

# George Lowder Chief Executive Transport for Edinburgh



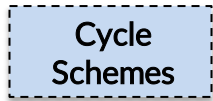
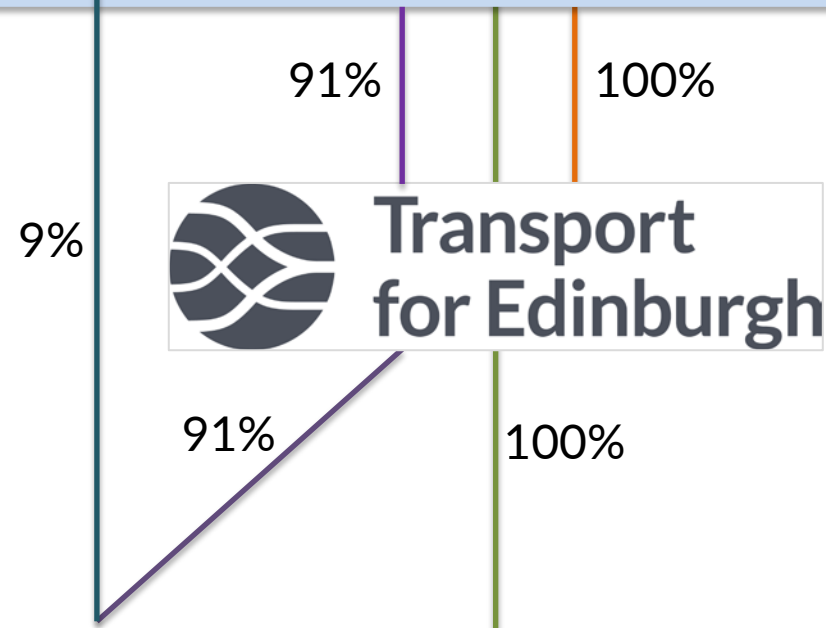
# The TfE Vision...

To provide world class, integrated, environmentally-friendly and socially-inclusive transport which plays a central role in the future prosperity of Edinburgh and the Lothians.



# EDINBURGH

THE CITY OF EDINBURGH COUNCIL







Transport for Edinburgh  
one city... many journeys

Strategy for Delivery  
2017-2021



# TfE Strategy for Delivery 2017 - 2021

## 2050 Edinburgh City Vision

Have a single ticketing and payment system for all types of public transport in Edinburgh. Align timetables across different modes of transport to make it faster and easier for passengers to transfer from one mode to the other.

In 2050 it would be great if we had loads more trams in Edinburgh linking with expanded rail networks and a huge increase in park and ride for those from outwith the city, and all integrated. The bus network could be refined to serve the areas away from tram and rail routes and to link them.

The trams are already well used and popular (many people I know refer to the affectionately as Tam the Tram), and last I heard were running with an operational profit. The network should be further developed.

I think that the tram should be extended both down to Leith and out to the hospital south of the city. It is well used, clean and quiet. I love the trams; use them all the time.



# The Challenge - Context

- The journeys made now and in future by those who live, work, study, invest and visit – Edinburgh City Region.
- Improve the public transport offer to reduce reliance on single occupancy private vehicles, be cleaner , healthier.
- Public transport as part of “Place” from the outset, not an afterthought.
- Travel Demand and Travel Demand Management to reduce congestion and journey times, through improved control and coordination of the network. A “City Operations” capability to keep the city moving.
- Better inform transport decision making (personal to strategic).



City Vision



City Deal

# The Challenge – The Question

- **What relevant travel data does The City , South East Scotland Local Authorities, SEStran, Transport Scotland and Operators currently hold on these journeys? How “good” is the data?**
  - **Ticket sales.**
  - **Census.**
  - **Traffic Management Systems.**
  - **Automatic Number Plate Readers.**
  - **CCTV.**
  - **Employer and Official Surveys.**
- **Is this the right data ie, point of origin to final destination?**
- **If there is a gap, how do we close it?**
- **Can we establish protocols to share this often commercially sensitive or personal data? In order to better inform transport decision making.**



City Vision



City Deal





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