

C6 Promote Smarter choices in travel

Work undertaken during the first LTP to raise the level of awareness of the benefits for individuals, businesses and society of making Smarter Choices in local travel decisions will continue. In addition to strategy C1 Encourage Mode switch to Public Transport, the Partnership will;

- Increase the number of work place travel plans through the expansion and development of the West Yorkshire Travel Plan Network;
- Implement a Travel for Work project with Yorkshire Forward and Partnership funding;
- Continue implementation of district authorities' in-house travel plans;
- Increase the number of school travel plans;
- Promote travel awareness (including linking campaigns more closely to the provision of local highway infrastructure improvements);
- Introduce pilot 'personalised travel planning' schemes at selected major developments;
- Encourage dedicated parking spaces at workplaces for car sharers;
- Develop car club schemes to promote car-pooling, such as Leeds City Car Club – WhizzGo and the Colne Valley Car Club in Kirklees (Our Car Your Car);
- Provide in-line car-sharing schemes for employers and employees similar to the existing 'wakefield.carshare.com'; and
- Develop transferable MetroCards for businesses which can be used for business travel.