

# WEST YORKSHIRE PASSENGER TRANSPORT AUTHORITY

## LEEDS PASSENGER CONSULTATIVE COMMITTEE

DATE: 12 JANUARY 2009

AGENDA ITEM NO: 5

### SUBJECT: CONSULTATION ITEMS

#### Report of the Passenger Transport Executive

#### 1. MATTER FOR CONSIDERATION

1.1. PCC members' views are sought on:

- a) Low Carbon Demonstration Pilot
- b) Carbon Reduction Marketing Campaign
- c) Economic Climate and the Public Transport Industry

#### 2. INFORMATION

##### Low Carbon Demonstration Pilot

2.1. Globally emissions from the transport sector are the fastest growing source of carbon dioxide emissions. The importance of considering low carbon transport has been recognised in the Yorkshire and Humberside region and the following reduction targets have been set at the regional and local scales:

- Regional: The Yorkshire and Humber region has adopted a target of reducing CO2 emissions by 20-25% by 2016 based on 1990 levels;
- Local: West Yorkshire Local Transport Plan includes a target for no increases in CO2 emissions from 2004/5 to 2010/11 based upon road traffic emissions across the principal road network.

2.2. Metro is seeking funding from the DfT to develop a Low Carbon Demonstration Project. The project will focus on the provision of a small fleet of hybrid buses and a package of supporting measures to reinforce Metro's aim to promote change in travel behaviour and lock in the benefits of modal shift. It would not simply be a trial of hybrid buses.

2.3. A presentation of the aims, objectives and expected outcomes of the project will be given and members' feedback will be sought.

##### Carbon Reduction Marketing Campaign

2.4. Metro is planning a marketing campaign in 2009 which aims to:

- Target congestion on various main routes throughout West Yorkshire;

- Tell the general public about how they can reduce their carbon footprint by taking public transport and by promoting MetroCards for multi modal, multi operator travel;
  - Work with Travel Plan Network employers and get them to pledge to save on their carbon emissions by getting staff to use the CO2 calculator and get to work via an alternative mode of transport to the car.
- 2.5. A presentation will be given on the campaign and members' feedback will be sought.

Economic Climate and the Public Transport Industry

- 2.6. The general economic downturn is already having a significant effect within West Yorkshire, with impacts including increased unemployment.
- 2.7. There will be a discussion item on what Metro and the public transport industry in general can do to support people affected by the current economic climate.

**3. RECOMMENDATIONS**

- 3.1. That PCC Members provide feedback on the topics set out above.

Director General  
West Yorkshire Passenger Transport Executive