

Sustainability and Smarter Choices March 2011



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GREEN TRANSPORT CHARTER

- Launched in September 2010
- Signatories pledge to:
 - -Reduce emissions and pollutants
 - Support pilot trials of new technology
 - -Encourage sustainable travel behaviour
- Action plan being developed for March













Letzgogreen website

Letzgogreen transition workshops

























- Regional School's Car Free Challenge
- Regional School's Transition DVD

























School Bus Brokerage Pilot

Bespoke, quality enhanced bus service providing alternative to the private car

























Enabling people to access employment opportunities

- Personalised information advice and journey planning for travelling by bus, train, tram, on foot or by bike
- Free day tickets to attend interviews
- Free monthly travel passes for up to the first months of a new job













Company TravelWise

 32.6% of employees with a Travel Plan



- Discounted staff annual tickets
- Support for sustainable travel promotion
- Existing staff, new recruits, office moves













CORRIDOR APPROACH PERSHORE ROAD PILOT

Integrated Smarter Choices approach

Comprehensive communications campaign

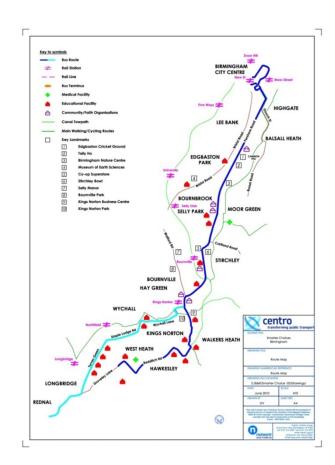
Targets:

- ▶4% increase in bus use
- ➤ 10% increase in walking & cycling

Monitoring and evaluation















INTEGRATING PUBLIC TRANSPORT, WALKING AND CYCLING

- Cycle parking at interchanges
- Cyclepoint
- Walking Improvement Fund
- Walkit.com & online cycle journey planner
- Multi-modal Travel Information Centres













Get a walking route map between any two points, including your journey time, calorie burn, step count and carbon saving. It's quick, free, healthy and green.

Find your way across the West Midlands at networkwestmidlands.com/walkit____



















INTEGRATING PUBLIC TRANSPORT, WALKING AND CYCLING

Kings Norton Station Travel Plan Pilot

- Hard and soft measures
- Positive interim progress

















Thank you

Any questions?











