

WELCOME TO THE ECO ACTIVE WORKPLACE TRAVEL PLAN TOOLKIT



The States of Jersey Sustainable Transport Policy suggests that the overall target is a 15% reduction in peak hour traffic by 2015 starting from a 2010 baseline.

Workplace Travel Plans (WTP) aim to achieve this modal shift through a set of mechanisms and initiatives to encourage and promote sustainable modes of staff and public travel behaviour such as walking, cycling, public transport and car sharing.

This document provides a ready-made framework for organisations to create your own tailor-made Workplace Travel Plans.

The eco active business network exists to support businesses in making continuous improvements in their environmental performance such as encouraging more sustainable travel. To find out more visit www.gov.je/ecoactivebusiness

What is a Travel Plan?

A Travel Plan, also referred to as a Mobility Management Plan, is a package of measures produced by employers to encourage staff to use alternatives to single occupancy car-use. Travel Plans are the recommended way forward to widen travel choice and to encourage walking, cycling and public transport trips and to reduce reliance on the car. Travel Plans are generally applied in workplaces, schools, and new residential or business developments as either part of the development control process or sustainability agenda of the organisation.

The WTP aims through a set of mechanisms, targets, and initiatives, to incorporate sustainable transport into the organisation. It is essential that the WTP has senior management buy-in, is informed by staff, owned by staff, and is a fluid document that evolves over time. The following websites might be useful for developing your workplace travel plan.

<http://www.sustrans.org.uk>

Why produce a Travel Plan?

The development of a Workplace Travel Plan offers significant benefits to:

The Individual – through expanded options, improved health, reduced stress, and potential savings in travel expenses. Most alternatives to car use involve some level of exercise which lead to a healthier workforce, possibly leading to a healthier more motivated staff and reduced rate in illness and absence from work.

People who are regularly physically active reduce their risk of developing major chronic diseases such as coronary heart disease, stroke, type 2 diabetes and obesity by up to 50%, and reduce the risk of premature death by about 20-30%. In order to achieve general health benefits, adults should carry out a total of at least 30 minutes a day of at least moderate intensity activity on a minimum of 5 days of the week. In 2009, 55% of adults in Jersey did not meet this recommended level. An environment is needed that supports cycling and walking to encourage people to be active as part of their daily routine.



Your Organisation – through a healthier, more motivated staff, reduced congestion and improved access for staff, visitors and neighbours. Those employees who are able to use public transport rather than drive by car will spend less time in queuing traffic and be able to use time more productively.

The Environment - through improved local air quality with less noise, dirt and fumes as well as reducing the impact of other national and global environmental problems such as photochemical smog and global warming.

OBJECTIVES

The objectives of the Workplace Travel Plan are outlined below:-

- 1) To reduce the overall number of single occupant vehicle trips for journeys to work and business travel. Target is 20% reduction by 2015.
- 2) To encourage the use of public transport, walking and cycling for journeys to work and business travel.
- 3) To increase car sharing among staff.
- 4) To provide information and have resources readily available to increase awareness and continue education on sustainable modes of travel for both staff and the community.

PROCESS AND CONTENTS

1) Site assessment template pp. 3-4

Carrying out a thorough site assessment will highlight any issues which you are likely to come across during the process of creating your workplace travel plan and prepare you to overcome these barriers. Include pictures where applicable.

2) 5 minute staff travel survey template pp. 5-7

A staff travel survey will help you to gain an understanding of existing staff travel behaviour, what factors (real or perceived) influence staff mode choice and what alternative travel options may appeal to staff. The survey can be distributed in paper or email form.

3) Workplace travel focus group questions and guidance p. 8

To highlight issues and barriers in creating your Work Place Travel Plan it is advisable to run a focus group meeting. This will stimulate discussion and gain participation in the aims of the Travel Plan.

4) Workplace Travel Plan - action template pp. 9-12

There are several travel actions which are appropriate to most office based types of business. These are detailed for you in the first part of the Work Travel Action Plan template. There are several empty boxes to allow you to add actions appropriate to your business which have come out of your staff consultation and site assessment.

5) Contacts p. 12

SITE ASSESSMENT TEMPLATE



<i>Name of site</i>	
<i>Date of visit</i>	
<i>Name of Contact and contact details</i>	
<i>Brief description of activities on site</i>	
<i>How many staff come onto site each day?</i>	
<i>How many start out from home or different site location?</i>	
<i>How many staff work shifts / part time / full time?</i>	
<i>How many staff work flexi time? Or fixed start finish times</i>	
<i>How many staff have email access?</i>	
<i>Is there a staff canteen?</i>	
<i>How big is the car park?</i>	
<i>Is it over-full and if so where do people park?</i>	
<i>Lease / pool cars policy – how many are there? Use policy? Booking etc</i>	
<i>Interest in pool bikes / E bikes?</i>	
<i>How is on-site parking controlled?</i>	
<i>Is there traffic congestion on and around the site?</i>	
<i>How safe and pleasant is it to walk or cycle to the site – are there any obvious obstacles such as complicated junctions that might be improved?</i>	
<i>Are walking routes and cycle routes on the site itself safe and pleasant?</i>	



<i>Is there sheltered, well-lit, secure and conveniently placed cycle parking? If so, is it well used and is there enough of it?</i>	
<i>Are there showers, storage lockers and drying facilities for cyclists?</i>	
<i>Does the site have video or phone conferencing facilities?</i>	
<i>What are the local bus services? Just as important, do waiting areas and routes to them feel safe and clean, and are up-to-date timetables displayed?</i>	
<i>Could a rear entrance reduce walking times?</i>	
<i>Do the directors have reserved parking spaces outside the front entrance?</i>	
COMMENTS	



WORKPLACE TRAVEL 5-MINUTE SURVEY

Thank you for completing this questionnaire. It will allow us to develop a travel plan to make sure all staff have choices about how they can travel to and from work.

The survey is anonymous. If you would like to take part in a follow-up discussion, please let your manager know.

If you have any questions, or any additional comments, please send them to

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HOW YOU TRAVEL AND JOURNEY DETAILS

1. What is your home postcode?	
2. What is your usual place / department of work? Please tick	

3. How do you travel to and from work during a typical week?
If your journey uses more than one type of transport, please just tick the main one that you use for the longest part of the journey.

Bus	
Cycle	
Private car (as driver, no passengers)	
Private car (as the driver, with passengers)	
Private car (as a passenger)	
Walk	
Motorbike or scooter	
Other, please specify	

4. Does your journey to or from work include:
a. A school drop off or pick up? YES/NO
If yes, please provide details, e.g. which schools, how many people and method of travel

b. Any other drop off or pick up? YES/NO
If yes, please provide details e.g. another work place, how many people and method of travel

c. Non-stop direct trip YES/NO

5. How far do you travel to work? (Please tick)

Up to 1 mile	
Over 1 mile and up to 2 miles	
Over 2 miles and up to 5 miles	
Over 5 miles	

6. What time do you normally arrive at work?

summer _____ winter _____



Start time of shifts (if appropriate) _____

7. What time do you normally leave work?

summer _____ winter _____

Finish time of shifts (if appropriate) _____

8. What is your typical travel time (in minutes) to and from work, door to door?

a. To Work _____

b. From Work _____

Would you like to add any comments?

PERSONAL TRANSPORT OPTIONS

9. Why do you normally travel to work the way you do? (please tick one or more)

a. No alternative	
b. No public transport nearby	
c. Cheapest way	
d. Quickest way	
e. Gives me flexibility	
f. Reliable	
g. Health reasons	
h. Need car / van for my work in the day	
i. Other – please specify	

10. If you drive to work on your own, would you be willing to try more environmentally-friendly options such as walking, cycling, public transport or car sharing some of the time? YES/NO

11. Is there anything which makes it difficult for you to use these more environmentally-friendly options? YES/NO

If yes, please give details:

12. Which of the following changes would encourage you to walk or cycle to work? Please tick no more than three.

a. Drying rooms, ironing board & lockers at work	
b. Showers and changing rooms	
c. Secure, weatherproof bike parking	
d. A safety course to practise cycling	
e. Another cyclist to show you a good cycling route to work	
f. Creation of new site entrance to make your route more convenient – if so, please give location:	
g. Other – please specify	



13. Which of the following changes would most encourage you to use bus transport to or from work? Please tick no more than three.

a. Better bus waiting facilities	
b. Readily available up-to-date easy-to-use bus timetables	
c. Existing public transport services re-timed to better fit your work hours – if so, please specify bus service	
d. Additional bus route – if so, please specify location	
e. Other – please specify	

14. Which of the following changes would most encourage you to car share to and from work? Please tick no more than three.

a. A car share service to help you find a partner	
b. Guaranteed ride home if let down by the car driver	
c. Reserved car parking in a prime spot for car sharers	
d. Other – please specify	

15. Would it be possible for you to work from home? YES/NO

16. If you drive to work, where do you usually park? (Please tick)

a. Free parking at worksite	
b. Paid parking in nearby street	
c. Paid parking in car park	
d. None of the above	

17. Do you have access to a pool vehicle at work? YES/NO

18. Would you like to add any further comments?

OTHER DETAILS

1. Gender: MALE/FEMALE

2. Age:

- a. 24 or under
- b. 25 – 34
- c. 35 – 39
- d. 40 – 44
- e. 45 – 54
- f. 55 – 59
- g. 60 – 64
- h. 65+

3. Do you have a disability that affects your choice of transport? YES/NO
If you are happy to share the information with us, please give details

Thank you for completing the questionnaire. Please return it before
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WORKPLACE TRAVEL FOCUS GROUPS

To highlight issues and barriers in creating your Work Place Travel Plan it is advisable to run a focus group meeting. This meeting should last no longer than one hour to ensure that participants remain focussed on the topic. Providing a working lunch can offer an incentive and a thank you for staff participation.

Focus Group discussions will vary according to different groups of participants, issues and locations. However the following standard set up questions can be used to stimulate these discussions. A set of ground rules should be agreed prior to the commencement of the focus group. Minutes should be taken and written up as an informal report.

The standard questions are listed below:

Standard introduction to set the context for the discussion.

Why are we doing a Travel Plan?

*This discussion should relate to how you travel to and from work at **this site** – on an average day.*

- 1) What is your current travel behaviour? Settling question, emphasise not here to 'point the finger'.*
- 2) Are you happy with your travel behaviour? Would you like to change it?*
- 3) Are there alternatives to the car? Explore car share, cycle, walk, bus, flexible working.*
- 4) What would help you change? Information, training, infrastructure, support, incentives.*
- 5) What would stop you from changing? Barriers – what are they – perceived or real.*
- 6) What is in it for me? Perceptions – benefits, health, financial*
- 7) Where should we go from here? Next steps.*

WORKPLACE TRAVEL ACTION PLAN TEMPLATE



Action	When	Responsibility	Target audience	Date completed
Identify a designated “internal champion” who will hold responsibility for implementing the actions of the WTP, and promoting sustainable transport within and across the company.	<i>Immediate</i>		Staff	
Promote the Travel Plan and associated initiatives through internal and external avenues.	<i>Short term</i>		Staff & Community	
Produce a site access and time-zones map to show safe walking and cycling routes to the site, time to walk/cycle from key areas and nearby public transport facilities. Distribute to staff in a ‘Staff Travel Pack’ and a notice board at each site which includes information on the location of cycle parking, lockers and the health and financial benefits of sustainable commuting.	<i>Short term</i>		Staff & Visitors Applicable within the wider community	
Promote Green Travel to Work Days by encouraging staff to travel by alternative means.	<i>Short term</i>		Staff	
Investigate possibility of establishing a Staff Bicycle Fleet. Develop a training programme to build confidence with new bike users.	<i>Medium</i>		Staff	



<p>Review existing car use for business journeys to see if there can be a reduction in pool vehicles.</p> <p>Where appropriate, as vehicles are updated choose smaller more fuel efficient vehicles eg. Diesel and Hybrid models, E bikes.</p>	<i>Medium</i>		Staff	
<p>Encourage staff to identify which meetings could be feasibly replaced by a teleconference instead.</p>	<i>Short term</i>		Staff & visitors	
<p>Provide umbrellas at reception.</p>	<i>Short term</i>		Staff & visitors	
<p>Review the location and number of lockers provided for staff use and supply additional lockers as demand increases. Provide relevant information and locations to staff at induction.</p>	<i>Medium</i>		Staff	
<p>Establish an internal Bicycle Users Group (BUG) of people who want to work together to improve facilities for cyclists and encourage cycling e.g. mileage allowance</p>	<i>Short term</i>		Staff	
<p>Ensure cycle parking is clearly visible or provide signage to direct people (staff/visitors) to cycle bays.</p>	<i>Medium</i>		Staff & visitors	
<p>Supply a cycle toolkit at each site - this can consist of puncture repair equipment and a bike pump for staff to use in emergencies.</p>	<i>Short term</i>		Staff & visitors	

Investigate the option to allow staff to purchase both annual and monthly bus commuter tickets on a monthly basis.	<i>Medium</i>		Staff	
Consider introducing a rewards scheme for staff using sustainable travel solutions.	<i>Short term</i>		Staff	
Monitoring – Conduct annual surveys and keep records of the success/uptake of initiatives.	<i>Medium</i>			

Making Greener Travel Choices





<i>Action</i>	<i>When</i>	<i>Responsibility</i>	<i>Target audience</i>	<i>Date completed</i>

For Guidance and support for creating your workplace travel plan please contact:

Transport Policy
Department for Infrastructure
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tel. 01534 448293
www.gov.je/greenertravel