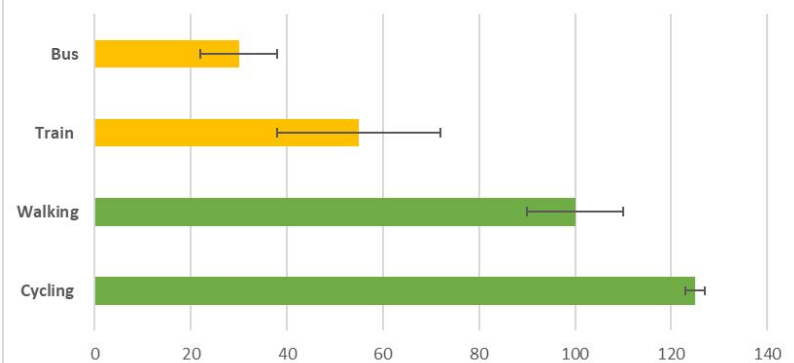
Estimated Implementation Cost (Million £'s)



Estimated % Chance of Successful Implementation



Estimated Emission Reductions With Implementation





Transport4U

Local knowledge. Local solutions.

Making it easy

Digital divide

- lack of digital literacy
- not everyone uses smartphones!

Internet access

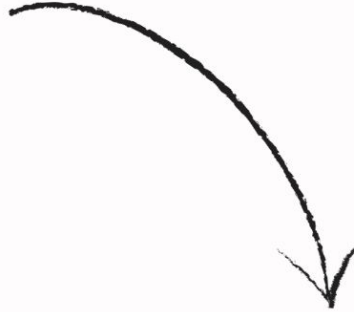


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Installing local stations

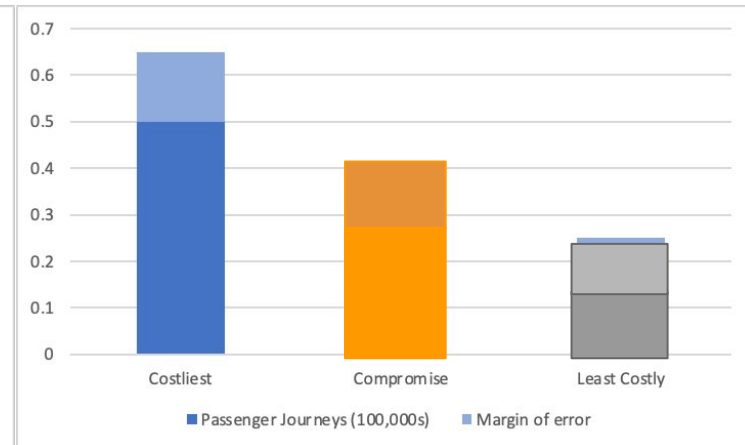
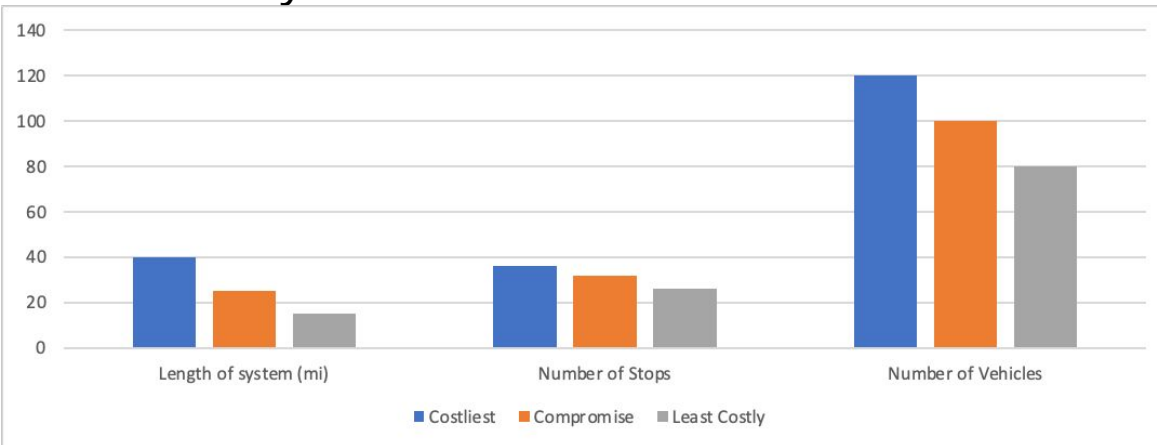
- local community spaces, such as libraries

Ensuring accessibility

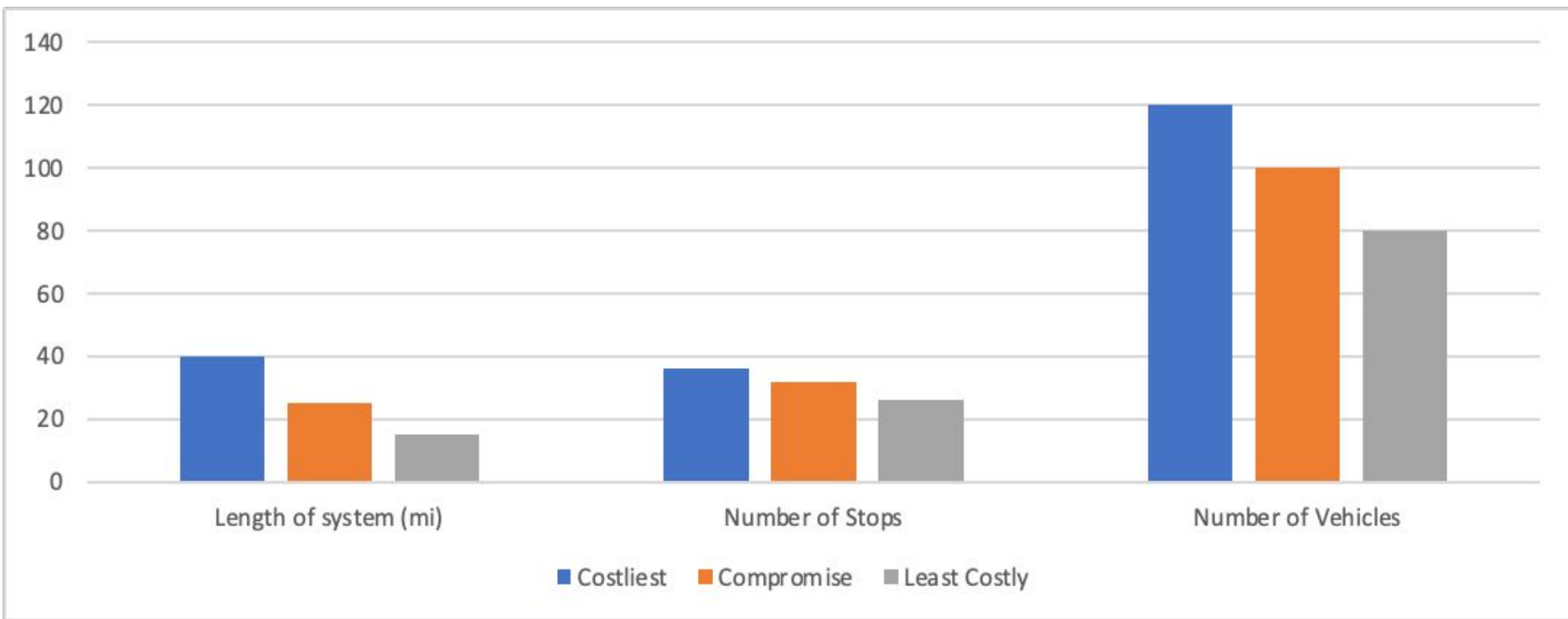
- colour-blind friendly palette
- compatible with phone voice assistants

Comparison of Bristol MetroWest Options

Bristol MetroWest Proposals	Length of System	Number of Stops	Number of Vehicles	Passenger Journeys (millions)
Costliest	40	36	120	0.5-0.65
Compromise	25	32	100	0.3-0.4
Least Costly	15	26	80	0.15-0.25



Comparison of Bristol MetroWest Options



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