

FRESH IDEAS BRAINSTORM: Rethinking work & Transport

- We need a plan
- Capture the hearts & minds
- Use buses on weekend to highlight
- Use data & research
- Use community language
- Start small-local/start big?
- Mobilising stakeholders

- Bring planners to the west
- Shift politicians by shifting opinion
- We have a plan, we don't wait to have it given to us
- Bring famous researchers
- Use community use

ISSUE: Rethinking work & transport
GOAL: Sustainable & for local people in new industries

WHO DO WE WANT TO INFLUENCE?

- Govt. & Ministers
- Industry & business
- The public
- Local Councils
- Transport industry
- Community Sector
- Community Transport

WHO NEEDS TO BE INVOLVED?

- Unions
- Community Sector
- Public
- Service clubs
- Business
- Media

WHAT NEEDS TO BE DONE TO MAKE THIS SUCCESSFUL?

- Make it part of a larger plan
- Involve the community
- Media support (community media or self publish?)
- Simple message
- Communications – to & from local people

WHAT RESOURCES ARE NEEDED?

- Buses for campaign? (CT)
- Media – communication
- People – meeting places
- Time & energy
- Motivation

WHO ARE OUR ALLIES?

- People who are isolated
- Planners, data, Researchers, WSROC, Politicians
- Universities