



Attitudes to Urban Transport

Key findings from Copper Consultancy's
2019 research

..... ○ **The investment-benefit disconnect**

The public support projects that mean something to them, projects with direct, tangible benefits.

There is a disconnect between the reasons for investment and the perceived benefits of projects at both a national and local level. While they understand the macro-economic argument for investing in national transport infrastructure projects, the public is often not supported in identifying the wider benefits of investment and the future improvement in their quality of life.

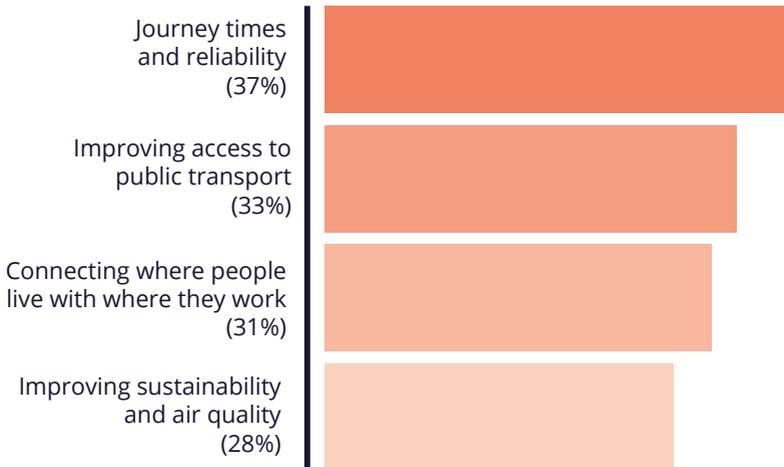
Investments into transport infrastructure like heavy rail only tend to be supported if the public can see how it will benefit their own communities by adding direct, tangible value.





What are the public's top transport investment priorities?

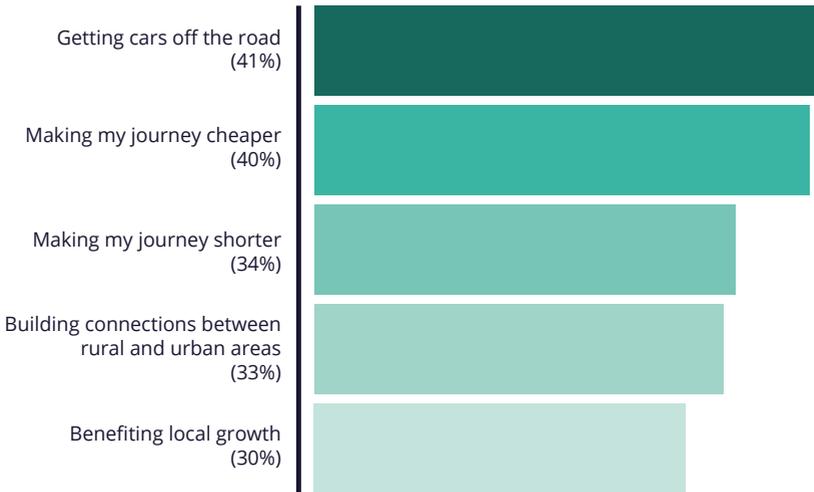
On a local level, people think infrastructure investment decisions should be based on direct tangible benefits, such as journey times, while broader conceptual benefits, such as the national economy and the landscape, are not considered to be as important.



People are more supportive of projects with benefits that they understand and feel they have some control over.

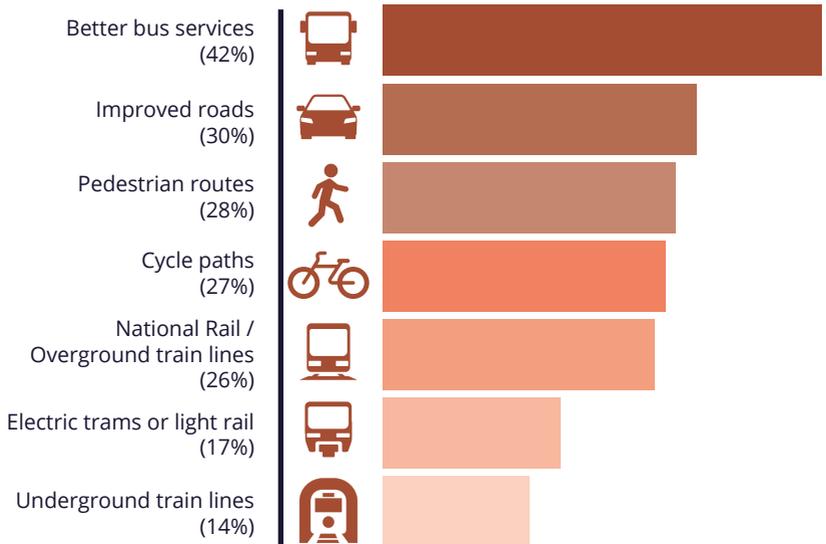
Benefits of urban transport

On a national level, the public support transport investment that benefits the national economy in the long run. But on a local level, people want local projects to deliver direct benefits to their communities.



Not one respondent said that national economic growth would make them more likely to support local projects.

What infrastructure do people want to see in urban areas?



People prioritise investment in existing forms of infrastructure, like roads and buses, over investment in new forms of transport infrastructure. Although this is at odds with demand for more sustainable modes of transport, improving air quality and getting cars off the road, it makes sense: what doesn't exist yet requires more vision.

To generate support for new modes of transport, promoters need to get better at bringing opportunities to life for communities.

What are people least satisfied with about their current transport architecture?



While sustainability features nowhere on the public's top priorities for investment or benefits of transport infrastructure, it is the element that the public is least satisfied with.

This indicates that people do care about macro issues such as the environment, but they need to better understand how infrastructure can address these in the context of how it relates to them.



Observations: what it means to you

It's up to project promoters to create a national narrative to communicate the benefits of their schemes, while also micro-targeting this narrative to engage people on the issues that matter to them the most.

A successful project will need to be aligned with public objectives, integrated with the wider transport network and include the wider group of urban stakeholders.

Further observations from the full report:

- ▶ People are missing information about the potential benefits offered by specific types of new transport infrastructure investment and what it means for them
- ▶ There are meaningful regional and demographic differences in opinion on what benefits are most important

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