

APPENDIX B

Mayor's Transport Strategy GOAL	Mayor's Transport Strategy Outcomes
Support Economic development and growth	O1 - Balancing capacity and demand for travel through increasing public transport capacity and / or reducing the need to travel
	O2 - Improving people's access to jobs
	O3 - Improving access to commercial markets for freight movement & business travel, supporting the need for business to grow
	O4 - Smoothing traffic flow
	O5 - Improving public transport reliability
	O6 - Reducing operating costs
	O7 - Bringing and maintaining all assets to a state of good repair
	O8 - Enhancing the use of the Thames for people and goods
Enhance the quality of life for Londoners	O9 - Improving public transport customer satisfaction
	O10 - Improving road user satisfaction (driver, pedestrians, cyclists etc)
	O11 - Reducing public transport crowding
	O12 - Enhancing streetscapes, improving perception of the urban realm and developing the better streets initiative
	O13 - Protecting and enhancing the natural environment
	O14 - Reducing air pollutant emissions from ground-based transport, contributing to EU air quality targets
	O15 - Improving perceptions and reducing the impact of noise
	O16 - Facilitating an increase in walking and cycling
Improve the safety and security of all Londoners	O17 - Reducing crime rates
	O18 - Reducing the number of road traffic casualties
	O19 - Reducing casualties on public transport networks
Improve transport opportunities for	O20 - Improving the physical accessibility of public transport networks

all Londoners	O21 - Improving access to services
	O22 - Supporting the wider regeneration
Reduce transports contribution to climate change and improve its resilience	O23 - Reducing CO2 emissions from ground-based transport
	O24 - Maintaining the reliability of transport networks

Borough Transport Objectives	
<ol style="list-style-type: none"> 1. Ensure that the borough transport network supports the local economy and meets the current and future needs of the borough. 2. Reduce the need to travel through effective spatial planning. 3. Enhance transport accessibility and opportunity for all. 4. Improve the safety and security of all road users, particularly users of sustainable transport. 5. Reduce dependence on the private car and enable smarter travel choices, particularly by improving and encouraging greater use of sustainable transport. 6. Reduce the harmful effects of transport on health and the environment and mitigating its impact on climate 	