

MOMENTUM'S  
A ——— Z







To celebrate Transport Planning Day 2020 we've updated the Momentum A-Z, our very own transport planning dictionary. Once again our team rose to the challenge, inspired by the way the world moves, we touch on everything from people movement, design and innovation, to communities, crossings, streets and spaces. We even include a glimpse into life at Momentum.

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# Adaptability

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**At Momentum, we make sure all spaces are available to all users. We believe that planners, developers, local councils - everyone involved in urban design - should ensure that spaces, places and streets are easy to use for everyone. No exceptions!**



# Behaviour

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Our aim is that communities benefit from our strategies and the recommendations we make. It is said that place shapes behaviour and behaviour over time creates culture. People are always at the centre of our work.



# Convenience

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We always strive to design for maximum convenience: to ensure efficient use of available space to its fullest potential, by each person regardless of their age, gender or physical ability.



# Development

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It's crucial to provide opportunities for staff at all levels to develop professionally. Staff at Momentum are given the tools to learn through internal and external training, regular knowledge shares and project showcase sessions and are encouraged to attend topical webinars and conferences to build industry knowledge.



# Engagement

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We engage with a wide range of stakeholders through project work to provide sustainable solutions, as well as through our communication channels, including the Momentum Thought Hub.



# Friendly

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**At Momentum we promote the development of infrastructure and the use of transport modes that facilitate ‘friendly mobility’, for both users and the environment.**



# Green

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We see the future as green, from sustainable, equitable transport through to green and open spaces. We work everyday to ensure our projects contribute towards healthy, sustainable lifestyles for all.



# Tivernal

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We design spaces for people for all seasons, not just when it's warm and sunny. In Montreal, for example, it's essential to design outdoor public spaces that people can still enjoy in a safe way - despite the cold weather and the social distancing measures in place.





# Integrated

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**Momentum's integrated team of planners, analysts and engineers assess the impact of development across all modes of public transport, the highway network and the pedestrian network through data analytics, pedestrian and highway modelling and highway design.**



# Junctions

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Navigating busy junctions can be off-putting for cyclists and pedestrians. Our engineers, modellers and planners take a balanced approach to junction design which prioritises pedestrian and cycle linkages whilst maintaining strategic traffic flows.



# Kickstart

Momentum's innovative approach has helped kickstart various initiatives such as the growing interest in micromobility and making our streets car-free for a healthier and more people-friendly urban environment.



# La mobilité

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**Momentum's passion for implementing sustainable transport solutions is not reserved singularly to the UK market. With offices in Montreal and Dublin and projects around the world, we believe our approach to transport planning - focused on improving mobility and liveability while reducing the environmental impacts of movement - is applicable to communities globally.**



# Momentum

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**Momentum offers a holistic approach to transport consultancy, based on understanding and integrating the needs of people, transport and movement in urban areas to help realise and deliver design solutions.**



# Newbies

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**Our team is now 50+ strong, with 15 new joiners starting at Momentum during 2020 - further strengthening our capability and experience.**



# Opportunity

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Our aim is to design spaces that provide opportunity for mode shift from private cars to alternative forms of transport through provision of quality walking and cycling facilities and enhancing connectivity to public transport services.





# People

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**Momentum is a people-focused transport consultancy. From our teams in London, Dublin and Montreal, our aim is that the people in the community benefit from our strategies and the recommendations we make. We work closely with clients and industry partners to create forward-looking solutions that address the needs of the future city. People are always at the centre of our work.**



# Quality

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**We pride ourselves on high-quality outputs using infographics and mapping to tell a story. Our approach to projects is underpinned by our ISO9001:2015 accredited Quality Management System (QMS).**



# Reverse climate change

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Transportation accounts for almost 30% of all greenhouse gas emissions. As transport professionals, we have a responsibility to play our part in helping to address this.





# Sustainability

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From electric cars to e-Scooters and, quite possibly gyroscopic vehicles in the future, we at Momentum try to find sustainable solutions in our designs everyday.



# Technology

New and emerging technologies within the field of transport are some of the most tangible ways in which climate change can be tackled.





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# Users

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**As a people-focused consultancy, Momentum considers the impacts of both existing and future users on streets; how developments connect with their urban environment and operate within it; and how this is likely to evolve in the future.**

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# Vertical

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Development sites often have challenging constraints and lifts can be appropriate solutions for the efficient planning of loading and servicing areas. We actively work on some exciting opportunities which combine overnight consolidation strategies and truck lifts - permitting additional public realm space to be used during daytime operation of a development. Vertical Transport Planning provides forward-thinking opportunities for historically underutilised and unattractive service areas.

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# Wayfinding

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The best routes are ones that are clear and obvious, particularly if you're in an area you aren't familiar with. If we're to find the way to tackle climate change, then we need to design wayfinding strategies that work for walking and cycling - this is why we take wayfinding seriously at Momentum.




# X-celeration of trends

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2020 has seen an acceleration of trends such as remote buying. We need to plan for a continuation in this trend and shape delivery strategies that aim to reduce the number of motor vehicle delivery trips through consolidation and encourage the use of cargo bikes, particularly for last mile deliveries.





# Y outh

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**Incorporating the experience of young people into our transport strategies to ensure our streets are inclusive to all ages. They are the generation that will suffer most from the impacts of climate change and we can support them with the right infrastructure for walking, cycling and other active modes of travel for a more carbon-friendly transport future.**



# Zero

This year we welcomed the DfT's decarbonising transport plan which sets the challenge of reducing transport emissions to reach net zero by 2050. Since the transport sector is the biggest contributor of carbon emissions in the UK, we recognise that the "business as usual" approach to transport planning is inadequate in the context of the climate change emergency facing the modern world.







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