

# Pledge of support for the Exeter Traffic Reduction Action (ExTRA) Traffic Reduction Strategy

I/we the undersigned, representing \_\_\_\_\_ (individual/group/ business etc) fully support the ExTRA Traffic Reduction Strategy for Exeter.

We call on our local authorities to immediately set and introduce measures to achieve a 3% annual traffic reduction target, which would result in an overall 30% reduction by 2016, based on a 2006 baseline figure. We believe that this reduction can be brought about by our local authorities implementing the following five key measures:

1. Change minimum city centre parking charges to equate with return bus fares from the outskirts of the city
2. Gradual decrease in on-street and off-street public parking (3% per year)
3. Introduction of workplace parking charges
4. All primary schools to have 'walking buses'
5. 'Car free housing' developments with public transport links and car clubs

In addition to these key traffic reduction measures we also believe that the local authorities should implement a series of secondary measures to support or link with the five key measures:

1. Fund/subsidise public transport using ring-fenced funds raised from parking charges.
2. Improved city bus services including the introduction of peripheral bus routes to link railway stations, business/retail parks, hospitals, the university, park-and-ride sites etc; redevelopment of the city bus station; increase in evening frequencies and a comprehensive public transport guide like that produced by Torbay Council.
3. Household leafleting campaign (similar to the recycling campaign) focusing on public transport and highlighting the real costs of the car – financial, social, health, environmental; to include information on real and perceived fears of travelling without a car.
4. Use of Cycling England grant to massively increase safe junctions and cycle lanes particularly to schools, workplaces and shops and to fund adverts to raise the status of cyclists while decreasing the status of cars.
5. Extension of car exclusion zones, particularly in the city centre.
6. More pedestrian crossings; better people priority.

Signed: \_\_\_\_\_

Name(s) \_\_\_\_\_

Date: \_\_\_\_\_

Please send signed pledges to Andrew Bell, 70 Church Road, EX2 8TA or copy and email this completed page to [abell@fish.co.uk](mailto:abell@fish.co.uk)