



Highlight Report

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| Programme | i-Travel York | | |
| Manager | Graham Titchener | Date of report | September ,2012 |
| SRO | Richard Wood | Document No. | 4 |
| Circulation | SRO, project managers, Cabinet Member (Transport, Planning and Sustainability), steering group members and interested internal officers. | | |

Purpose of Document

To provide senior management, project managers, key stakeholders and internal interested staff with a summary of progress of the i-Travel York (ITY) programme.

Project Objectives & Deliverables

To encourage more people to use sustainable transport in York, with a Northern Quadrant focus and city wide campaign, improvement and engagement initiatives meeting the following objectives:-

- Help to reduce CO2 emissions in York
- Help to improve local air quality
- Help to increase local economic growth
- Help to reduce congestion through the winning of hearts and minds to influence travel behaviour and encourage modal shift for those living, working and visiting York

Council Objectives

The iTY programme falls under the following council priority: -

- Get York Moving – encouraging walking, cycle and bus usage with a key focus on ‘hearts and minds’. An effective transport system is critical to the success of our city. Developing public transport services and encouraging more walking and cycling will support sustainable economic growth and improve the quality of life for local communities.

In additionally supporting the other council priorities:-

- Creating jobs and grow the economy
- Build strong communities
- Protect the environment

(Please note all contacts that have been listed in this report are copied within the accompanying email this report as been sent it. If in doubt please feel free to come via me.)

Steering Group

The next Steering Group will be meeting on the 26th September where a further update will be given on the progress of ITY, highlighting the key projects for delivery.

If you have anything that you would like to put to the group by the way please let me know!

(Appendix 1 – minutes of meeting available on-line)

Project and scheme delivery – summary of key work so far

Staffing

- All posts are now filled and up and running. As part of a wider initiative we are reviewing the current processes with a view to bringing together all CYC officers who have direct contact with businesses, to work as part of a wider virtual team under the main lead of the Economic Development Unit (EDU). As a result the need for a business coordinator role has been deemed necessary. The post will likely be funded between iTY and the Better Bus Area Fund programme but based and working within EDU. Confirmation of this will be communicated once confirmed.

Outsourced work

Personalised travel planning project (PTP) – JMP on behalf of the Council and in partnership with the SEI (Stockholm Environment Institute) will be taking forward the initial work to develop the marketing and base line data capture. The start of which will be a travel diary questionnaire going out to all members of the Council's Talk About focus group. This will give us valuable travel behavioural data from a good cross section of York's population of which 70% are within the Northern Quadrant where this project will be focused.

Monitoring and evaluation (M&E)– leading on from the PTP work I have also commission JMP to develop and work with project leads and the SEI to develop and implement a M&E plan to capture pre, during and post travel data to better identify how well ITY has done and capture any lessons learned.

This is key work that will be mainly informed through the PTP work, focus groups, feedback from events and activities and business/school engagement work and surveying. An initial travel diary survey will be going out very shortly to the 1500 strong Council Talk About panel which will give us a first lot of base line data prior to the PTP project being implemented and the first lot of campaigns and infrastructure schemes. The survey that will be going out to this panel is attached at Appendix 2.

This partnered approach between the Council, SEI and JMP will be another good example of the effectiveness of partnership working.

We are also taking the opportunity to have a free trial of bluetooth monitoring equipment by a local firm (Sky High) to help get a better idea of pedestrian and cycle movements in York. As this is a free trial the number of devices are limited but this will show how effective (or not) tracking people through their bluetooth enabled mobile phones is. This trial will happen this month (September) and track movements between the station and city centre gateway and areas at Monks Cross.

York Walking Challenge - Given iTY is a multi-modal programme, walking needs to have a high profile. As such and learning lessons from the cycle challenge, we will be taking forward this York-wide walking challenge in partnership with Living Streets the national walking charity. While this is mainly internally driven it is worth highlighting the external partnership and work Living Streets will be doing with us. The challenge is from the 22nd September to the 12th October and will tie in with York's soon to be released walking journey planning tool WalkIt.com, walk to school week and the Jack Archer Award.

Marketing and Communications – Following Diva's completion of the M&C strategy and plan, Diva are now finalising the first of several campaigns to be launched on the 18th September. They are also helping with the design of the iTY website that will also be launched on the 18th September. Once this is complete I'll be retaining them for the rest of this financial year for post-branding review (making sure the campaigns are effective) and helping to implement the website once internal resources are up to speed and used to this. See attached marketing plan for more information on the campaigns (Appendix 3).

Looking ahead

Infrastructure schemes

There has been a lot of work to progress this years capital schemes. These include:-

- Link to Clifton Business Park from the Sustrans river side route 65.
- Shared use link between the Tesco and Dunelm Mills retail parks in Clifton Moor
- Off road links and improvements from New Earswick to Huntington
- Off road links and improvements from Earswick to Huntington helping residents and school children better and more safety get to Huntington and Earswick under the outer ring road
- Jockey Lane Monks Cross off-road route improvements, connections and crossing point – Connecting up the off-road cycle route and provision of a signalised crossing point on Jockey Lane (Monks Cross)
- Improvements to signage between Huntington Road and New Lane for cycle users
- New Lane crossing - Finalising of draft plans for a joint initiative with Portakabin to provide a signalised crossing point on New Lane where currently there are none. This is due for delivery next year and will be out for wider consultation in due course following the Cabinet member decision later this year as with the other schemes listed above.
- Haxby to Clifton Moor outer ring road off-road shared use route - This is the main flagship scheme for iTY which will provide a much needed off-road shared use route along the outer ring road. This will be situated between the Haxby and Wigginton Road roundabouts and connect up with the existing facilities at either

side, better connecting these two parts of York together both for employment, retail and leisure purposes.

- Improvements to the off-road section of the outer ring road bridge crossing over the River Ouse. This small scheme will improve the surfacing and create a wider buffer area between the cyclists and pedestrians and the main road traffic.
- Scooter and cycle parking – during this school term there will be a number of scooter and cycle parking racks installed at schools throughout York due to the significant increases in cycling and scooting to school we are seeing. Andy Vose is taking this work forward with Christine Packer to meet the demands we are pleased to see.

These schemes given the tight timescales has meant we have been adopting an approach of having pre-planning discussions with key effected stakeholders for these schemes in order that once the political decision has been received will mean a much smoother consultation stage and implementation of the schemes. Like with similar schemes we have delivered in the past it is worth pointed out that the top two schemes have been tried to be taken forward over previous years but failed. This may give you a better idea of the complexity of these schemes and the importance of getting effected parties agreements prior to official consultation and decision making. These discussions have almost concluded and will soon be taken forward for political approval and wider consultation.

Revenue projects

Festival of Cycling – This event has been bringing in the crowds so far and hoping that today (Sunday) will see at least the same numbers so I hope you have had chance to pop over and support this. The significant amount of work that has been put into this, especially by Rob Walker has been impressive and should bode well for another very successful event. My thanks to Rob for his hard work on this and the support of many officers and partners!

As mentioned in the previous highlight report this will have a number of things going on including:-

Annex A

- two stunt cycle shows,
- the Airbag – cycle stunt equipment for general public use to do their own stunts and jumps
- electric car displays,
- Police doing their op spoke and general crime awareness
- Fire and Rescue working with CYC road safety team
- Fire and Rescue cutting crew – demonstrations in how they cut people out of cars so promoting safer driving
- Cycle try out sessions
- Retail stands and the list goes on

For more information please follow the link below

<https://www.facebook.com/YorkFestivalOfCycling>

ITY Web site – With thanks to Linda Capel, Castlegate IT (based in York) and DIVA we are very much looking forward to the launch of the iTY website that will become the one-stop-shop for all Yorks travel needs. Everyone is asked to be a part of this in helping to refine and especially add content to this to make sure this is as fresh and up-to-date as possible. From the 18th September please visit www.itravelyork.info

Linked to the website we are also working towards the development of a multi-modal journey comparison tool that we are hoping will be available later this year. Once it is we will look at obviously promoting this but through a secondary launch of the website to make sure the site gets as much profile as possible. All partners and stakeholders are asked if they would kindly allow a link onto their respective websites where possible. A further communication will come to you later this month requesting this.

Campaign development - as mentioned above Diva have almost completed the first designs that will appear in the various media and on the back and side of buses.

Also following agreement from the Steering Group a mascot has been developed, which has been refined by our public focus groups to a 'bee.' Significant in that it links to the term from A to B (Bee). *Well the focus group seemed to like it anyway!* My main consideration around this is it should help people to better engage with the programme. The image alongside is of the bee suit but a cartoon version will be made up for future promotion. A naming contest for children will also be launched soon to name the bee.



Crime and security – In partnership with Safer York Partnership, the Police and Network Management we are looking to install lighting and CCTV on St Andrewgate that has seen a growing crime rate on that street including in terms of public nuisance, cycle theft and a rat run for thieves. Working with Your Move Anscomb we are taking forward a solution to this and will be publicising this once the solution as been implemented.

Business travel plan service – David Short our travel planning coordinator has been doing some sterling work with a number of employers and business parks already as well as working with planning officers on key developments in York.

One area of work is the interviewing of the various businesses putting themselves forward for the York Press Sustainable Travel business award that iTY is sponsoring. Results to be formally announced on the 15th November at the race course.

David has also taken forward new work on a Park and Pedal scheme where we are promoting with local business in Fulford to use the Designer Outlet P&R facilities to park their car and ride their bike or the bus into work. Key partners in this have been the local ward Councillor Andy D'Agorne, TSYS, Minster Law and the Designer Outlet along with a number of other Council officers. This will be further rolled out and advertised across York to better inform everyone that

all P&R sites do allow you to park and pedal and not just use the bus. Further work is ongoing to improve the number of cycle storage lockers at these sites. Watch this space!

David is also setting up the first York business travel planning conference likely to be later this year but still early days yet. I'm sure David will get invites out to you all once this is further developed.

We are also looking into the procurement of a tried and tested travel planning tool, called iTrace, which enables the user to effectively project manage each and every Travel Plan entered into it with minimum effort. This puts the onus of responsibility onto the owner of the travel plan – it removes the need for individual bespoke spreadsheets and alleviates the requirement to trawl through paper files. A key aspect of iTrace is that it gives value to the work undertaken by Planning/Dev Control Units in securing the Travel Plans by providing the platform to ensure they meet their objectives through effective data collection, monitoring and review processes.

School engagement – As part of our ongoing work with schools the school sustainability officer is developing a lesson plan to promote sustainable travel in schools. Given the change in the national curriculum which covers three themed areas one of these, morality, will be our focus. We have seen that schools are under an extraordinary amount of pressure to meet targets so unless something comes in that helps the schools meet these it won't be given a second glance. Our hope is these classroom tools will get buy-in from heads and help with lesson planning and better value added for pupils. Launch date for this is approximately January 2013.

'E-car show' – one area of this programme is about driving. This is important to help get away from any kind of anti-car message but promoting appropriate and sustainable car use. In this case promoting more efficient driving and better education around low and zero emission vehicles. Derek McCreddie will be looking to take forward a car show sometime next year based on similar car shows around the UK that focus on these kind of vehicles. Given the fast growing relationships and talks with manufactures this has the potential to be a great event. However this is very early days yet but worth flagging up to you now for your information only.

Paralympic Lantern – This whole Paralympic lantern event went very well in York a couple of weeks ago that hopefully you will have seen on the TV or read about. Especially the cycle escort went very well and created a once in a lifetime opportunity to escort the lantern.

Issues

As you will see from the programme capital and revenue plan spreadsheets in the LSTF bid document there is a lot to deliver. Resources have increased to deliver these but this is being monitored as we may need more especially in delivering the capital schemes. So far so good but there are still a number of obstacles to get over, for example an acceptable design for the off-road bridge section for the flagship scheme (Haxby to Clifton Moor shared use scheme) that goes over the Scarborough rail line.

All project managers please keep an eye on deadlines and development of any news-worthy stories from your areas and to note to Rob Walker.

As ever any over or under spends please let myself and Robert Walker know as well any news worthy stories including from stakeholders.

Graham Titchener

Programme Manager

i-Travel York

City of York Council

Appendices

Appendix 1 – Minutes (available on-line)

Appendix 2 – Travel Survey (available on-line)

Appendix 3 – Marketing Plan (available on-line)