

Report of the AD Transport, Highways & Waste

Briefing on Green Travel Plans

Summary

1. The term 'Green Travel Plans' is now refined to just 'travel plans'. This note covers one of the key focus areas for the Councils i-Travel York (ITY) programme aimed at businesses engagement through travel planning.
2. The iTravel York programme will deliver integrated projects covering personal, business and school travel planning, combined with targeted infrastructure enhancements to increase people's travel choices. The primary focus of infrastructure changes will be the Northern Quadrant of the city where there are high numbers of short car trips to employment and retail destinations.
3. A dedicated Travel Planning coordinator was appointed in June 2012 with a specific remit to engage with businesses and organisations to promote sustainable travel planning. Since that time the following products/services have been delivered:
 - Delivery of a web based Travel plan management tool, ionTravel providing effective management of travel plans, interventions and measures against targets. Providing income generation opportunities by offering a full travel planning consultancy service, (paper being prepared for Corporate Management Team).
 - Delivery of stand alone iTravel York web site providing a 'one stop shop' for all travel needs and options including a specific section for businesses.

- Establishment of business Travel Plan network. Successfully delivering a series of business breakfast meetings themed on sustainable travel options for businesses.
- Developing an effective social media strategy which has included the delivery of a series of YouTube video clips promoting sustainable commuter travel options.
- In the process of delivering a Social media Business commuter travel campaign in partnership with Diva Creative.
- Delivery of an Electric car show event attracting national media including TV attention. Working with businesses re installation of electric charging points and electric vehicle trials with a view to integrating e vehicles with business fleets.
- Scheme to provide incentives for taxi drivers to trade in their polluting diesel cabs for hybrid low emission vehicles in partnership with Toyota and DEFRA.
- Match funding for the provision of staff cycle parking with major York employers including Nestle, York NHS Trust and University of York
- Delivery of business Cycle Challenge 2013, resulting in the most successful challenge to date with 71 businesses taking part and participants cycling the equivalent of 5 times round the world in the 3 week period of the challenge.
- Promotion of competition to find the business with 'Best Sustainable Travel Initiative' in partnership with local press organisation. 2013 has seen a 100% increase in entrants which are of a very high standard resulting in a short list of three worthy finalists, TSYS, The York Marriott Hotel and York NHS Teaching Hospital.

4. Other work includes:

- Building further on media and other partnership relations, including the 'environment forum', Stockholm Environment Institute at the University of York and the ITS Leeds University. The ITS is carrying out research into travel behaviour change in relation to workplace relocation, using the CYC transition to West Offices and Hazel Court as a case study. This £1m research project is at zero cost to the authority and yet we will benefit from the research findings which will help inform travel interventions and strategies to support staff and which we can use to inform interventions with businesses.
- Working closely with Monks Cross and planning, joint working with the Economic Development Unit.
- All schools and up to 80 businesses engaged through the 'Bike It' project in partnership with Sustrans
- Delivery of Park & Pedal scheme to encourage commuters to cycle to work from park & ride sites on the periphery of the City. The first such scheme in the UK.

Council Plan 2011-15

5. The iTravel York programme directly feeds into and supports the City of York Council key objective to 'Get York Moving'.

Implications

6. *Financial* – iTravel York is funded by LSTF until March 2015 with the likelihood of funding to be extended by central government beyond 2015 and allocated on a bids basis via the LEPs
7. *Human Resources, Equalities, Legal, Crime and Disorder, Information Technology, Property & Other* – there are no other known implications

Risk Management

8. There are no risks to consider as the programme is on schedule and within budget. Progress and monitoring is managed by the iTravel York Steering Group chaired by Cllr. Merrett.

Recommendations

9. The Committee is asked to note the report.

Reason: To keep the committee up to date on the key focus areas for the Councils i-Travel York (ITY) programme.

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Report Approved



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28 August 2013

Wards Affected:

All



Background Papers: n/a

Annexes: n/a