

# Towards Carfree Cities IX

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## How to Win the Arguments Against Car Use



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# Structure

1. Common myths and the counter-arguments
2. Greenwashing
3. How to present the case for carfree and car reduction
  1. Being positive
  2. Engaging with the public
  3. Experiencing it!
  4. Cartoons and films
  5. Humour
4. Outreach and setting the agenda



# Common anti-carfree / pro-car myths

1. Car use and roads are good for the economy
  - Motorists generate large fuel tax revenues
  - Building roads boosts productivity
  - More traffic means more wealth



## Responses:

- Re-appraise road schemes including external costs
- Traffic is a effect of economic growth, not a cause
- Time is conserved not saved
- Roads induce traffic e.g. the Newbury bypass
- Successful pedestrianisation



# Common anti-carfree / pro-car myths

2. There's no alternative to the car
  - It's too far to walk or cycle
  - Public transport isn't an option

## Responses:

- 25% of all car trips under 2 miles / 3.2 km
- 60% of all car trips under 5 miles / 8 km
- A car or van is used for 21% of trips of under 1 mile / 1.6 km
  
- 40:40:20 rule, etc.
- Germans overestimate public transport costs by 21% and journey time by 45%, but underestimate these for motorised private modes by 58% and 18% respectively

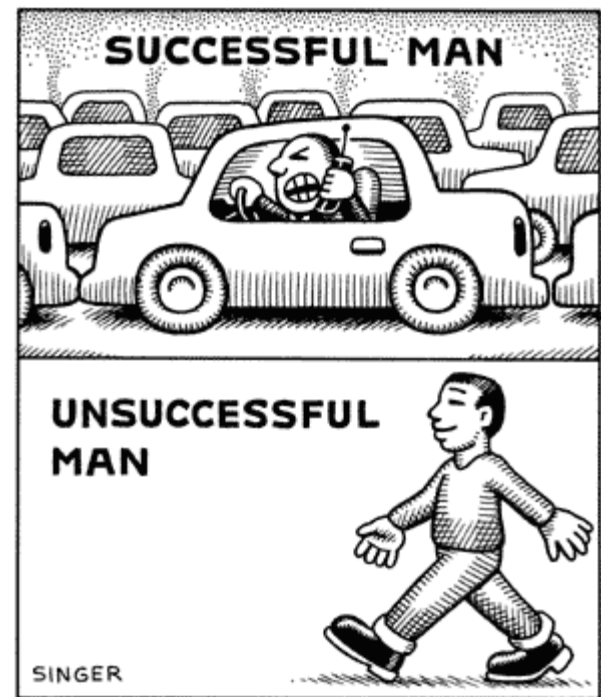


# Common anti-carfree / pro-car myths

## 3. It's what we / the people want...

### Responses:

- Transport is a derived demand: people actually want to access jobs, goods, recreation
- Lobbying for high quality alternatives
- Where given the choice, people respond positively: pedestrianisation, carfree areas
- Campaigns to change social acceptability of car use

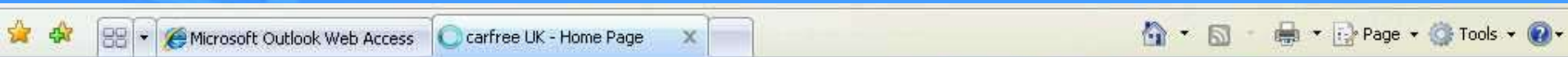


# Greenwashing

1. The green / low-carbon / zero-emissions car and fuel
  - Consider net emissions reductions from the tailpipe and stationary energy sources
  - Is there renewable electricity generating capacity for national/global car fleet?
  - Sustainability of biofuels???
  - The following do not change:
    - Land take
    - Visual intrusion
    - Tyre noise
    - Accidents



# Methods: being positive



## imagine living in a **carfree** community

 Home Page

 About Us

 Our Declaration

 The Case for Carfree

 Our Work

 Carfree in Europe

 How to Build Carfree

 Resources

Search **carfree uk** »



**News:** Read the [Joint submission](#) on the Eco-towns Planning Policy Statement by Carfree UK, Campaign for Better Transport, the CTC, Friends of the Earth and Sustrans

**Carfree UK** was formed by a group of researchers, transport planners and environmentalists with the aim of promoting carfree development and its environmental, social, financial and health benefits.

On this website you will find information about [carfree areas elsewhere in Europe](#), [research](#) into carfree developer and [how to improve on the current situation in the UK today](#). Carfree UK has worked with [other environmental organisations](#) and Government departments on the [eco-towns programme](#). Although we have some reservations about many of the shortlisted locations, this programme does promise to deliver substantial carfree areas for the first time in Britain.

We support and aim to participate as a member organisation of the [World Carfree Network](#).



# Methods: engaging with the public

- Target group = public
  - demonstrating public interest in car restraint
  - Carfree UK's carfree associations
- How?
  - Develop vision
  - Promotion through newspaper articles/letters, social media





# Methods: seeing and feeling...

- Study tours



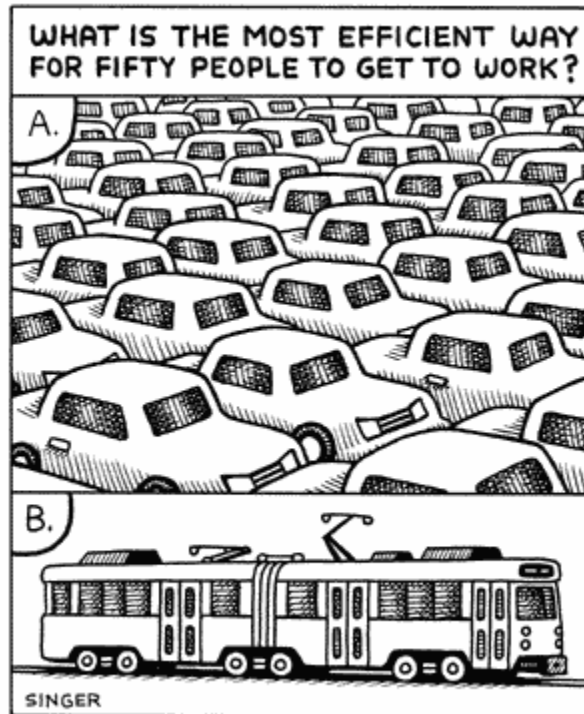
# Methods: seeing and feeling...



Innovative urban and transport  
planning

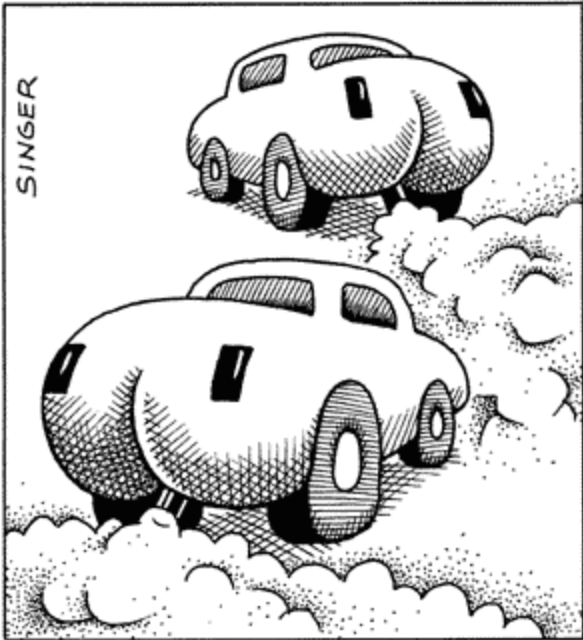


# Methods: cartoons and films...



# Methods: humour...

**CAR EXHAUST**



# Outreach and setting the agenda

- The challenges...
  - reaching out to the people who decide our future
    - politicians
    - planners
    - economists
  - making the subject sexy

