

EDUCATE

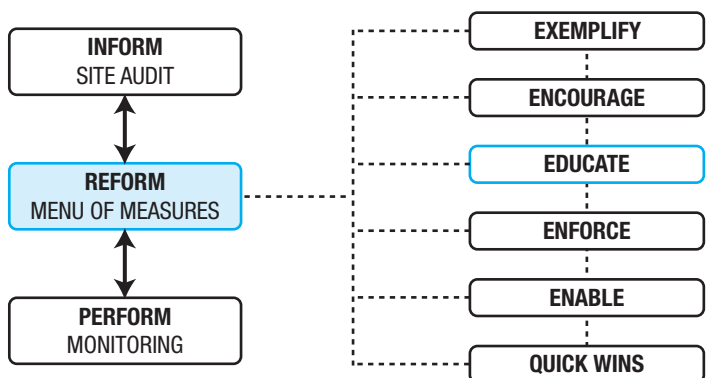
PROVIDING PRACTICAL INFORMATION ABOUT TRAVEL CHOICES

This section deals with providing the right information for people planning smarter travel journeys.

ADVICE

- Web and paper based information on travel
- Signage
- Training a competent traveller

WHY EDUCATE PEOPLE ABOUT MORE SUSTAINABLE TRAVEL?



The **Menu of Measures** is divided into six documents, containing some of the smarter options employers can use to free up the road network and allow more sustainable travel choices for everyone.

Information is not information unless it actually informs people. Visitors, residents and staff should be given easy access to up-to-date and detailed information about the journeys they wish to make. A wider range of information should be provided than solely catering for access by car, e.g. only providing information about driving routes and the nearest motorway junction. Information should be provided for making trips by walking and cycling, and public transport (bus, rail, park and ride), as well as parking (including for motorcycles) and roads.

The travel plan should include plans to produce site-specific travel information, such as personalised timetables, route maps and web-based information. Every effort should be made to advertise the range of travel options to the site in corporate advertising and any publicity that will generate travel to and from the site. The travel plan itself should also be marketed.