

Transport Planning *and* Decongestion

With Rachel Smith

Rachel Smith helps Mayors cut traffic congestion.

Rachel gives Mayors and Councils the skills, information and step-by-step implementation methods they need to cut traffic congestion without the expense of new roads or annoyed residents.

Problems

Right now, our towns, cities and lives are in crisis:

- Traffic congestion and the 'School Run'
- Car orientated low density suburban sprawl
- Rising costs of new transport infrastructure
- Inactivity, obesity & social isolation
- Commuting further & working longer hours
- Debt, 'status shopping' & rising living costs
- Job insecurity, automation & redundancy

Most Councils have few plans, limited resources and no budget to cut traffic congestion.

Solution

The solution is to cut traffic congestion by implementing the steps in the book ***Decongestion: 7 steps for mayors and other city leaders to cut traffic congestion without the expense of new roads or annoyed residents.***

Benefits

The benefits of implementing the 7 steps in the book *Decongestion* are: You cut traffic congestion, especially at peak times, you implement affordable solutions with negligible running costs, you improve road safety, you create a more efficient transport system and you cut spending on expensive transport infrastructure. If you're a Mayor who cuts traffic congestion you'll get re-elected, your constituents will admire you, you'll leave a lasting legacy that everyone remembers, you'll have an incredible career achievement and a personal success story.

About Rachel

Rachel is an Author, Speaker and Entrepreneur who is one of Australia's leading Transport Planners. Rachel's transport planning career spans 17 years across the public and private sectors in the UK and Australia specialising in delivering behaviour change. She has two TEDx talks, was part of the BMW Guggenheim Lab and has spoken in the Palace of Westminster's House of Lords. She was retained by the UK Government for 6 years as an expert traffic reduction and behavior change advisor, has won numerous international transport and road safety awards, spoken at more than 300 conferences, is a regular on TV and radio and is the Author of *Decongestion*. Rachel's clients include Mayors and Councils in Australia, UK, Europe, USA and New Zealand.

Products & services

Rachel helps Mayors cut traffic congestion and helps Councils ensure transport planning reflects modern lifestyles.

- **Books** – Rachel's brought information, proven solutions and implementation processes to life in best-selling books.
- **Speaking** – Rachel specialises in conference presentations. She shares solutions in inspirational, thought-provoking, informative and entertaining keynote speeches.
- **Advice** – Rachel identifies critical areas where Councils need to plan, resource and budget. She gives tailored site-specific practical advice.
- **Insights** – Rachel uncovers real transport truths and insights via targeted social media. She doesn't make assumptions. She will always ask, listen and discuss.
- **Implementation and coaching** – Rachel helps Mayors cut traffic congestion by helping and coaching them through implementing the 7 steps in *Decongestion*, focusing on solutions that can be delivered quickly, easily and cheaply.
- **Training** – Rachel upskills Councils with what she's learnt over the last 20 years. You don't have to waste time and money working things out. Rachel focusses on delivery.



RACHEL SMITH

