

Presentation Abstract Form

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Brief Biography (100 words max)	Liz Beck has been the Let's Go Project Travel Planner since January 2011 and has quickly made an impact on the travel behaviour of many workplaces. Liz comes from charity management and corporate fundraising background and has established many relationships that allow her to engage businesses in active travel in a way that fits with their organisation.		
Presentation Title	Lets Go Workplace Travel Planning		
Abstract: Overview of Presentation			
<p><i>The Let's Go project is the brand New Plymouth District Council gave to our Model Walking and Cycling Community initiative which started in July 2010 and is funded as a joint New Zealand Transport Agency and New Plymouth District Council partnership. The Let's Go project is tasked with an outcome of making walking and cycling an easier choice for some of our daily trips. Whilst engineering and enforcement have been traditional tools for our work influencing road use; infrastructure, education and encouragement are the themes for Let's Go, to get some traction on modal shift and sustainable transport adoption by our community and stake holders.</i></p> <p><i>Liz has developed relationships and resources with many organisations that tailor the travel planning process to their needs. Liz will share her experiences with a variety of organisations and show the examples of the information provided, data collected, reporting and assistance provided. The results for some organisations have been impressive and many organisations are now able to use a variety of options for staff to choose a more sustainable method of transport. Her emphasis has been on quality information, assistance and working out the key factors for success for that organisation.</i></p>			