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Sustainability and Smarter Choices

March 2011

Alison Pickett, Sustainable Travel Manager

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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

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SUPPORT AT KEY LIFE STAGES

Letzgogreen website

Letzgogreen transition workshops

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SUPPORT AT KEY LIFE STAGES

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

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SUPPORT AT KEY LIFE STAGES

School Bus Brokerage Pilot

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

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SUPPORT AT KEY LIFE STAGES

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

workwise
your ticket to employment

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SUPPORT AT KEY LIFE STAGES

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

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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

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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

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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

walkit.com
THE URBAN WALKING ROUTE PLANNER

TRAVELWISE

network west midlands

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INTEGRATING PUBLIC TRANSPORT, WALKING AND CYCLING

Kings Norton Station Travel Plan Pilot

- Hard and soft measures
- Positive interim progress

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Thank you

Any questions?

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