

Travel Behaviour Change Strategy noted – Recommendation to City Administration Committee.

2 There was submitted a report by the Executive Director of Neighbourhoods, Regeneration and Sustainability regarding the Travel Behaviour Change Strategy (TBCS), advising

- (1) that the Glasgow TBCS set out a plan and actions aimed at encouraging individuals and groups to travel in a more sustainable way and aimed to create a culture of sustainable travel by addressing the underlying motivations and barriers to sustainable travel options and promoting positive change;
- (2) that the TBCS aimed to support and maximise the effectiveness of sustainable transport infrastructure investment in the city;
- (3) that the development of the strategy responded to the commitment within Policy 97 of the Glasgow Transport Strategy Policy Framework and formed a key part of the current overarching Glasgow Transport Strategy, the associated Active Travel Strategy and a suite of transport initiatives to create a step change for Glasgow;
- (4) that the TBCS would assist in achieving the Council's commitments to net zero carbon and responded directly to the Connecting Communities – A Public Conversation on Transport in Glasgow and the engagement on the Active Travel Strategy would assist to develop a resilient future-ready and sustainable transport system for Glasgow;
- (5) of the engagement and consultation undertaken including a Short Life Working Group;
- (6) in further detail of the TBCS, as detailed in the appendix to the report; and
- (7) of the next steps and delivery of the TBCS.

After consideration, the committee

- (a) noted the report; and
- (b) agreed to recommend to the City Administration Committee approval of the Travel Behaviour Change Strategy.