

# COMMUNICATING THE MESSAGE



**LET'S  
GO**



## WORKPLACE **TRAVEL PLAN**

Communicating and engaging staff



LET'S GO

# WORKPLACE TRAVEL PLAN

## Communicating and engaging staff

### Messages for your workplace travel plan

We are making a commitment to reduce the number of car journeys that come to and from our offices every day. We are looking at ways that we currently travel to and from the office and looking at ways that we can encourage each other to use more active forms of transport such as cycling, walking and bussing.

We are doing this for a number of reasons:

- Petrol is now over \$2 per litre so there is potential for cost saving for you and the organisation.
- Opportunity to build exercise into your busy working day, encouraging healthy activity.
- To reduce our organisation's environmental footprint and to encourage you to look at your family's.

### Introduction for your workplace travel survey

We want your involvement! If you can please complete the survey so that your suggestions for ways to improve travel choices to our site can be investigated and we can make plans for travel improvements. (Include a prize draw for completing the survey that is not cycle/walking orientated so that you get a wide response from staff)

### Incentive ideas for your workplace travel plan

- Competitions for the department that has the most people not in a vehicle en route to work or arrive to work with three or more people in one car.
- Dedicated car parks outside the building for those that ride share.
- Development and investment into infrastructure such as bike storage facilities, lockers & showers.
- Umbrellas and wet weather gear made available for staff.
- No parking days.
- Interest free loans to purchase bicycles.
- Subsidies for walking shoes and bicycles.
- Discount vouchers for bicycle or walking gear.
- For every day that an employee uses active transport or ride shares to work they will receive \$1 towards a voucher for riding/walking gear.
- One week vouchers for the bus / discounted tickets for the bus.
- Funky merchandise for those that walk/cycle/bus to work.
- Breakfast first Wednesday of the month for all those that don't come as a sole passenger in a car.
- Guaranteed ride home.

HOW IT  
ALL WORKS



## WORKPLACE TRAVEL PLAN

The workplace travel plan process



## The workplace travel plan process

### Initiate

#### Step one

- Get a team together that is a representative of the workplace.
- Identify a key influential person to champion the travel plan.
- Seek senior management commitment.
- Identify a key person to coordinate the process.

#### Step two – staff engagement

For your travel plan to be successful you need to understand what is currently happening, what staff think about how they currently travel to work and ask them how to improve transport options to and from the workplace. The Let's Go team can assist you with online surveys and travel reports.

Complete a site audit, what facilities do you have to support walking and cycling?

### Activate

#### Step three – objectives and scope

Once you have the data from your survey you can develop some key objectives, identify actions that can be taken and pull together a plan. It can help to write down your aims, objectives, targets, planned actions and budget requirements. For some organisations you will need a written plan for senior management sign off.

#### Step four – implementation

This is the true action stage where you bring the plan to fruition. Ensure that you communicate with all staff what you are doing and why. Don't forget to tell the media and your customers as well.

### Evaluate

#### Step five – evolution

Now that the travel plan is in action you need to take regular evaluations to monitor what is happening, what has worked well and perhaps not so well. How is staff travel changing (organise quarterly spot counts), what savings are being made, are staff more engaged?

Fit the travel plan into your organisation's long term strategy. You will need to demonstrate the successes (and the failures) of your plan. Continue annual surveys to benchmark the transport usage of the organisation, look at annual sickness data and staff retention, is the travel plan having an impact on the bottom line with a reduction in the use of fleet vehicle? What else can you do to keep the momentum going? What other workplaces near by can you work with to further reduce your car usage?

# OVERCOMING 'BARRIERS'



## WORKPLACE | TRAVEL PLAN

Potential barriers to active and shared travel and tools to overcome them.



## Potential barriers to active and shared travel and tools to overcome them.

### **I would cycle except I don't feel safe on the roads**

Provide maps showing routes to and from your workplace which keep cycles off the main roads as much as possible. Whanganui District Council has done a lot of work on infrastructure and improved signage to make cycling on our roads safer.

Provide cycle skills training and high visibility cycle wear for staff so that they have increased confidence on the roads.

### **I don't trust the weather**

Provide a daily weather report to staff. Ensure there are umbrellas and wet weather gear available for those who are heading out to meetings.

### **I need my car at lunch time to go to the shops**

Look at providing a fleet vehicle to take people to the city centre at key times around lunch time. Or is there the potential for staff to share vehicles for this purpose?

### **I drive a work vehicle and have to take it home at night**

What is the potential to provide secure overnight parking for work vehicles – will this save your workplace money? Alternatively is it possible for those that have to take work vehicle's home to pick up other colleagues en route to work.

### **I would cycle/walk but I need somewhere to store my clothes and freshen up before I start work.**

What are the chances of installing a couple of showers and storage facilities at your workplace? Or is there a workplace near by who has facilities that your staff can use. Where is the nearest gym? Are you able to develop a relationship with them?

### **I live too far out from town so cycling and walking won't work for me.**

Is there a possibility to drive to a certain point and then cycle? Ride sharing is another great option.

### **The bus schedule doesn't support my work schedule.**

Look at providing flexi hours – it may not work with all roles but will for some. Talk with the Let's Go Travel Planner and we can look at times and demand and discuss it with the bus company.

### **I'm too lazy**

You won't get everyone on board, but perhaps once they see that many other people are travelling to work using different means and the camaraderie around this they may give it a try.

### **I have a bike and think about it but just don't have time in the mornings**

Fantastic, this person is almost there it's just a matter of convincing them to trial it one morning a week to start.

### **I like the flexibility of having my car at work so I can leave earlier or do errands on the way home.**

For many people the idea of leaving their car's at home is quite challenging. What you can do is encourage them to trial it one day a week for a month, and see how that goes with encouragement and incentives for them to increase it by a day when they are ready.

THE MANY  
BENEFITS!



## WORKPLACE TRAVEL PLAN

Benefits of a workplace  
travel plan



## Benefits of a workplace travel plan

### **Happier and healthier employees who are more productive**

An active workforce is a healthier and less stressed workforce, who may be more motivated with less absenteeism.

Travel plans can be used as a recruitment tool as well as helping to retain staff by providing wider travel choices and by offering potential cost savings for staff in terms of their travel arrangements. It promotes equal opportunities at the workplace by providing travel perks which are available throughout the organisation, rather than incentives for a few, and by supporting those staff without access to a car.

### **Cost savings for organisations that provide car parks or utilise fleet vehicles**

Fuel cost is a major element of the total fleet operating costs. Efficient use of transport will improve business effectiveness and profitability. Moreover, these benefits are likely to increase given rising fuel prices. Other cost reductions may include reduced accident and insurance costs from less driving, and savings from having to provide and maintain less car parking.

### **A greater sense of community within neighbouring businesses and local residents**

Relationships with local communities and neighbouring businesses can be improved by easing traffic pressure and by using shared pathways.

### **Being a responsible organisation**

Showing a commitment to improving the global and local environment, and backing this up with real actions, can help an organisation be seen as a responsible contributor to the community.

### **What Whanganui District Council will provide**

Support from the Let's Go Travel Planner every step of the way in the development and implementation of your travel plan.

Provision of an online staff survey that asks staff how they currently travel to work and what would encourage them to consider more sustainable travel options.

Travel report from the online survey and site audit.

Potential financial support with infrastructure and incentive schemes.

Improved public infrastructure for safer/easier walking, cycling and bussing.

Links to cycle training programmes.

Networking opportunities with other businesses that are implementing similar plans.

Possible joint promotion opportunities.

The Let's Go Website, with regular challenges, carbon counts and much more.