

LTP3 Strategic Aim	Policy	Medium or Long Term Measure	Medium or Long Term
Provide Quality Alternatives	Improve bus service reliability	Develop SQP where it will increase attractiveness and reliability of bus service	Medium
		Develop a bus priority and demand management programme	Long
		CYC take control of moving traffic offences to allow smoother operation of City Centre	Medium/Long
	Provide attractive accessible bus stop environments	Follow and or refresh bus stop maintenance strategy	Long
		Replace shelters and stops on key commercial routes where necessary	Long
		Renew city centre bus stop infrastructure with high class York specific design walkways and shelters	Long
	Provide high quality bus information	Every bus equipped with Real Time Passenger Information (RTPI)	Medium
		Every city centre bus stop to have RTPI displays	Medium
		All P&R buses equipped with 'next stop' displays	Medium
		Develop the RTPI system for bus operators and Council to send live messages i.e delays	Medium
		Maintain info. displays on stops and shelters	Medium
		Develop SQP where it will increase attractiveness and reliability of bus service	Medium
	Work consistently with the bus operators	Develop SQP where it will increase attractiveness and reliability of bus service	Medium
		Use technological improvements	Investigate use of technology for booking and scheduling demand responsive transport
		Introduce debit/credit swipe card	Medium
		Introduce mobile phone payments for P&R	Medium
		Work with operators to assist delivery of new ticketing technology	Medium
		Develop the RTPI system for bus operators and Council to send live messages e.g delays	Medium
	More cycle infrastructure	Develop Greenways network	Medium
		Link Greenways into neighbouring authorities	Long
		More cycle routes linking villages and main urban areas	Medium
		Improve end of trip cycle parking	Medium
		Work with operators and York station on high quality cycle parking at the station	Long
		Target any cycle parking gaps	Long
		Aim to reduce any cycle theft blackspots	Long
		Update cycle infrastructure audit	Long

LTP3 Strategic Aim	Policy	Medium or Long Term Measure	Medium or Long Term
		Ensure suitable routes to any new station entrances	Long
	"Safe Routes" initiative continued for cyclists and pedestrians	More safe routes to... programmes	Medium
		Investigation of pedestrianised areas at local centres out of city centre	Medium
	Participate in cycle partnerships and groups	Implement a Cycle Tourism Strategy	Medium
		Lobby rail operators to encourage more bikes on trains	Medium
		Organise City Wide BUG	Medium
		Identify Cycle Champions	Medium
		Work with operators and York station on high quality cycle parking at the station	Long
	Target crossing and severance points for cyclists	Implement medium term 'Footstreets Review' cycle related measures where appropriate	Medium
		Implement long term 'Footstreets Review' cycle related measures where appropriate	Long
	Target crossing and severance points for pedestrians and cyclists	Address severance for other reasons i.e road, river, rail	Medium
		Upgrade pedestrian bridges to make them more accessible for the mobility impaired (River Foss nr Earswick as a priority)	Medium
		Safer road crossings across ORR	Medium
		Improved pedestrian crossings of the River Ouse and Foss	Long
	Improved signage infrastructure	Undertake an area-wide signing audit and rolling rationalisation programme	Long
		Themed, interpretive pedestrian routes	Medium and Long
	Support rail usage	Support rail usage	Medium and Long
	Reduce road traffic casualties through engineering design	Route Assessments	Medium
	High quality alternatives to the car for visitors	Achieve coach friendly city status	Medium
		Improve coach rendezvous points	Long

LTP3 Strategic Aim	Policy	Medium or Long Term Measure	Medium or Long term
Provide Strategic Links	Support road maintenance and improvements to East Riding, Selby, Leeds, Harrogate and other surrounding areas of strategic relevance	As short term	Medium and Long term
	Support rail connections to Selby, Leeds, Harrogate and other surrounding areas of strategic relevance	As short term	Medium and Long term
	Develop transport networks in the city to ensure best possible connections to destinations across York	Ensure good quality cycle routes are provided with new developments	Medium

<u>LTP3 Strategic Aim</u>	<u>Policy</u>	<u>Medium or Long Term Measure</u>	<u>Medium or Long term</u>	
Implement Behavioural Change	Implement programmes to encourage cycling	Bike maintenance included into for advanced children's training programme	Medium	
		Cycling personalised journey planner	Long	
		Implement city wide cycling questionnaire	Long	
		Ensure good quality cycle routes are provided with new developments	Medium	
		Update cycle infrastructure audit	Long	
		Develop day ride programme to include maps and extend into countryside	Medium	
		Targetted travel planning including cycle maps from home	Long	
	Supply information on active transport	Interactive active transport website with downloads available	Long	
		Encourage use of sustainable modes for appropriate journeys	Themed, interpretive pedestrian routes	Long
			Travel Planning with employers and schools	Long
		Development of walking trails	Long	
		Travel planning at new development sites	Long	
		Investigate workplace charging	Medium	
		Encouraging active transport by using the PROW	More bridleways in the north of York	Medium
Completion of the definitive map			Long	
Education and awareness on alternative ways to travel	Digitising the Definitive map	Long		
	Campaigns, marketing and education programmes	Medium		
	Promote Car Share York more and work with more partners	Medium		
	Support York City Car Club further for council and non council business	Medium		
	Update and implement City or York Council travel plan	Medium		
Reduce road traffic casualties through education	Collect and analyse Stats 19 data	Medium/Long		
	Partnership working	Medium/Long		
Reduce road traffic casualties through training	Evaluation of work undertaken	Medium/Long		

<u>LTP3 Strategic Aim</u>	<u>Policy</u>	<u>Medium or Long Term Measure</u>	<u>Medium or Long Term</u>
Tackle Transport Emissions	Reducing Emissions	Investigate if number of buses can be reduced in AQMAs	Medium
		Review of bus operations in order to meet 40% reduction in CO2 by 2020	Medium
		Promotion of alternative fuel use e.g recharge points, reduced parking charges	Medium
		Support the Low Emission Strategy where possible	Short, Medium and Long Term
		Low emission zone for buses	Long term
		Review of bus vehicle sizes to match patronage levels	Medium term
		P&R to run on alternative fuels	Medium term
		Implement an alternative fuel strategy	Medium term
		Explore the potential for expanding the low VED parking discounts into off-street car parking (beyond pay-by-phone)	Medium term
	Alternative Fuels	More electric or hybrid buses	Long

LTP3 Medium and Long Term Policy and Measures

LTP3 Strategic Aim	Policy	Medium or Long Term Measure	Medium or Long Term
Improve the Public Realm	Improve conditions for pedestrians	Review the use, function and design of the inner ring road	Medium
		Develop Greenways network	Medium
	Fewer vehicles in the city centre	City centre bus routing review	Medium