

Table 7

Policy Focus Area		7	Reduce car dependency
Policy number	Policy	Timescale	Potential Measure
7.1	Encourage walking, wheeling and cycling to school and work	Short term	Expand Travel Plan programmes for schools and businesses
			New Travel Plan programmes for Hospital, retailers, Racecourse, universities
			Walk/cycle/bus buddies offer and sustainable travel map for all children moving to secondary school
		Medium term	Develop new Travel Plan programmes for residents
			Continue and intensify school and business Travel Plan programmes
		Long term	

7.2	Reduce transport footprint of organisations	Short term	Engage with York Hospital Trust to review and improve bus options serving Hospital. Consider park and ride services.
			E-cycle trial loan scheme
			Engage with other significant employers across the city on travel planning.
		Medium term	
		Long term	
7.3	Public campaigns	Short term	First car-free day in city centre
			Support street closures for local events - eg monthly Fossgate footstreet day
			Support sustainable travel events - eg Kidical Mass
		Medium term	At least one car-free day per year
		Long term	

7.4	Car share/car clubs	Short term	Strategy for expanding car clubs
			Reprocure car club contract taking into account new car club strategy.
		Medium term	Access to car clubs in most villages and suburban areas.
Long term			
7.5	Parking strategy for council car parks	Short term	Develop parking strategy for city centre
			Manage car park charges in the city centre to support reduced fares/service enhancement on the Park and Ride services, making it cheaper for a family to use P&R than drive
			Implement parking strategy at all Council car parks inside and within 400m of IRR
		Medium term	Consider scope for improved bus priorities and active travel provision using highway space which could be released by removing on street parking
		Long term	

7.6	Residential parking scheme review	Short term	Res park review.
		Medium term	
		Long term	
7.7	Review private owned parking	Short term	Review of private parking options within car park strategy
		Medium term	Carry out study of Workplace Parking Levies in major employment areas
		Long term	

7.8	Set maximum levels of parking for new developments	Short term	Include in Sustainable Transport SPD
		Medium term	Apply new standards to all planning applications
		Long term	
7.9	Publicise sustainable options	Short term	New i-Travel York programme to support and enable residents, commuters and visitors to travel less and more sustainably
			Continue to actively market bus services
		Medium term	
		Long term	