



**KONFERENCJA  
NAUKOWO-TECHNICZNA  
MIASTO I TRANSPORT  
2014**

# SMARTER CHOICES SCHEMES AT CENTRO

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- Pershore Road – pilot project
- Smart Network, Smarter Choices project
- Lessons learnt
- Next steps for Warsaw



# What is the Pershore Road project?

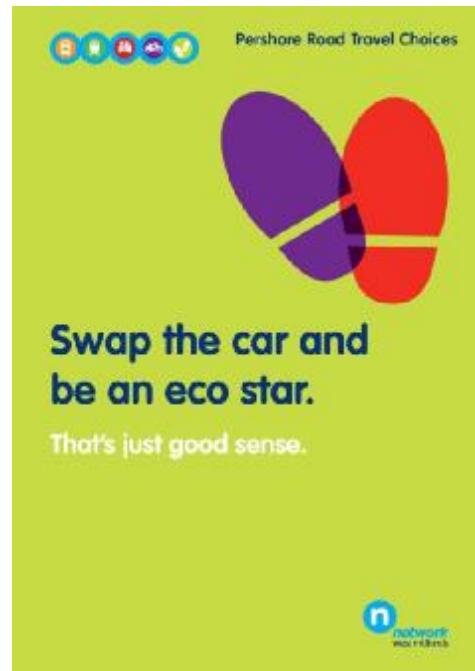
- First Smarter Choices pilot in West Midlands
- Objective – to change travel behaviour
- Project commenced in Feb 2011
- Engaging with key groups in area
- Partnership working with key stakeholders.



# Key achievements – Communities



# Key achievements - Schools



# Key achievements – Workplaces



Pershore Road Travel Choices

Kings Norton to New Street station takes only 16 minutes by train compared to 24 minutes by car\*.

That's just good sense.

Visit [networkwestmidlands.com/pershoreroad](http://networkwestmidlands.com/pershoreroad) to find out more.

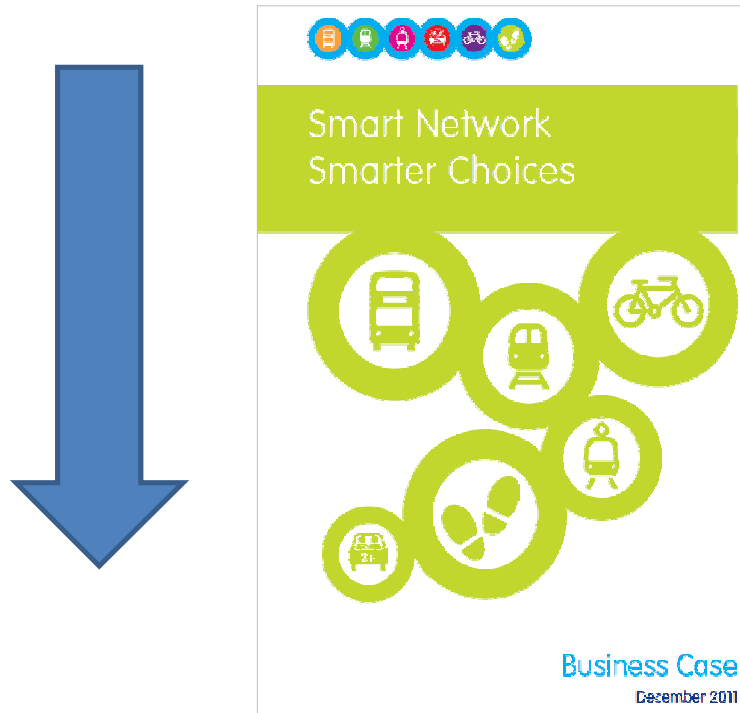
\*Based on a typical road journey between 08:00 – 09:00. Source: York/White IPS Data.

network west midlands

The advertisement features a stylized purple train icon with blue windows. At the top, there are five small circular icons representing different transport modes: a bus, a car, a person, a bicycle, and a train. The background is a light green color with a white cloud graphic at the top right.



# Pershore Road Travel Choices



## Smart Network Smarter Choices

£50 million pound project, from 2012 – 2015

10 key routes in the West Midlands

Improving the economy and cutting carbon emissions

Infrastructure, Technology Showcase, Smarter Choices

# Infrastructure improvements





# Technology Showcase.....Progress so far



Solar powered flag poles



Real time information plasma screen



E-paper timetable



# What is Smarter Choices?

Support for organisations in adopting measures to encourage staff and visitors to travel more sustainably;

- Personalised journey planning
- Grant funding
- Cycling support e.g. Cycle training, cycle maintenance classes, led rides
- Walking support e.g. Led walks, walk leader training and walk route planning
- Public transport ticket discounts
- Marketing and communications support e.g. Events and competitions



# Smarter Choices: Business





# Smarter Choices: Workwise



# Smarter Choices: Cycling



<http://www.youtube.com/watch?v=BRB3opZqB2k>



# Feedback from Workshop

- Talk to business chambers
- Discounts for employees – targeted on habit change
- Travel/mobility plans
- Focus campaigns on health and financial benefits
- Personalised travel planning campaigns
- Increase public transport service quality
- Low cost infrastructure for cycling



**Dziękuję**  
**Gracias**  
**Dank u**  
**Danke schön**

**Thank you**  
**Any questions?**

