

Smarter Choices Actions

● General Sustainable Transport Activities

- Up to the present
 - Bus information services to residents (via libraries, council outlets, EYMS call centre, internet and 'Cityspace' columns etc.)
 - New arrangements for issuing concessionary passes
 - Cycle Map 9th Edition, cycle promotion events and cycle training
 - Promotion and relaunch of Yozone scheme
 - Email promotion of car-share scheme
- Future/ongoing
 - Cycle Map 10th Edition, cycle promotion events and cycle training
 - Information and maps on the internet
 - Participation in national sustainable travel campaigns & events
 - Employer travel plans (inc CoYC)
 - Promotion of car-sharing web site and Whizz-go car-club

Smarter Choices Actions

- **Education Activities**

- Up to the present

- School travel plans including workshops for teachers and parents, presentations at assemblies and travel exhibition
- Walk to school weeks
- YOzone card re-launch
- Sponsored high visibility tabards and slap-wraps (Ware & Kay)
- School safety banner competition

Smarter Choices Actions

- Future/ongoing
 - School travel plan writing kit
 - York-specific walk to school week material (walk to School Weeks May & October)
 - Long-term Curriculum linked walking and cycling initiative(s) for all schools
 - Schools debating contest in Guildhall
 - Promotion of Cycling in Schools