

17 March 2008

Dear Sir/Madame

SMARTER CHOICES, SMARTER PLACES

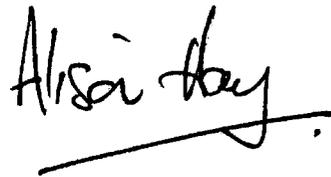
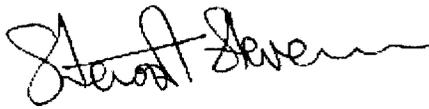
We are writing to highlight the launch today of Smarter Choices, Smarter Places.

The aim of the project is to achieve increased proportions of active travel and public transport use as contributions to Healthier, Greener, and Safer and Stronger outcomes specified in the National Performance Framework. This will be through the use of Smarter Choices and associated demand management mechanisms.

High quality transport services, information and infrastructure are key to achieving our shared goal of sustainable economic growth. However, transport emissions are increasing, congestion is a significant problem in many areas and car dependency is contributing to poor levels of physical activity. Improvements to public transport and development of new technologies are part of the solution, but behavioural change is crucial – particularly for shorter trips.

This project provides the opportunity for a number of Local Authorities to undertake intense activity on sustainable travel interventions, particularly those involving behaviour change, through match funding (on a 50:50 basis from year two). The Scottish Government will fund year one. The emphases for the project will be on innovation, evaluation and demonstration. While packages of measures will be developed locally, those taking part will be actively encouraged to share lessons learnt across disciplines and geographical boundaries and provide practical experience over time to mainstream these activities in Scotland where they have proven effective.

Expressions of interest for participation in this project are now being sought – to Sustainabletransport@scotland.gsi.gov.uk by 30 April 2008. Information on the process, including criteria and the template for Stage 1, is attached. If you have any questions in the meantime, please contact Kirsty Lewin, Sustainable Transport Team, Scottish Government, on 0131 244 7924. We hope that this project generates as much enthusiasm in your authority as it has in the Scottish Government and COSLA and encourage you to seriously consider seeking to participate. We look forward to your submissions and ultimately to more sustainable transport across Scotland.



STEWART STEVENSON
Minister for Transport, Infrastructure
and Climate Change

CLLR ALISON HAY
COSLA – Spokesperson for Regeneration and
Sustainable Development