



Transport for Edinburgh
one city... many journeys

**Strategy for Delivery
2017-2021**

**George Lowder
Chief Executive**

Wayfinding



Wayfinding



Wayfinding Aims To Encourage:

- **Wider exploration of The City**
- **Active Travel**
- **Greater use of public transport**
- **More return journeys**

Wayfinding 4 Phase Project:

- **Scoping**
- **Develop data base and train technicians**
- **Design and roll out**
- **Digital roll out**

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