

urban
FREEDOM



CREATING TRAVEL CHOICES FOR ELGIN

What is it ?

Why am I here ?

Smarter Choices

Smarter Places



Original Scottish Govt. Smarter Choices, Smarter Places project uninitiated in 2008



Vision: Scottish communities have more sustainable places through increased sustainable travel choices, significant reductions in transport related CO2 emissions and air quality pollutants, reduced levels of congestion, increased levels of physical activity, increased awareness of healthy ways of living, and community pride in their neighbourhood.

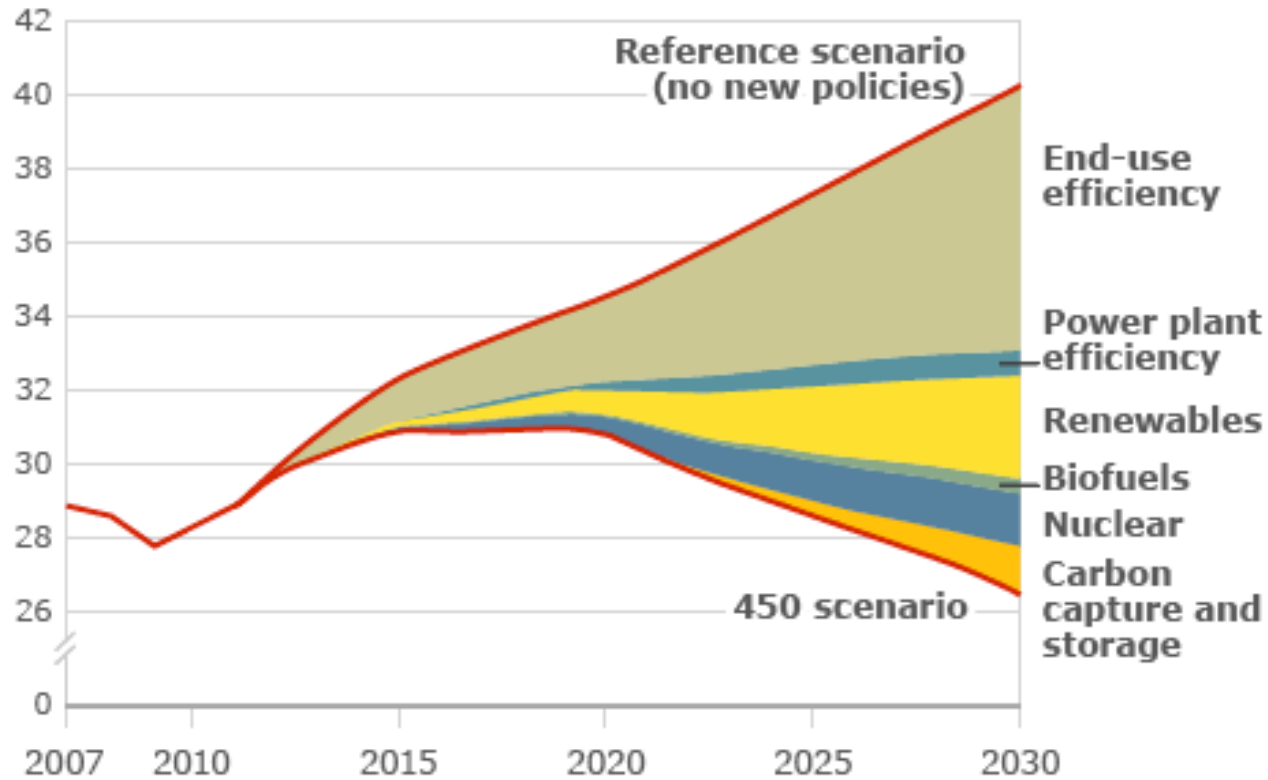
Aim – to achieve increased proportion of active travel and public transport use as contributions to Healthier, Greener and Safer and Stronger outcomes specified in the National Performance Framework (Concordat) through the use of Smarter Choices and associated demand management mechanisms.



Vision and aims from original Scottish Govt. Smarter Choices, Smarter Places guidance

CO2 reductions - the IEA prescription

Emissions (billions of tonnes of CO2)



Source: IEA

The IEA sees carbon reductions coming mainly through higher efficiency

Graph demonstrating none tech. fix needed – ie end use efficiency

- Average distance travelled to work is 4 miles
- 60% of all journeys to work in Elgin are *less* than 1.5 miles
- The majority of journeys within Elgin are by car
- The population of Elgin is 22,000
24,000 vehicles cross the railway bridge each day
- BUT . . .
- Travel to work by bike is 4 time national average
- Journeys on foot are 50% higher than national average

Stats. For Elgin

SMARTER CHOICES
SMARTER PLACES



Sustainable Travel Demonstration
Town bid submission to the Scottish
Government - July 2008

Prepared by The Moray Council
Transportation Department



**Submission made to Scottish Govt.
Smarter Choices, Smarter Places
July 08**



Support from local community groups and Councillors for Elgin bid



Original submission rejected



Elgin Active Travel Audit produced in partnership with Hitrans – used as blueprint for revised bid



EUROPE & SCOTLAND

European Regional Development Fund
Investing in your Future

Project title	Year 10
Active Travel Core Network Feasibility/Design	
Active Travel 'Missing Links' Feasibility/Design	
Branding marketing and advertising	
Web site SCSP booklet development	
Real Time Bus info	
Cycle try outs training and maintenance	
Elgin Station interchange upgrade	
Public transport bikes	
Cycle carriage on buses	
Mode Change Roadshow	
Mode Change Packs	
Workplace cycle storage schemes	
Active Travel Network implementation - phase 1	
Active Travel Network implementation - phase 2	
Missing Links' AT network improvements	
Workplace initiatives (including Travel Champions scheme)	
Low Carbon Car Club / EV fleet trials	
Elgin rail service enhancements*	
Elgin city bus service enhancements*	
Teleworking (Internally Funded)	
YEAR TOTALS	
Match funding breakdown	
Elgin Traffic Management (TMC)	
European Regional Development	
All figures in £ ,000s - Project	

Removal of top heavy projects from portfolio (shown grey)



Confirmation of go ahead April 09



Unique branding developed during summer 09





Baseline surveys on active travel movements undertaken during Autumn 09 (note cameras)



ERDF/Moray Council, Sustainable Travel Town Project (Elgin) Year 1 09/10

Project Strand	Sub sections	Delivery Transportation				Other	Budget			Outputs
		Q2	Q3	Q4	Q2		Q3	Q4	Ek	
Establish Steering Group		■	■	■	■	Multi agency	■	■	■	Project direction / consultation /community involvement
Active Travel Core Network	Identification Feasibility Consultation Design	■	■	■	■	Consultancy	■	■	■	Detailed designs for core AT network
Active Travel 'missing links'	Identification Feasibility Consultation Design	■	■	■	■	Consultancy	■	■	■	Detailed designs for AT 'missing links'
Branding/Marketing/Information	Develop core branding Advertising Web site Booklet	■	■	■	■	Agency Agency ICT dept. Agency/TMC	■	■	■	Effective project communication
	Mode change roadshow Mode change packs	■	■	■	■	Agency	■	■	■	Effective incentives
Cycle try out / maintaince	Cycle roadshow Cycle maintenance sessions	■	■	■	■	External staff Local Shops	■	■	■	Opportunities to engage GP/desiminate information
Real time bus information	Upgrade at shelters/stops Upgrade on bus equipment	(PTU) ■	■	■	■	External Stagecoach	■	■	■	Improved public transport information
Cycle carriage on buses		(PTU)	■	■	■		■	■	■	More cyclists able to access Elgin
Public transport 'loan' bikes	Install docking stations Install bikes Implement hire/maintenance	■	■	■	■	By contract By contract Local Shops	■	■	■	Increased availability of bikes within Elgin
Workplace Travel Plans	Produce workplace TPs Improve provision for cycles	■	■	■	■	EST/Business Business	■	■	■	Workplace Travel Plans and improved AT facilities
						TOTAL				

Streamlined project portfolio developed for year 1



BMI



An awareness of the value of branding, marketing and information is at the core of the project

HOW TO USE YOUR REWARD CARD

Read all the information on the reverse side of the card. It contains important information about how to use the card. It also contains information about the card's validity and the terms and conditions of the card. It is important to read this information carefully as it will help you to use the card correctly and to avoid any problems.

BIKES 4 SCHOOLS

Look out for the BIKES 4 SCHOOLS logo. This is a logo that you can use to identify schools that are taking part in the scheme. It is important to look for this logo when you are choosing a school for your child.

CONTACTS

If you need to get contact to action, please contact the Local Council or the Local Council Office.

The further information and links to walking, cycling, public transport and financial planning schemes are available on the website www.urbanfreedom.org.uk

TRAVEL SMARTER REWARD CARD

GO ACTIVE With Cyril and Burghead


NAME: _____ CLASS: _____







Read all the information on the back side of the card. It contains important information about how to use the card. It also contains information about the card's validity and the terms and conditions of the card. It is important to read this information carefully as it will help you to use the card correctly and to avoid any problems.

GO ACTIVE With Cyril and Burghead



One year is made of 12 months, so the year is divided into 12 months. It is important to know how many months there are in a year so that you can know a good day to go to school and home at the weekend.

Write down the first month in your school in your GO book and a year in your GO book in the Local Council Office.


Understanding the value of grass routes engagement through school travel initiatives

- Average 2 - 3% drop in the number of children driven to school
- 80 less car trips per day – 16,000 trips per year
- Benefits - Safety, Health, Community/social and . . . transport
- £££'s



Smarter Travel programme (just encouragement) has resulted in...



- Develop core branding
 - Advertising
 - Web site
 - Booklet
- Mode change roadshow
- Mode change packs



Some of the project elements

- Cycle roadshows
- Cycle maintenance sessions



Real time bus information





Rural Travel Plans

Video clip showing how one pupil took travel planning to a whole new level by building his own bike shed.

lime 78 78A
 the cycle friendly bus

Go North East is the first bus operator in the region to accept pedal cycles onto their buses.

As part of a six month experiment, seven Lime buses operating on services 78/78A now have a special area with secure fastenings for bikes, so you are welcome to take your bike on board.

Special bike symbols on the doors and windows of your Lime 78/78A services will let you know which buses are cycle-friendly.

This leaflet gives you more information and advice about bringing your bike on board as well as notes for passengers using wheelchairs or with children in buggies.

How many bikes can the bus take?
 Each bus can carry one, full-sized pedal cycle in the buggy bay/wheelchair bay behind the driver's cab. For the safety and comfort of our other passengers, bikes must be reasonably clean and in good order to travel on board. Drivers have the right to refuse to carry a cycle which they feel is unsuitable, for example, if it is too dirty, oily or unable to be properly secured by both the restraints.

How much does it cost?
 As well as the appropriate passenger fare, there will be an additional charge of £2 per journey for a bike.

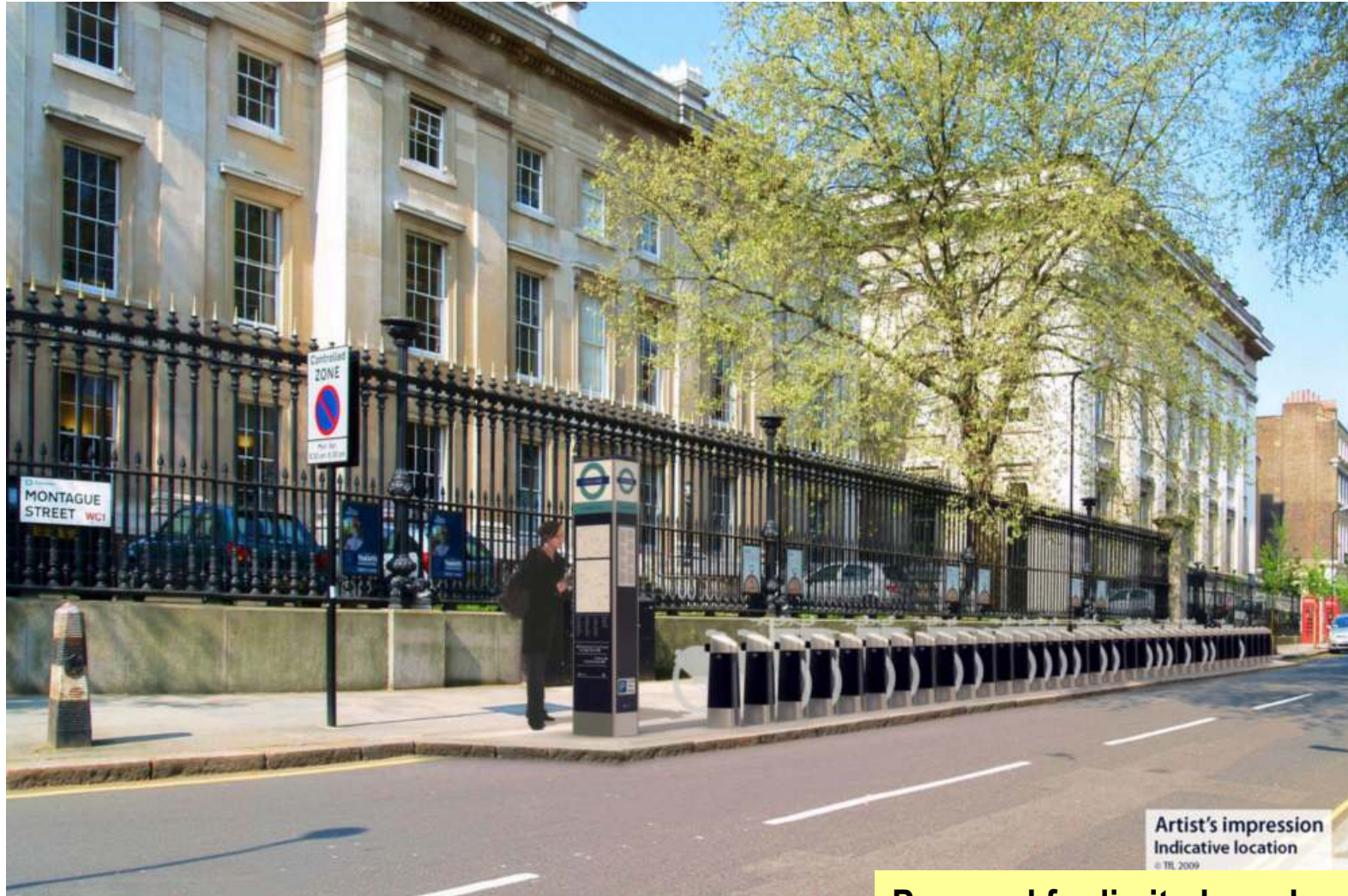
Securing your bike

- Board the bus with your bike and pay the driver
- Stand your bike upright in the secure area behind the driver's cab with the front wheel facing the back of the bus
- Pass the belt straps over the top of each wheel and through the spokes, then fasten securely, making sure both belts click into place. In order to travel, bikes must be secured by both straps, as shown left
- Bikes are carried at the owner's risk. Please remain with your bike at all times and consider the safety of other passengers

£2 per journey per bike

Route: Sunderland Interchange, Grindon, Great Lumley, Chester le Street, Pelton, Craghead, Stanley, Annfield Plain, Greencroft, Consett Bus Station

Proposals for cycle carriage on local services



Proposal for limited number of public transport (hire) bikes (small scale version of London scheme)



More like Blackpool...



Proposals to work with local employers and businesses to encourage modal transfer



Example of Waitrose scheme to help shoppers take their groceries home by bike

With a Bike-Hod	By car (self scan)	By car (normal checkout)
Park bike and unhitch Bike-Hod	Park car	Park car
	Find a trolley	Find a trolley
Pull Bike-Hod into shop and collect scanner	Push trolley into shop; collect scanner	Push trolley into shop
Do shopping, scanning goods into Bike-Hod	Do shopping, scanning goods into trolley	Do shopping, putting goods into trolley
Go to Self Scan checkout and pay	Go to Self Scan checkout and pay	Go to checkout
		Unload shopping onto conveyer
		Pack shopping into bags
		Put shopping back in trolley and pay
Wheel Bike-Hod to bike and hitch up	Push trolley to car	Push trolley to car
	Unload shopping into car	Unload shopping into car
	Take trolley to trolley park	Take trolley to trolley park
Cycle home	Drive home	Drive home
Unhitch Bike-Hod and wheel it into kitchen	Unload bags from car and carry to kitchen	Unload bags from car and carry to kitchen
Put shopping directly from Bike-Hod into cupboards	Put shopping into cupboards	Put shopping into cupboards
Number of times you have handled your purchases:		
2	3	5



Richmond scheme to help parents with young families become less car dependant



The value of travel planning to lock in the benefits of infrastructure improvements

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