



## UPPER TAY TRANSPORT

### Strategic plan 2022 - 2025

#### **VISION**

We aim to create a positive, resilient, connected community with opportunities for all, while reducing the carbon footprint of the community.

#### **AIMS**

1. Improve local transport options and connectivity
2. Make public transport more useful and encourage people to use it
3. Encourage and enable people to travel actively and live healthier lives
4. Support drivers to use their cars more effectively
5. Improve awareness in the community of all travel options, and encourage the use of sustainable and active travel where possible.
6. Reduce carbon emissions

Success will be measured against these.

#### **FOR WHO**

Locals  
Visitors  
People working in the area

#### **WHERE**

Upper Tay valley stretches from Lawers and south side of Loch Tay, Glen Lyon to Ballinluig. This is serviced by our Community Lifts and Active travel projects

Bus project and general information may extend to provide links to Rannoch/ Tummel valleys and Trochry/ Dunkeld.

#### **CURRENT PROJECTS (June 2022)**

COMMUNITY TRANSPORT HUB

COMMUNITY LIFTS

COMMUNITY BUS SERVICE

WORKING WITH EXISTING TRANSPORT PROVIDERS

LIFTSHARE

HIYA CAR

ACTIVE TRAVEL

MOBILITY PROJECT (under development)

## HOW DO THESE PROJECTS HELP US ACHIEVE OUR AIMS?

1. Improve local transport options and connectivity

ALL OF THE ABOVE

Indicator of success: More transport options, more often; Better connectivity between buses/ bus and train/ active travel and buses; More projects

2. Make public transport more useful and encourage people to use it

WORKING WITH PUBLIC TRANSPORT PROVIDERS

INFORMATION AND PROMOTION

COMMUNITY BUS SERVICE

COMMUNITY TRANSPORT HUB

Indicator of success: amount of services, number of people using it, knowledge of public transport

3. Encourage and enable people to travel actively and live healthier lives

ACTIVE TRAVEL PROJECTS

MOBILITY PROJECT

COMMUNITY TRANSPORT HUB

Indicator of success: more active travel projects, number of people using them, number of people using active travel more often, change in behaviour, number of positive experiences.

4. Support drivers to use their cars more effectively efficiently.

LIFTSHARE

HIYA CAR

COMMUNITY TRANSPORT HUB

Indicator of success: number of drivers signed up to both schemes, number of people using services.

5. Improve awareness in the community of all travel options, and encourage the use of sustainable and active travel where possible.

COMMUNITY TRANSPORT HUB

INFORMATION AND PROMOTION

Indicator of success: Number of people travelling by each mode.

6. Reduce carbon emissions

ACTIVE TRAVEL

COMMUNITY BUS

LIFTSHARE

HIYA CAR

WORKING WITH EXISTING BUS SERVICES

COMMUNITY BUS

Indicator of success: More people travelling by sustainable modes of transport.