

# **Smarter Travel Workplaces & Smarter Travel Campus Programmes**

**Dublin Cycling Campaign  
10<sup>th</sup> March 2014**

**Arlene Finn, Programme Coordinator**

# Overview

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- How the programmes operate
- Benefits of workplace travel plans
- Sample actions
- Cycling – successes and results
- Tools of Behavioural Change

# How the Programmes Operate

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# Smarter Travel Workplaces & Campus

- Voluntary programmes
- Working with large employers and third level institutions to implement workplace travel plans



# Workplace Travel Plans

## What are they?

- A package of measures to encourage people to walk, cycle, use public transport, car share or reduce trips through 'Smarter Working'.
- The aim is **efficiency & effectiveness** – like any business strategy, review what's happening now and how to improve.

# Organisations engaged in Smarter Travel

Over 116 Large employers nationally in STW Programme



# Third Level Partners



Coláiste Mhuire gan Smál



Mary Immaculate College



# Policy Context

- National
  - National Climate Change Strategy
  - National Spatial Strategy
  - Smarter Travel
- Regional
  - NTA Draft Transport Strategy for the GDA
  - CASP/MWASP
  - Regional Planning Guidelines for the 7 Regions
- Local
  - County Development Plans
  - SDZ Planning Schemes
  - Local Area Plans
- Site Specific Planning Applications



# Smarter Travel Policy

Manage the  
demand to travel

Aims & Actions



# Smarter Travel Aims by 2020

- Work-related commuting by car will be reduced 65% to 45% - between 500,000 and 600,000 commuters will be encouraged to take means of transport other than car driver
- Car drivers will be accommodated on other modes such as walking, cycling, public transport and car sharing (to the extent that commuting by these modes will rise to 55% by 2020) or through other measures such as e-working
- The total kilometres travelled by the car fleet in 2020 will not increase significantly from current total car kilometres

## Action 8:

- Work towards a requirement on organisations with over 100 staff to develop and implement workplace travel plans
- Provide support and guidelines for the development and implementation of workplace travel plans

# Business Case for Mobility Management

- Differentiator/ Leadership
  - Cost savings
  - Employee wellbeing
  - Sustainability agenda
- W.I.I.F.M.?**
- Very important for engagement – business won't allocate resources unless there is a clear benefit!

# How effective are Workplace Travel Plans?

Workplace travel plans can reduce single occupant car use by **between 10%-24%**

Results from a number of STW Partners so far indicate an 19% reduction in car use



# Sample Actions & Good Practice

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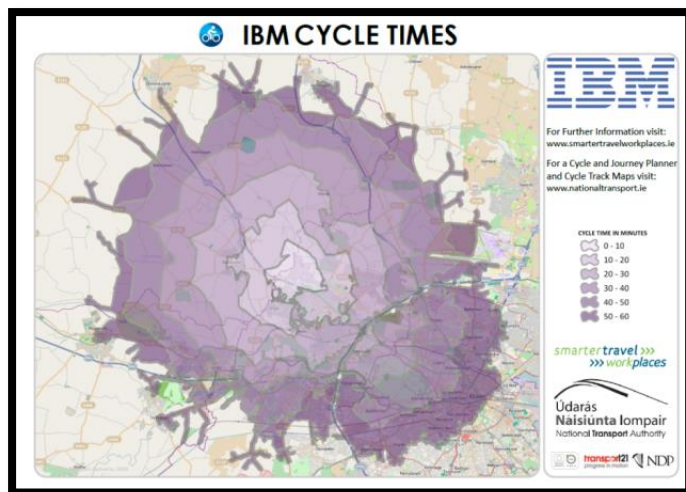
# Common Actions across Partners

## Cycle to Work Scheme







# Walking – Good Practice



# Carsharing – Good Practice



Commute  
**Emergency Ride Home. Voucher.**



To be filled out by the Apple employee:

Date \_\_\_\_\_

Your name \_\_\_\_\_

Driver name \_\_\_\_\_

Start address \_\_\_\_\_

End address \_\_\_\_\_

Fare \_\_\_\_\_ Tip \_\_\_\_\_ Total \_\_\_\_\_

**Bill to:** Apple Commute Alternatives,  
MS 47-EH-5, 1 Infinite Loop, Cupertino,  
CA 95014 USA

**Instructions:**

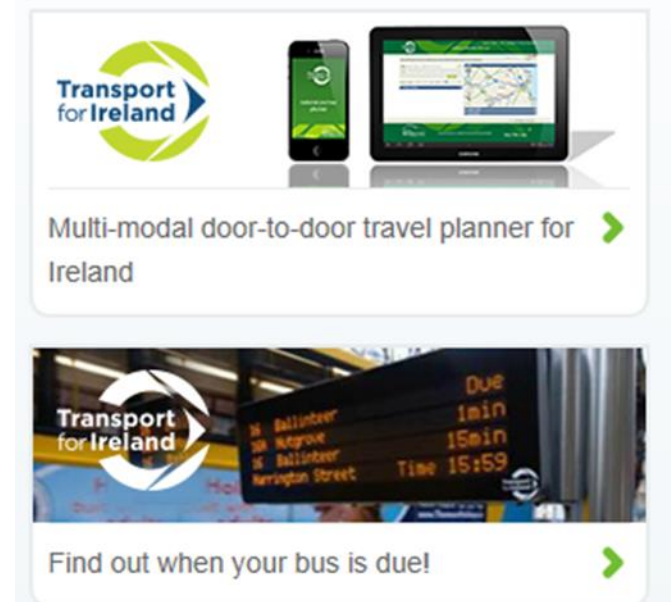
1. Cork Taxi Co-op at 021-432-22-22 and identify yourself as an Apple employee in need of an Emergency Ride Home.
2. Tell the dispatcher the time and location for pickup.
3. Present the ERH voucher to the cab driver as payment for your ride.





# Public Transport – Good Practice

- Tax Saver ticket roadshows
- Route & timetable information available on noticeboards/intranet
- Travel information given on induction & to all visitors to site



# Other



Video conferencing, Dell



Travel Guide, Mater Hospital

# Cycling Results & Successes

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# Gains in Cycling

- 30 Partners showed an increase in cycling, with an average % increase of 131%
- Equivalent of over 7,310 people switching from other modes to cycling.
- 2 Partners showed a decrease in cycling, with an average % decrease of -7%
- 2 Partners showed no change in cycling levels.

# Why did cycling increase?

Suggest some of the following reasons:

- increased sales of bikes through the Cycle to Work scheme
- promotions in Partner sites e.g. bike maintenance, provision of cycle parking/ showers/ lockers.
- Improvements in cycling infrastructure
- More cycling – more visibility

# Cycling – sample actions

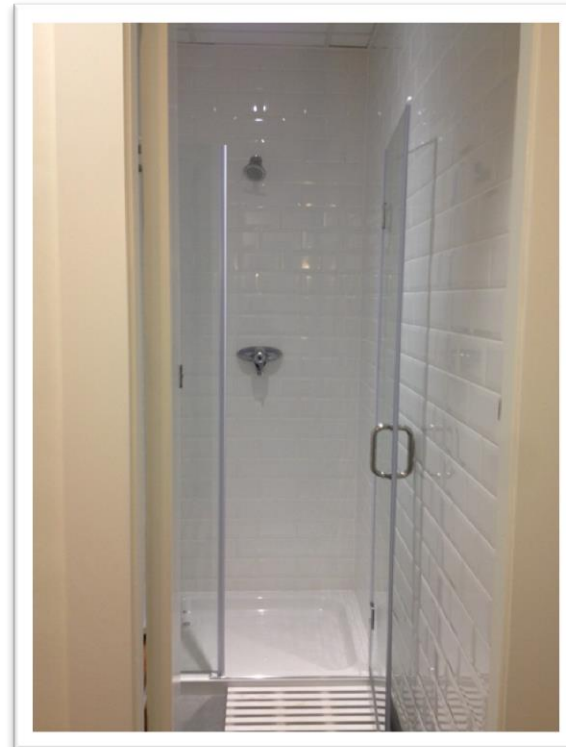
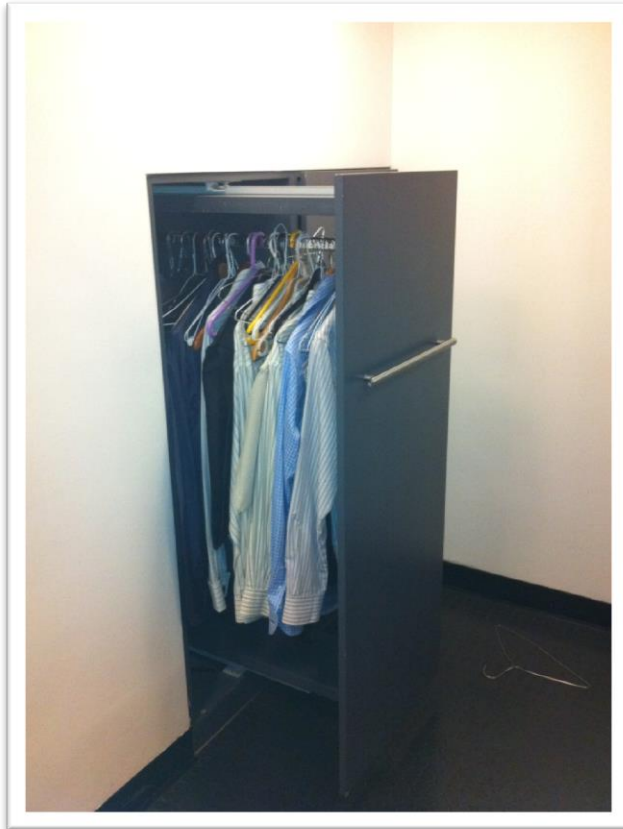




# Cycling sample actions

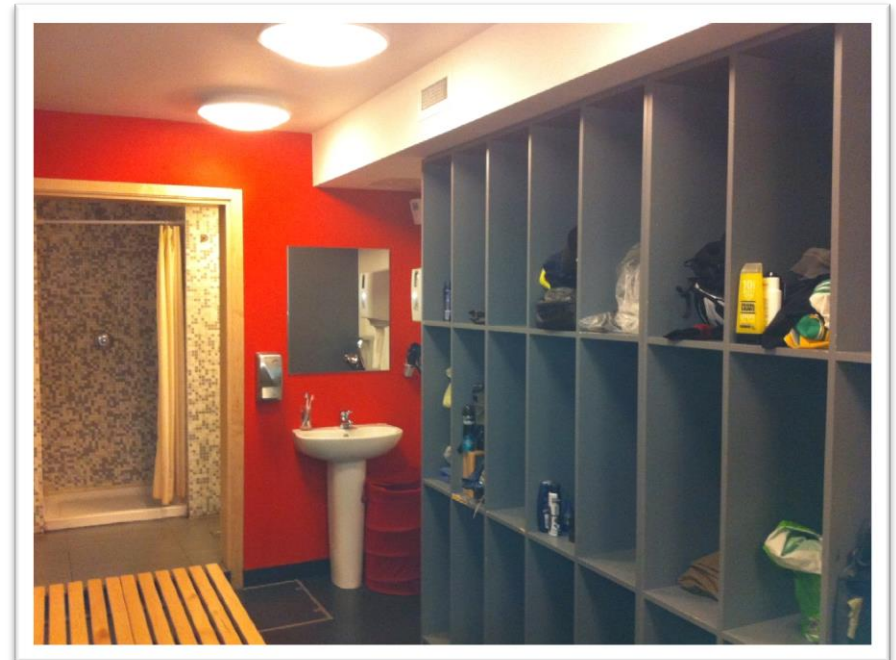
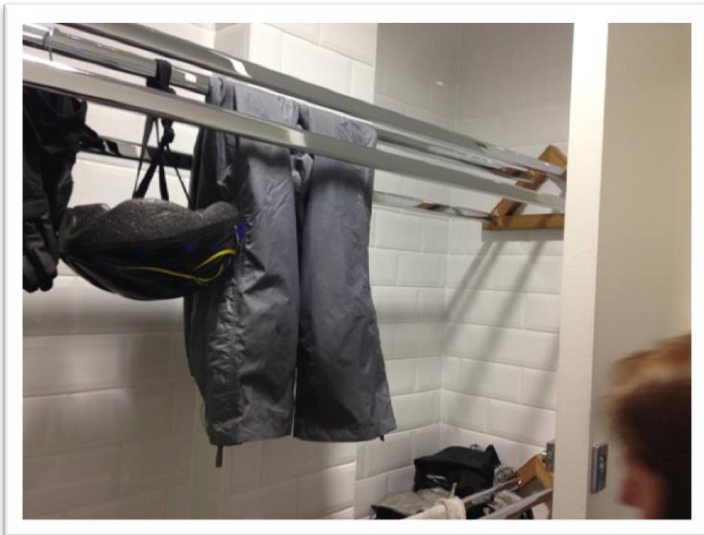


# Cycling – sample actions

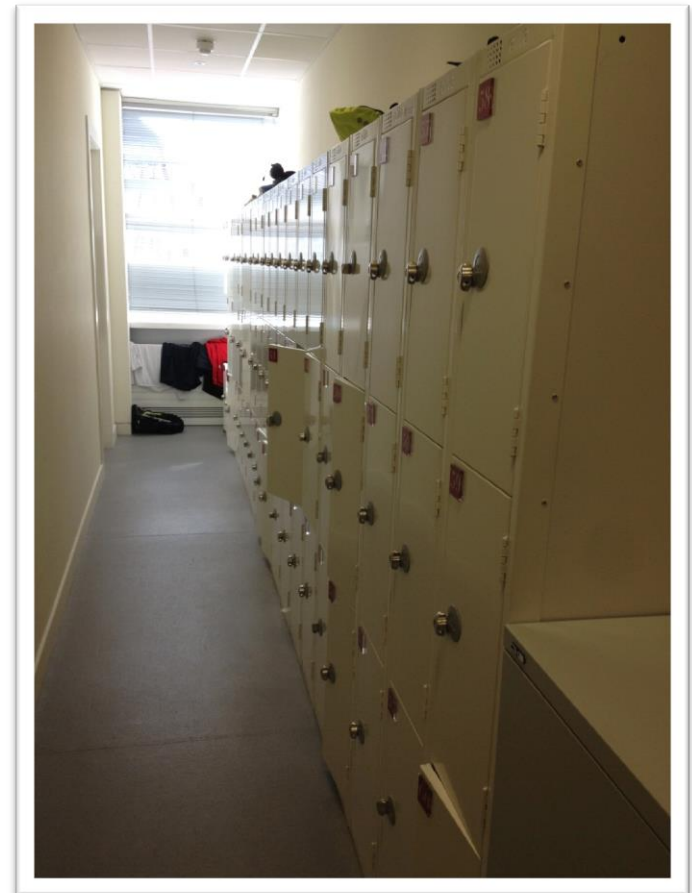




# Cycling – sample actions



# Cycling – sample actions



# Cycling – sample actions



# Cycling – sample actions





# Cycling – sample actions

**Irish Dairy Board**

**DO YOU KNOW...**

**IT'S 10 MINS  
BY  TO  
STEPHEN'S GREEN?**

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NATIONAL TRANSPORT AUTHORITY, DÚN SCÉINE, IVEAGH COURT, HARCOURT LANE, DUBLIN 2. T: +353 1 879 8300  
WWW.SMARTERTRAVELCAMPUS.IE WWW.SMARTERTRAVELWORKPLACES.IE

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**Fitter, Further,  
Faster By Bike!**

Track your Cycle Trips online  
on the Active Travel Logger —  
[www.smartertravelworkplaces.ie](http://www.smartertravelworkplaces.ie)

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**Keep your bike in good health!  
Do the 'M' check!**

HAS YOUR TYRE GOT GOOD TREAD? IS IT FULLY PUMPED? ARE YOUR WHEELS TRUE? ARE YOUR BRAKE PADS IN GOOD CONDITION AND IN THE RIGHT POSITION? IS YOUR BACKLIGHT WORKING? YOU CAN ALSO CHECK THE GEAR AND CHAIN WERE FOR ANY ABNORMALITIES.

IS YOUR SEAT COMFORTABLE, IN A FIXED POSITION AND AT THE RIGHT HEIGHT — (ARE YOU ON TOP TUBES WHEN SEATED)?

ARE YOUR HANDLEBARS FIXED AND SECURE AND IN-LINE WITH YOUR WHEELS? ARE YOUR BRAKE CABLES FRAYED OR RUSTY?

IS YOUR CHAIN WELL OILED? IS YOUR CHAIN SLACK MINIMAL? ARE YOUR PEDALS SECURELY FIXED TO CRANK AND AXLE?

DOES THE WHEEL TURN WITHOUT WOBBLING? DO THE SAME CHECKS ON YOUR FRONT WHEEL, AS YOU DID ON THE BACK.

IF THE ANSWER TO ANY OF THESE QUESTIONS IS NO — THEN TIGHTEN IT, HEIGHTEN IT, LOWER IT, PUMP IT! IF YOU'RE NOT SURE OR DON'T HAVE THE TOOLS, TAKE IT TO YOUR LOCAL FRIENDLY BIKE SHOP.

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# Cycling Exemplar – ESB Head Office



# How do we work with employers?

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# Partner agrees to:

- Survey
- Encourage employees to use more sustainable travel
- Develop and implement an action plan
- Allocate resources (personnel, time, budget)
- Monitor performance

***Smarter Travel Workplaces assists with these steps!***



**Smarter Travel  
Workplaces Partner**

As a partner in the Programme, we commit to undertaking the following with assistance from the National Transport Authority:

- Survey employees on their commuting habits
- Encourage employees to use more sustainable transport
- Develop and implement an action plan of sustainable travel initiatives
- Support personnel to implement the action plan by:
  - Appointing a full-time person or
  - Nominating a part-time person who will dedicate more than 3 hours a week or
  - Giving support to a team of volunteers
- Dedicate financial and non-financial resources to supporting initiatives
- Monitor the performance of the action plan

\_\_\_\_\_  
Ceryl Murphy  
Chief Executive  
National Transport Authority

\_\_\_\_\_  
Name  
Chief Executive  
Organisation

smarter travel  workplaces   
Udarás Náisiúnta Iompair  
National Transport Authority  
For more information see [www.transportireland.ie](http://www.transportireland.ie)



# Benefits of STW Package

## Resources include:

- Experienced Facilitator
- Travel survey & analysis
- Action Plan based on survey
- Roadshows & promotional materials
- Partner Seminars & Network
- Walking & Cycling Challenges
- Carsharing.ie
- Accessibility maps/ home location mapping



# Why do we use these tools of engagement?

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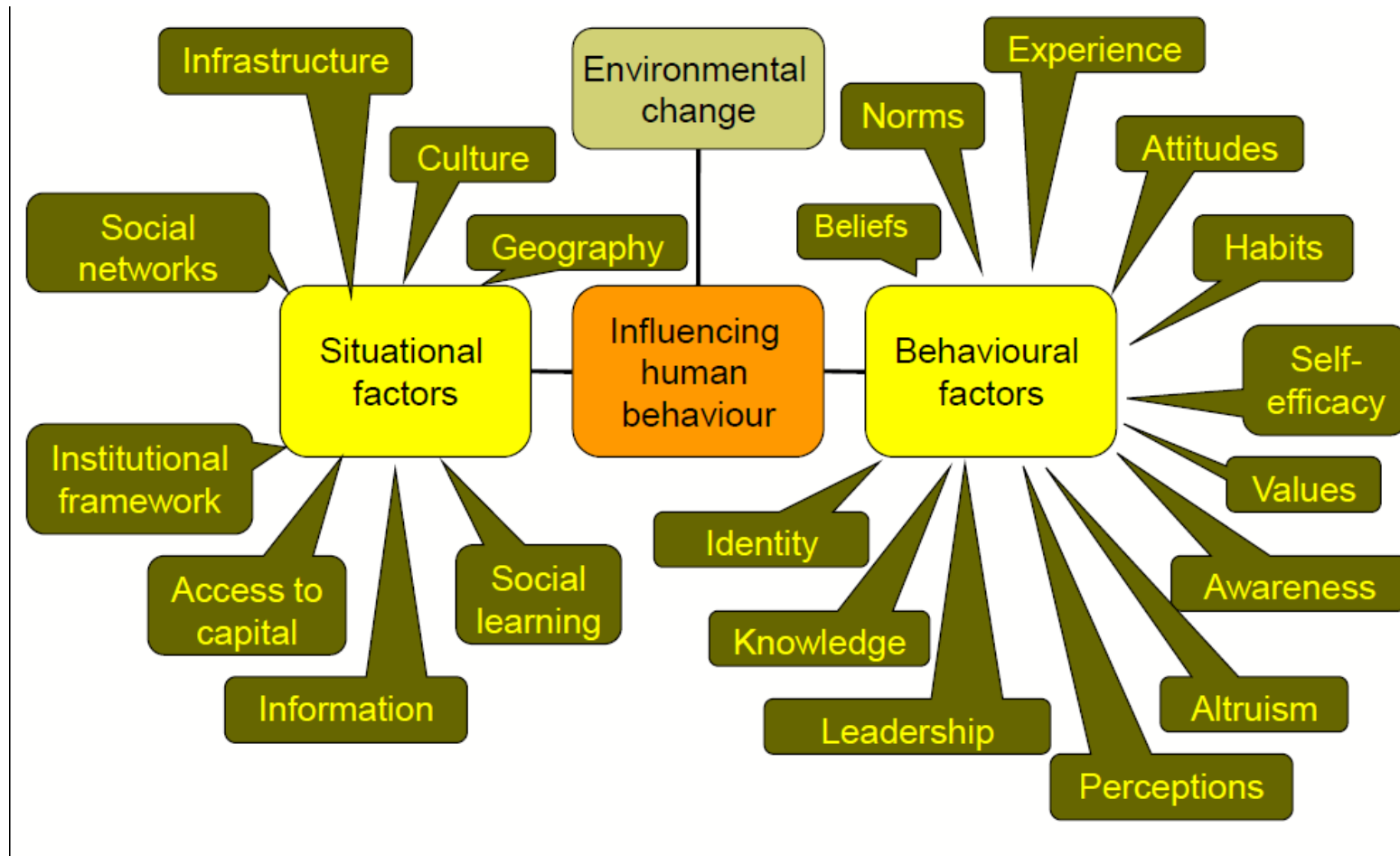
# Workplace Travel Plans

Encourage & Facilitate people to

- Swap the car for another mode
- Change their habits
- Change their patterns of travel

## Change behaviour

# Many Factors Affect Human Behaviour



# Knowledge to Action?

## BBC study on cancer

- >60% - govt has provided enough clear advice on ways to change diet/ lifestyle to reduce risk of cancer
- Two thirds did not change their diet or lifestyle to reduce the risk
- Can happen with any public awareness campaign



# Behavioural Change

Can only take place  
in the context of  
an enabling or  
supportive  
environment



# Changing behaviour – knowledge, skills, habits

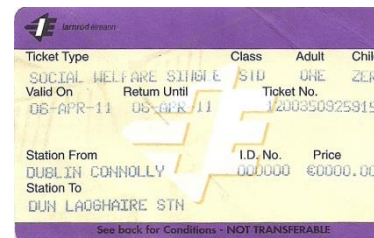


Bus Éireann  
www.buseireann.ie

**CORK - MIDDLETON - WHITEGATE - TRABOLGAN 241**

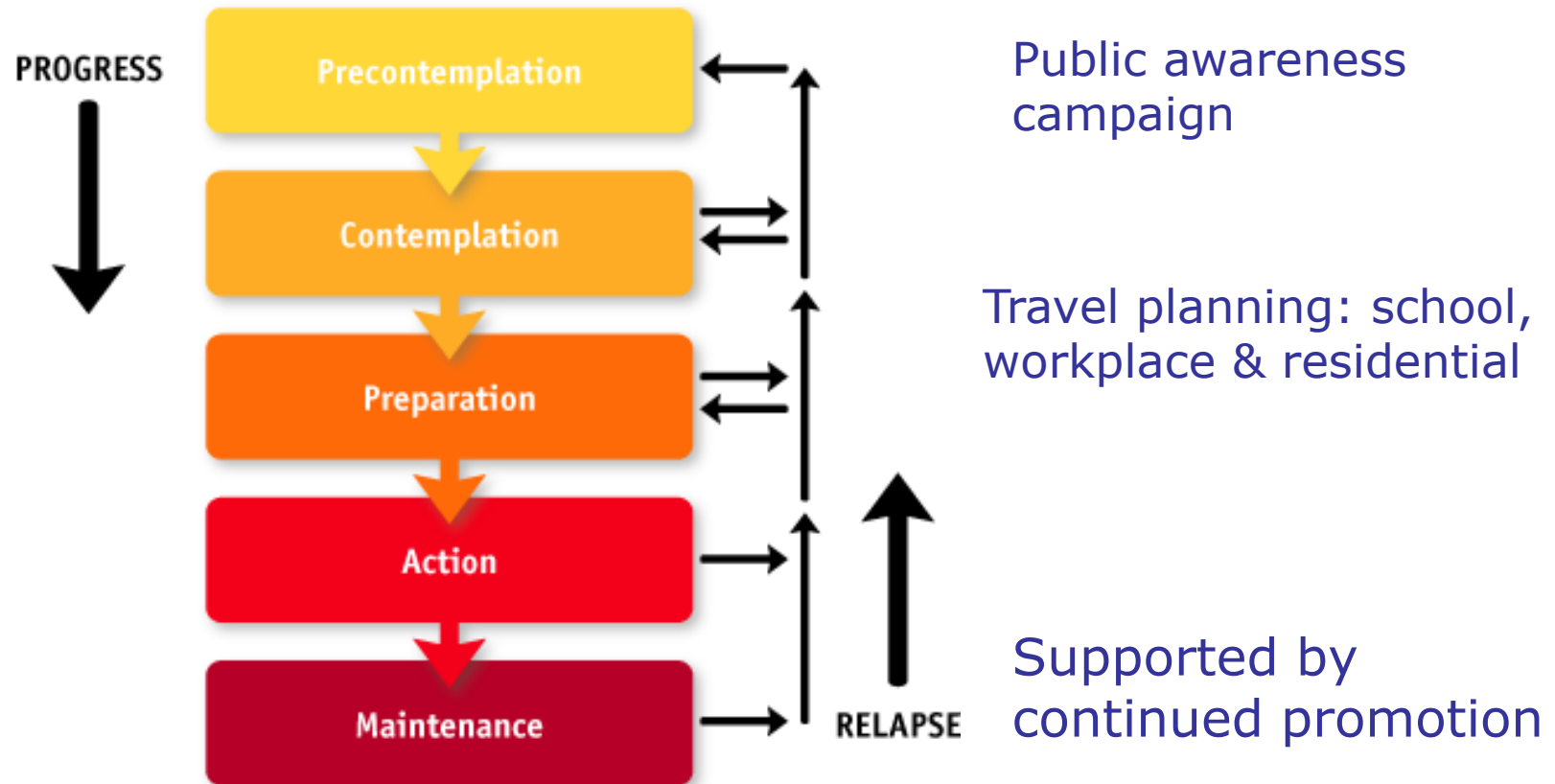
SERVICE NUMBER	MONDAY TO FRIDAY					SATURDAY	
	241	241	241	241	241	241	241
	M		SCH	B		A	C
Cork (Parnell Place)	dep. 0815	0830	1405	1515	1800	0800	1720
Carrigrohilly	0830	1430	1537	1820	0810	1755	
Ballincorney			1540				
Middleton	0840	1030	1440	1445	1805	0820	1805
Middleton Convent				1805	1805		
Ballincorney		1004		1810	1840		
Ballincorney (Main Road)	0900	11	1450	1810	1840		
Swan	0905	1011	1457	1813	1846	18	1845
Henrietta	0910	1018	1507	1818	1854	1845	1820
Upper Rhylands		1020		1820	1828	1855	1830
Whitegate	0910	1020	1514	1820	1833	1900	
Trabolgan Village	0915		1514	1820			1830

M = Operates Cork to Middleton  
B = Via Ballincorney  
SCH = Operates during School terms only  
C = Via Clonsilla





# Model of Behaviour Change



**Self- efficacy** – if I don't think I can do something, I probably won't  
**Reciprocity**  
**Little yeses to big yeses!**



# Awareness => Action?

The Workplace is a very significant ***node of influence***

*What messages does your workplace send?*

# What is the priority?



## Workplaces can...

- Create norms! *e.g. quality of entrances, facilities, cycle parking*
- Create the Community culture/ support essential for behavioural change!

# Tools & actions are designed to...

- Get commitment – good intentions turn to action
- Identify benefits & barriers – devise strategies to overcome barriers & capitalise on benefits
- Create social norms – building community support
- Social diffusion/ speedier adoption
- Provide prompts & incentives
- Communicate

**Why?!**

# Because it works!



Principals of  
Community Based  
Social Marketing

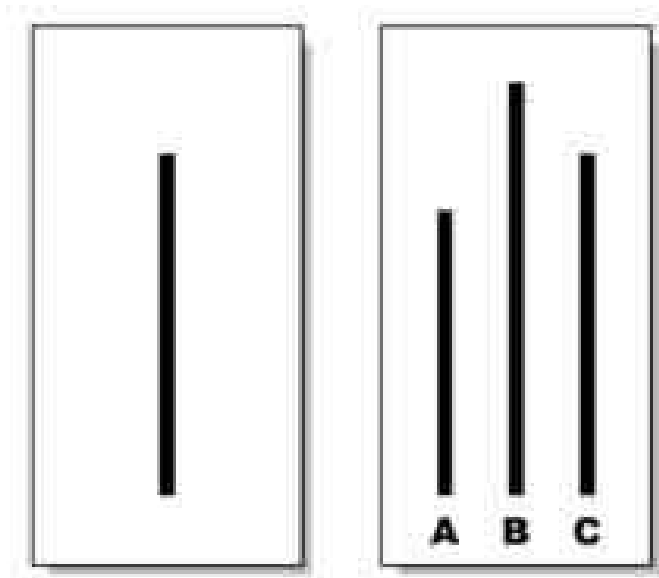
# The Herd

- Think of ourselves as individuals
- But we are heavily influenced by 'the herd' around us
- Influence of me on you, your friend on you, your neighbour on their workmate
- **People** influence!



# Asch Conformity Experiment

Which line is the same as the one on the left?



Over 12 trials, about 75% of participants conformed at least once. Only 25% never conformed.

## Why?

- To fit in – ‘normative’ influence
- Believed the group is better informed than they are – ‘informational’ influence

# Norms

## Critical Mass – London Recycling



# Norms - Saving water – University of California

Sign saying:

Conserve water: 1. Wet down. 2.  
Water off. 3. Soap. 4. Rinse

6% compliance, 93% awareness



- Put compliant stooge in the shower –  
**49% compliance!**
- Two stooges – **67% compliance!**

# Opportunities

Workplace travel plans can reduce car use by **between 10%-24%**

## **STW Partners:**

19% average SOV reduction;

Cycling – average over 130% increase!

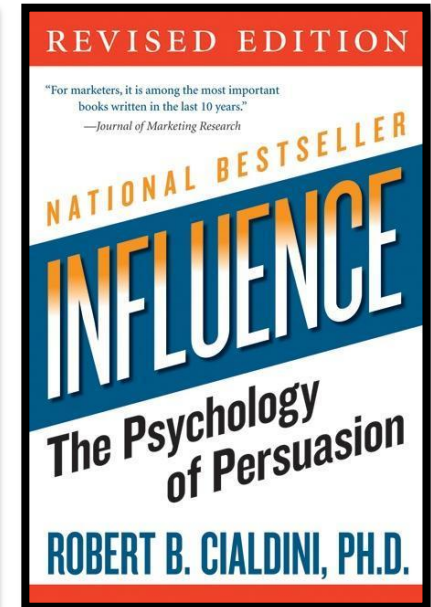
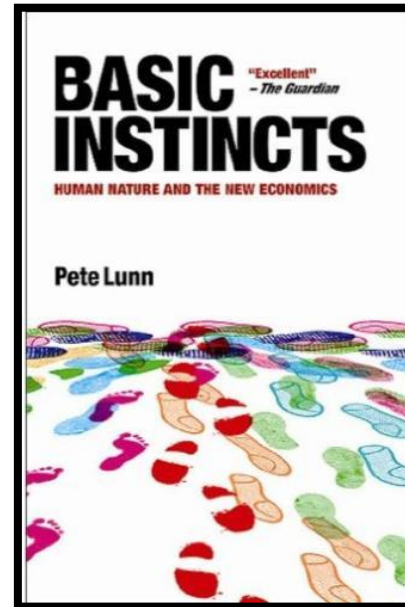
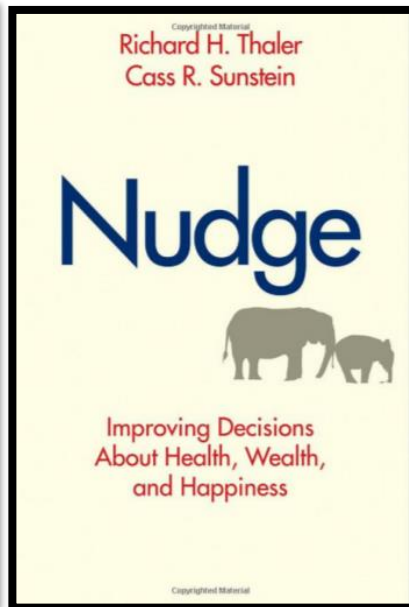
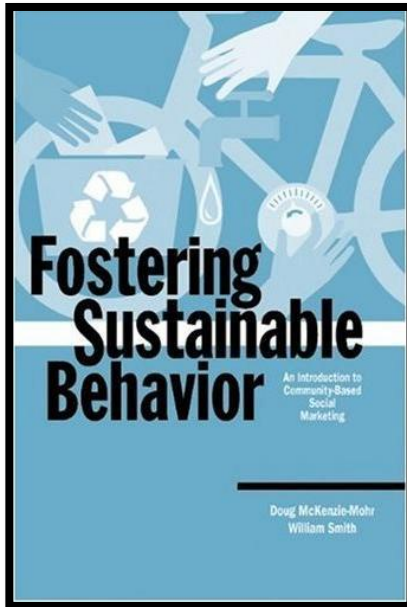


# Benefits

- Better access
- Cost savings
- Land released for development
- Enhanced wellbeing
- Sustainability profile



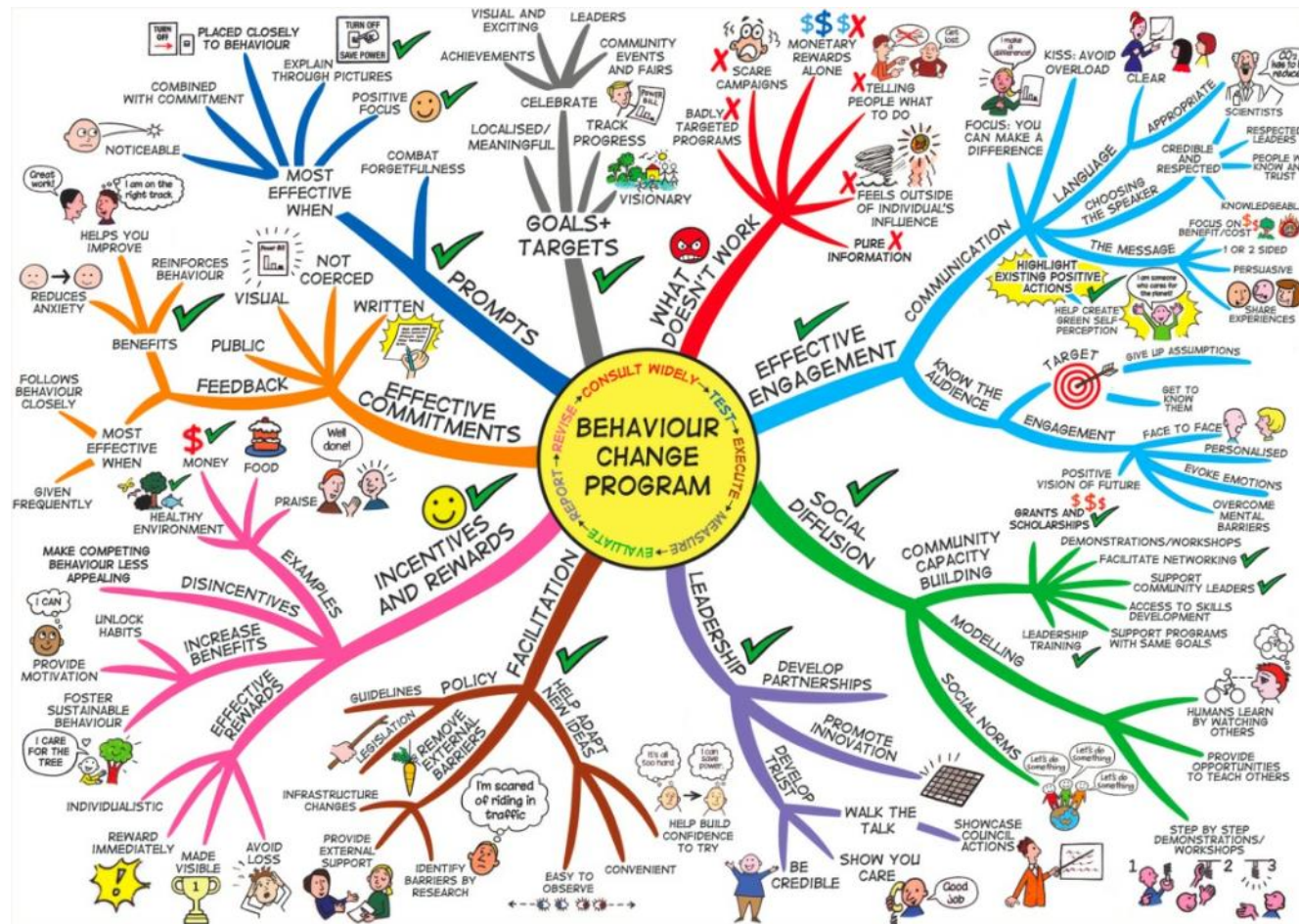
# Further Reading



- <http://www.cbsm.com>
- MINDSPACE: Influencing Behaviour Through Public Policy. Dolan, P. et al, (2010) MINDSPACE: Influencing Behaviour Through Public Policy, Institute for Government, London, UK.



# All in one page!



More information, resources and  
downloads available from:

[www.smartertravelworkplaces.ie](http://www.smartertravelworkplaces.ie)

Thank you!

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