

WORKPLACE TRAVEL: A GUIDE TO DEVELOPING YOUR PLAN



Rethink your routine.

Explore your travel options
at transport.act.gov.au



ACT
Government



Transport
Canberra

WORKPLACE TRAVEL: A GUIDE TO DEVELOPING YOUR PLAN

Contents

Travel in Canberra	1
Why workplace travel is important	3
How to travel plan in your workplace	5
Developing your plan	6
Step 1 – plan and commit	7
Step 2 – gather and assess	8
Step 3 – set objectives and action	9
Step 4 – implement and engage.	15
Step 5 – evaluate and update	17

© Australian Capital Territory, Canberra 2022

This work is copyright. Apart from fair dealing for the purpose of private study, research, criticism or review as permitted under the Copyright Act 1968, no part may be reproduced by any process without written permission from the Director-General, Transport Canberra and City Services Directorate, ACT Government, GPO Box 158, Canberra ACT 2601. Telephone 02 6207 1923. Website www.transport.act.gov.au

Designed and typeset by Transport Canberra and City Services.

ACCESSIBILITY

The ACT Government is committed to making its information, services, events and venues as accessible as possible.

If you have difficulty reading a standard printed document and would like to receive this publication in an alternative format, such as large print, please phone Access Canberra on 13 22 81 or email the Transport Canberra and City Services Directorate at tccs.communications@act.gov.au

If English is not your first language and you require a translating and interpreting service, please phone 13 14 50.

If you are deaf, or have a speech or hearing impairment, and need the teletypewriter service, please phone 13 36 77 and ask for Access Canberra on 13 22 81.

For speak and listen users, please phone 1300 555 727 and ask for Access Canberra on 13 22 81.

For information on these services visit www.relayservice.com.au

We would like to thank the Council of the City of Gold Coast for allowing us to access and adapt their Workplace Travel Toolkit.



We acknowledge the Traditional Custodians of the ACT, the Ngunnawal people. We acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.

Supporting sustainable workplace travel

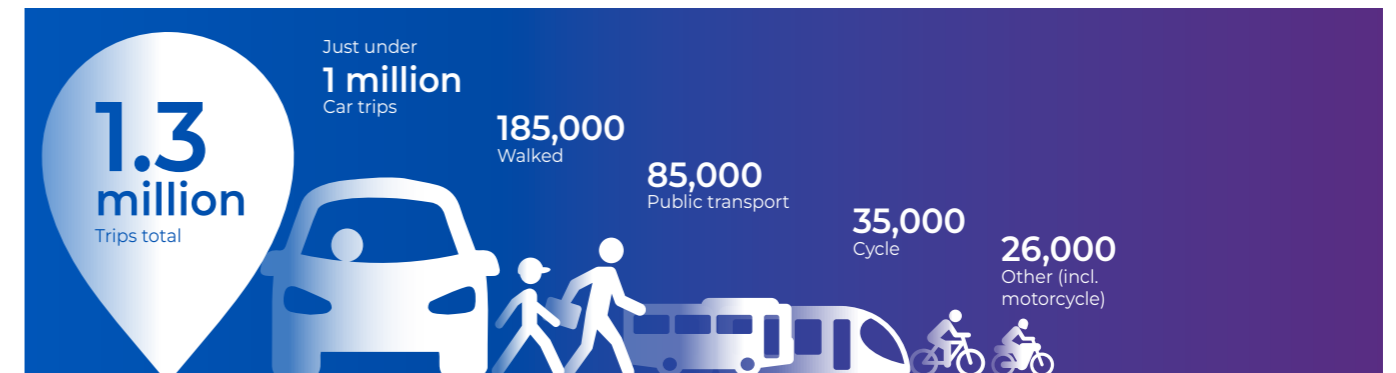
Travel in Canberra

Canberrans make over a million trips a day and the main way we travel is by car, either as a driver or passenger. But many people walk and use public transport and we have higher proportions of trips made by cycling compared to other Australian cities.

When we consider that Canberra has the highest level of cycling in Australia, we can be proud of our clean, green credentials. Nonetheless, looking to the future, if we are to manage the long-term growth in demand for travel in Canberra it is clear we have the opportunity to make better choices around how we travel.

The data below provides a snapshot of general trends of travel in Canberra.

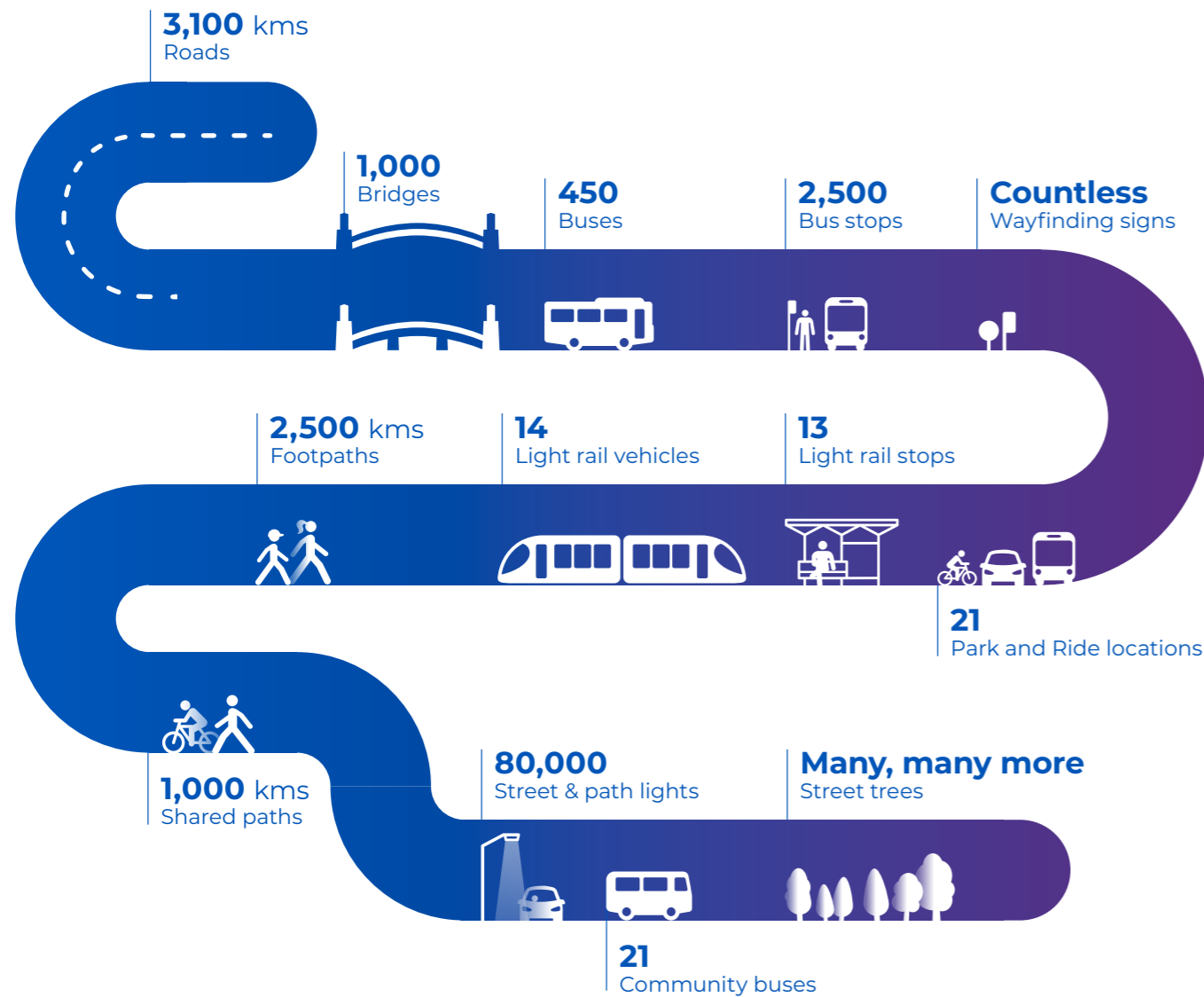
Every day we make...



We travel for...



Transport in Canberra: One network for many journeys



Source: ACT Transport Strategy 2020

“Walking, cycling and public transport will take priority in the ACT’s future transport planning and investment. At the centre of this is our city-wide integrated public transport network, combining light rail with rapid and suburban bus routes to make public transport a real alternative to the car. We are also stepping up our investment in footpaths, cycleways and infrastructure like Park and Ride facilities which support Canberrans to combine active travel with public transport.” ACT Infrastructure Plan

Why workplace travel is important

Building for the future

The ACT Government is building for Canberra’s future to ensure we remain one of the most liveable cities in the world for decades to come. Over the coming years the ACT Government will deliver on key infrastructure priorities in the city precinct which during construction phases will directly impact journeys and travel times to and from workplaces.

As Canberra’s population continues to grow at the same time as key infrastructure programs of work are delivered, including the raising of London Circuit to enable light rail to Woden, a change in how people travel to and from the city centre is needed to reduce traffic congestion and pressure on parking.

The promotion of sustainable travel such as using public transport, carpooling, and active travel options, coupled with flexible workplace practices, is essential during this period to reduce the impact of traffic congestion on our economy, lifestyle and environment.

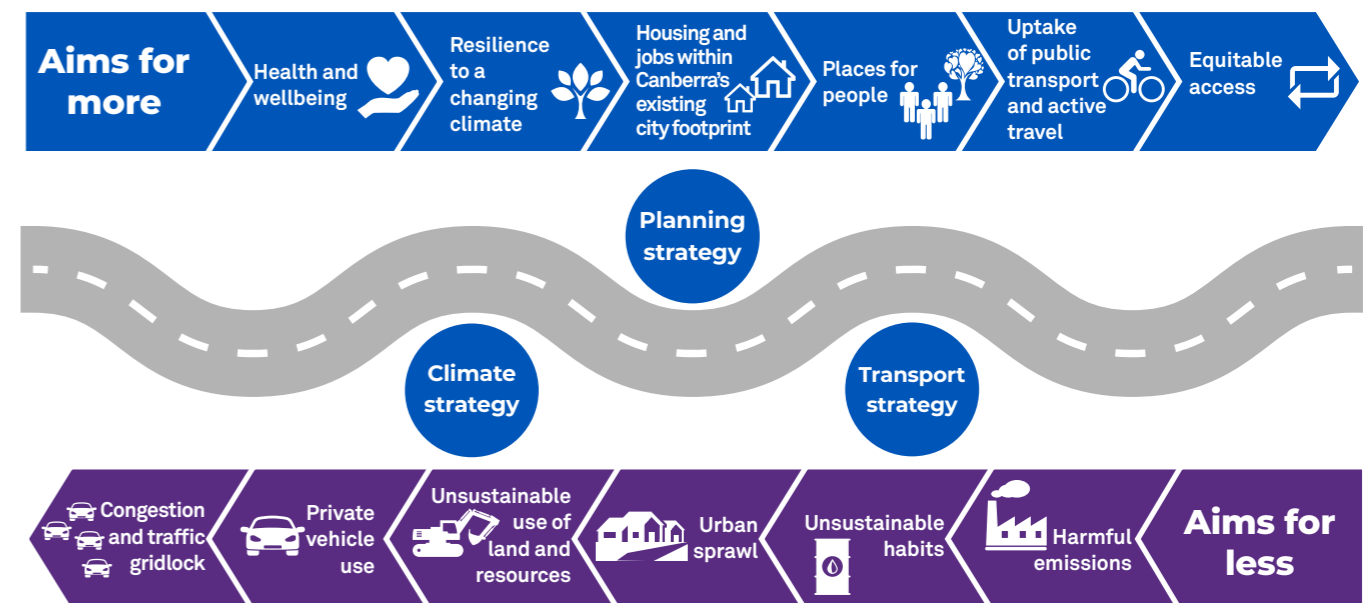
Walking, cycling, scooting and other forms of active travel are at the centre of our plans to make Canberra an even more liveable and sustainable city. Reducing reliance on private cars for work commutes is an important part of enhancing quality of life and our city’s unique character whilst also helping to reduce congestion and cut harmful emissions to support both the ACT Climate Change Strategy and the ACT Transport Strategy.

Workplace travel is a major opportunity for behavioural change to support new transport habits that will last into the future. It is also good for our health and strengthens community wellbeing.

The ACT Climate Strategy estimates that an additional 40-45% of car journeys need to shift to active travel and public transport by 2045 to achieve net zero emissions.

If more people choose alternative modes of travel for work trips, this will have a huge difference to achieving this target.

Objectives of the Climate, Planning and Transport Strategies



Benefits for employers

- A healthier workforce with fewer staff away due to sickness.
- Improves efficiency by adopting flexible working practices.
- Contributes towards achieving corporate sustainability goals.
- Increases workplace accessibility and safety with less onsite congestion.
- Reduces parking costs and creates more space for customer parking.

Benefits for employees

- Increases health and wellbeing through exercise.
- Improves work-life balance by reducing travel time through access to flexible working practices.

- Improves focus and productivity.
- Reduces costs associated with fuel, parking and vehicle maintenance costs.

Benefits for community

- Helps ease traffic congestion and can reduce commuting time.
- Contributes towards safer and quieter streets.
- Reduces parking overspill into residential roads.
- Lowers greenhouse gas emissions, helping reduce our carbon footprint.
- Creates an even more liveable and sustainable city with promotion of active travel options.



Did you know?

23% of Canberrans ride a bike during a typical week, much higher than the national average of 18%

We have over 1,000 kilometres of shared paths and 2,500 kilometres of footpaths

How to travel plan in your workplace

A workplace travel plan shows how you can plan, promote, adopt and support sustainable workplace travel options to encourage employees to rethink the way they travel to work. It aims to identify barriers to using alternative travel methods and identify opportunities to introduce measures to encourage workers to change how they get to and from work.

This toolkit provides resources to assist businesses prepare a workplace travel plan, including:

- a simple five-step guide to developing a travel plan
- surveys to help assess your workplace's, and your employees', readiness to consider and implement changes
- useful factsheets and templates to encourage carpooling, use of public transport and active travel.

How is the ACT Government supporting active travel?

To help people rethink their mode of travel and make the switch to include walking, cycling and scooting the ACT Government is prioritising projects and initiatives that provide safe and better connected active travel. This includes:

- improving our path network so people feel safer walking or riding and better separated from motor vehicle traffic
- progressively converting on-road cycle lanes on priority routes to safe separated cycleways
- progressively upgrading busy shared paths to separate walking and cycling modes and improve capacity on high volume community paths
- improving accessibility for children, older Canberrans and others with reduced mobility
- designing new and redeveloped estates with active travel in mind
- raising London Circuit to enable people to walk and cycle between the city and the lake
- progressively expanding the shared e-scooter scheme across Canberra
- conducting regular community education campaigns focused on the safety of vulnerable road users.



Developing your plan

This simple five-step guide has been developed to help workplaces develop their own travel plan.

Step 1 – plan and commit

- Consider benefits of sustainable travel for your workplace.
- Seek senior management commitment and staff support.
- Identify key stakeholders/partners.
- Consider budget and resources.

Step 2 – gather and assess

- Collect information about transport services and assess your workplace via an employer survey.
- Assess how staff travel to work and why via a staff survey.
- Consider which opportunities and barriers influence travel choices in your workplace.

Step 3 – set objectives and action

- Set objectives and targets.

- Identify alternate travel solutions.
- Choose which actions will have the greatest impact.
- Determine who is responsible for what.
- Develop your workplace travel plan.

Step 4 – implement and engage

- Promote the 4 Rs of sustainable travel – rethink, reduce, re-time and re-route.
- Engage and incentivise staff to change how they travel.
- Promote changes to travel behaviours and attitudes.

Step 5 – evaluate and update

- Gather information to refine actions and consider whether you need new actions and objectives. Ask:
 - what progress has been made?
 - what has or hasn't worked?
 - what else can be changed?
 - what new opportunities or challenges exist?
- Update your workplace travel plan.

A workplace travel plan can be self funding! Savings from reduced staff absences and increased productivity can support new initiatives such as education campaigns and training.



Step 1 – plan and commit

Purpose

- Consider benefits of sustainable travel for your workplace.
- Seek senior management commitment and staff support.
- Identify key stakeholders/partners.
- Consider budget and resources.

When developing your travel plan consider the following:

Management support

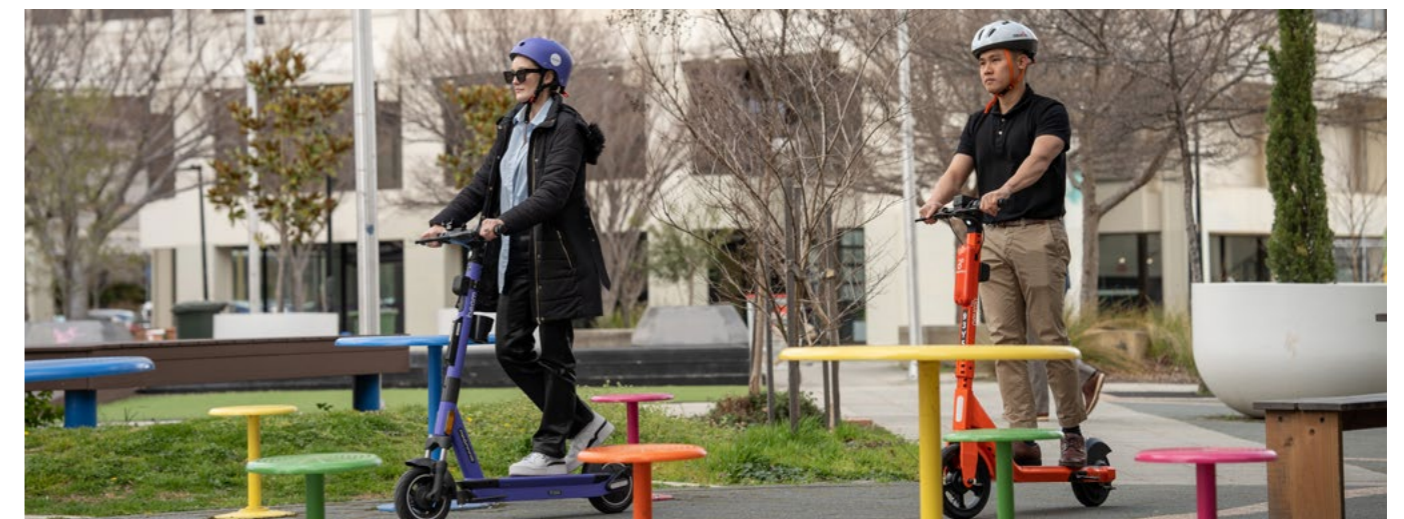
- Identify the benefits for your organisation (reduced staff absence through better health; contribute to sustainability targets; community leadership etc.).
- Upskill on sustainable travel infrastructure, initiatives, policies and/or incentives available in the ACT.
- Consider resourcing required and calculate potential cost savings and efficiencies to support initiatives.
- Present to senior management to gain support.
- Lead by example and actively demonstrate support.

Staff support

- Engage and communicate with staff about the workplace travel plan.
- Consider creating a steering committee to help develop, manage and promote your plan.

Develop project plan

1. Outline purpose, benefits and targets.
2. Determine who is responsible for what, and consider roles such as:



3. Identify key stakeholders to be engaged in the planning process. These could include:
 - board of directors/governing body
 - Chief Executive Officer/senior executives
 - human resources department
 - marketing and communications department
 - facilities management
 - employees
 - neighbouring businesses
 - ACT Government – Transport Canberra.
4. Consider key milestones of the plan, including:
 - introduction of the workplace travel plan
 - launch of initiative to staff
 - undertaking staff survey
 - implementing the plan
 - travel plan activities/events.
5. Consider budget and resources needed:
 - identify resources (e.g. time, people, budget)
 - calculate potential cost savings and efficiencies to support plan development and initiatives.

Step 2 – gather and assess

Purpose

- Collect information about transport services and assess your workplace via an employer survey.
- Assess how staff travel to work and why via a staff survey.
- Consider which opportunities and barriers influence travel choices in your workplace.

Employer travel survey

Assessing your company’s policies and procedures can help identify how they support or hinder your employees in making sustainable travel choices. Policies relating to working hours, parking space allocation and charges, fleet management, recruitment and induction procedures, childcare, and even dress codes can impact on travel choices.

Staff travel survey

The staff travel survey provides key information about staff travel behaviours such as why employees travel the way they do and what information/services they need to consider alternate modes. It also provides a baseline to monitor and evaluate the success of the workplace travel plan and helps raise staff awareness about the plan.

Staff focus groups

Staff focus groups can provide more in-depth feedback. Incentivise staff to participate with a free coffee and snacks and ask them a series of detailed questions about exploring barriers and opportunities, as well as travel plan objectives and what actions they think will or won’t help.

Mapping exercise – staff transport access

The data collated from the employer survey should be utilised to undertake a mapping exercise, by plotting staff home locations alongside public transport access, walking and cycling routes. This will allow you to see how your staff are spread across the ACT region and can help indicate different transport options that may be available to them. It can also identify clusters of staff in particular areas, helping shape what and where travel plan initiatives can be of most use, for example promotion of carpooling in a particular location.

Analysing survey information

Using the data and information gathered from the surveys, you will be able to form a picture of how your staff travel as well as underlying reasons for why they choose this mode. This will allow you to better understand what is needed to change attitudes and behaviours around sustainable travel.



Step 3 – set objectives and action

Purpose

- Set objectives and targets.
- Identify alternate travel solutions.
- Choose which actions will have the greatest impact.
- Determine who is responsible for what.
- Develop your travel plan.

Set objectives

It’s important to consider the objectives you want to achieve in your individual workplace and how you will

measure these via targets and performance indicators.

Objectives are the high-level aims that your workplace travel plan seeks to achieve (e.g. getting people out of their cars and adopting more sustainable travel choices).

Targets are the measurable goals or outcomes that allow you to track whether you are meeting your objectives.

Indicators are the elements that will be measured post-implementation to assess success.

Targets and indicators

Ensure targets are achievable and can be measured. To ensure you can measure your objectives, targets should be SMART: Specific, Measurable, Achievable, Realistic and Time based.









Healthier and more active workforce	<ul style="list-style-type: none"> • Increased staff walking, cycling and catching public transport. • Increased staff satisfaction at work. • Better work-life balance. • Reduced absence due to ill health. • Improved workplace culture and morale.
Business savings	<ul style="list-style-type: none"> • Reduced travel costs. • Reduced costs through office accommodation and parking. • Savings in work vehicle fleet requirements. • Reduced staff absence due to improved staff health and wellbeing.
Better access	<ul style="list-style-type: none"> • Improved access and better journey to the site for all users. • Increased awareness of travel options for staff and visitors. • Quicker, more comfortable or convenient journeys outside peak hour. • Better connections to public transport as well as walking and cycling routes. • Improved end-of-trip facilities.
Increased workplace productivity	<ul style="list-style-type: none"> • Improved staff productivity. • Staff retention and reduced turnover. • Increased car parking efficiency. • Reduced traffic leading to less time spent commuting.
Improved staff safety	<ul style="list-style-type: none"> • Improved staff safety while commuting. • Reduced workplace accidents and security incidents. • Reduced staff concerns about walking or cycling to work. • Reduced traffic on surrounding streets.
Greener environment	<ul style="list-style-type: none"> • Greater use of sustainable transport options. • More efficient land use.
Improved social responsibility	<ul style="list-style-type: none"> • Contributes to corporate culture. • Contributes to corporate social responsibility targets. • Reduced car dependency. • Reduced number of vehicles arriving at the site during peak hour. • Less traffic and parking on surrounding streets. • Reduced local area noise pollution. • Improved community perception of organisation.

Choose actions

Top sustainable travel decision tips

1. Consider incentives and disincentives to encourage staff to choose sustainable travel options – see below for further ideas.
2. Consider barriers and issues identified in surveys preventing staff from choosing sustainable options and focus on activities that will have the greatest impact for your workplace.
3. Be innovative and consider some small ‘quick wins’ such as:
 - promoting walking meetings or sustainable travel challenges

- offering umbrellas for staff to use to walk to a station or bus stop
 - offering a free coffee to staff who re-time their travel to work outside of peak hour.
4. Acknowledge behaviour change takes time and remember:
 - not everyone is ready to change at the same time
 - information alone is not likely to encourage change as emotions and interest must be activated to generate change
 - address the ‘what’s in it for me’ question to convince people to make changes
 - change is often temporary, so ongoing encouragement is required.

Easy 	Attractive 	Social 	Timely 
Walking is easy for short trips.	Walking and riding are low cost.	Are you part of the walking and cycling boom?	Autumn and Spring are ideal to start new habits.
Go door to door without parking hassles or traffic jams.	Clear your head before work/ school.	Most people walk and cycle all year round in Canberra.	New job? Moved house, try a new travel habit.
			

Workplace incentives checklist

DOING	CONSIDER	WORKPLACE INITIATIVES
INFRASTRUCTURE		
		Offer priority parking for carpool vehicles
		Consider priority or pre-booked parking spaces for staff who need access for off-site meetings
		Provide secure and convenient bicycle parking for staff
		Provide short-term bicycle parking (visitor space)
		Provide access to showers, lockers and/or change facilities
		Offer a bikeshare scheme access/membership
		Provide bicycle repair toolkits
		Shuttle from a major transit station or Park & Ride location
		Implement a car-share scheme plus dedicated vehicle parking for business and personal travel requirements
		Provide a company fleet pool
		Offer teleconferencing and other tools to conduct meetings remotely
POLICIES		
		Conduct sustainable travel information sessions
		Offer new recruits an orientation package that highlights sustainable travel options
		Provide a commuter concierge service to provide personalised travel planning for staff
		Offer staff access/time to attend cycling training and support
		Promote walking meetings to encourage active travel behaviours
		Provide company MyWay cards for local business trips. Consider providing MyWay cards for staff
FLEXIBLE WORKING POLICIES		
		Provide carpool solutions for offsite business meetings
		Offer flexible work hours
		Offer a compressed work week
		Provide access to technology, tools and apps so staff can work from home or remotely
		Schedule team meetings outside of peak periods to allow flexible work hours
		Provide a mileage reimbursement for staff who take public transport, cycle or walk to work
		Guarantee staff a ride home in the case of an emergency
		Offer a rideshare allowance for staff
		Limit employee parking, increase customer/visitor parking, prioritise carpool parks closer to workplace and/or charge premiums for peak-hour parking
		Support deliveries outside of peak times.

Canberrans are early adopters of emerging transport trends

- ACT was the first jurisdiction in Australia to legalise rideshare and welcome dockless bike share. We also legalised e-scooters and other personal mobility devices for private use on our paths.
- Our shared e-scooter scheme has proven very popular with over 2.1 million trips recorded in the first two operating areas of Belconnen and central Canberra between September 2020 and June 2022.
- The shared e-scooter scheme has gradually been expanded and can now be accessed across Canberra.
- E-scooters provide the community with more travel options and better connections to public transport ahead of traffic disruption associated with construction of major infrastructure projects in the city.

Factors influencing mode choice

TRAVEL TIME	COST	CONVENIENCE AND RELIABILITY	SAFETY	ACCESSIBILITY	COMFORT
How long will the complete trip take?	What is the most affordable option (perceived as real)?	Will the service be available when I need it, does it run on time, and how accessible is it?	Will I be safe, regardless of it being night or daytime?	Is it easy to navigate the system and transfer between modes?	Will I be exposed to the weather, will I have space to move, will I have to stand up?

Adapted from Brisbane City Council



Workplace barriers and opportunities

Below are some hints and tips to identify barriers and opportunities for sustainable travel in your workplace.

BARRIER	INITIATIVE / OPPORTUNITY
RELIANCE ON PRIVATE VEHICLES	
Need for a car at work	<ul style="list-style-type: none"> • Provide fleet vehicles. • Consider priority or pre-booked parking spaces for staff who need access for off-site meetings • Sign up for corporate accounts with car share companies to replace fleets. • For smaller businesses, pay for taxis/Ubbers or public transport trips. • Establish a bike-loan program that allows staff to borrow bikes for short trips.
Need car in case of emergency	<ul style="list-style-type: none"> • Implement a Guaranteed Ride Home Policy offering a ride home or to a child's school in the case of an emergency. Some companies provide taxi/Uber business account access.
Need to run errands	<ul style="list-style-type: none"> • Promote local retailers/services within walking distance – local businesses may also partner with you to provide incentives/discounts. • Allow flexible work hours provide more flexibility/time to accommodate errands. • Enable staff to receive deliveries to your workplace.
PUBLIC TRANSPORT	
Lack of awareness/ experience	<ul style="list-style-type: none"> • Promote Transport Canberra's public transport region guides and Journey Planner tool. • Promote nearby Park and Ride locations.
Service is perceived as too infrequent, slow or 'inflexible'	<ul style="list-style-type: none"> • Provide details of current services and access to information to staff • Liaise with Transport Canberra to determine best options for workplace travel • Formulate travel plan options and make available to staff • Promote Park & Ride as an alternative transport options
Perception public transport is less favourable than driving	<ul style="list-style-type: none"> • Make driving less convenient, by locating parking for single-occupancy vehicles further away or charging more for parking single-occupancy vehicle. • Give away prizes and incentives as rewards for participation in program events/activities. • Promote the hidden costs of private vehicle use (e.g. fuel, rego, insurance, cost of vehicle, maintenance.)
Safety concerns around using public transport use at night	<ul style="list-style-type: none"> • Offer a shuttle service to major transit hubs at night. • Extend the Guaranteed Ride Home Policy to staff working nights. • Consider partnering with a commercial rideshare provider to assist with supplementary safety shuttle arrangements at night.
ACTIVE TRANSPORT – WALKING OR CYCLING	
Lack of cycling infrastructure (e.g. bike lanes)	<ul style="list-style-type: none"> • Promote the use of the shared e-scooter scheme if operating in your area.
Lack of bike parking	<ul style="list-style-type: none"> • Install secure bike parking facilities for staff.
Lack of end-of-trip facilities at work	<ul style="list-style-type: none"> • Provide access to end-of-trip facilities for staff. • If unable to provide showering facilities, consider relaxing dress codes to support cycling and walking.

BARRIER INITIATIVE / OPPORTUNITY

Concerns about safety	<ul style="list-style-type: none"> • Encourage staff to report any road safety issues or concerns (such as poor lighting, path obstructions) using the Fix My Street tool. • Offer training in bike safety and riding confidence to alleviate safety concerns. • Make bike repair tools available on site.
Staff live too far from work	<ul style="list-style-type: none"> • Encourage carpool or set up a workplace carpool scheme. • Encourage park and park and ride locations. • Promote options such as e-bikes and bike sharing.
Lack of knowledge about bike maintenance	<ul style="list-style-type: none"> • Encourage bike maintenance training programs available in the community. • Provide a bike repair station as part of end-of-trip facilities.
Staff unable to walk/cycle long distances	<ul style="list-style-type: none"> • Encourage and facilitate safe use of personal mobility electric devices. • Provide parking spaces/secure storage and charging facilities for electric personal mobility devices.
Bike costs	<ul style="list-style-type: none"> • Implement a bike incentive program to encourage staff to cycle to work (e.g. bike commuters earn parking space reimbursements). • Offer a salary sacrifice option for e-bike and motorised scooter purchase.

PARKING

Unlimited parking and free parking	<ul style="list-style-type: none"> • Provide priority parking spaces and locations to carpool vehicles. • Provide discounted carpool parking. • Review staff vehicle/parking incentives and replace with public transport alternatives of similar value. • Consider ‘park for cash’ staff buy-out options and providing occasional staff parking permits limited to a reduced number of days per year. • Reduce parking spaces available for single-occupancy vehicles.
------------------------------------	--

Carpool

Work hours differ among those who could carpool	<ul style="list-style-type: none"> • Provide a policy on flexible work hours to allow staff to begin and end their workday within certain ranges.
Negative perceptions about carpool	<ul style="list-style-type: none"> • Locate parking for single-occupant vehicles in less convenient areas (e.g. farther from the building/s) to encourage workers to reconsider the benefits of carpool.

WORK PRACTICES

Staff required to be in office	<ul style="list-style-type: none"> • Introduce a flexible work policy for work from home, video conferencing and flexible start and finish times (outside peak times). • Arrange meetings between 10am – 3pm to avoid travel at peak times.
Need to meet with co-workers	<ul style="list-style-type: none"> • Video conferencing can take care of many meetings. • Group in-person meetings to one day a week to reduce trips into the office.

Step 4 – implement and engage

- Promote the 4 R’s of sustainable travel – rethink, reduce, re-time and re-route.
- Engage and incentivise staff to change how they travel.
- Promote changes to travel behaviours and attitudes.

Top workplace implementation tips

To successfully implement a travel plan, staff need to be engaged from the beginning to help change their habits and throughout to maintain momentum.

1. When communicating with staff, always consider the ‘what’s in it for me?’ question and what will motivate them to change their behaviour. Keep in mind that information alone is unlikely to be enough to change behaviours.
2. Use staff incentives and travel challenges to motivate change.
3. Promote the four R’s of sustainable travel to encourage staff to rethink how they move (see below).

4 Rs of sustainable travel

One small change can make a big difference to your day, health, work-life balance and finances. To change the way you travel to work:

- rethink by walking, cycling, scooting or catching public transport for one part or all of your journey
- reduce car trips by carpooling, working from home, using video conferencing or combining trips
- re-time your trips to avoid peak-hour travel
- re-route by avoiding congested roads to travel faster.

Benefits

- Active & healthy lifestyle - walking and cycling are great exercise.
- Reduces traffic congestion - more people walking, cycling and taking public transport means fewer cars on the road.
- A greener environment - with fewer cars on the road, we can reduce air pollution and road noise.
- Save money - walking, cycling, scooting and public transport are more cost effective than running a car and parking.



Travel plan engagement and promotion opportunities

TRAVEL PLAN MILESTONES	ENGAGEMENT / PROMOTIONAL ACTIVITY
Introduction of travel plan concept	<ul style="list-style-type: none"> • Appoint travel plan coordinator to develop the plan. • Set up staff steering committee.
Staff survey and focus group	<ul style="list-style-type: none"> • Hold a focus group – to consider barriers, opportunities, motivators and actions. • Incentivise staff participation with giveaways (free coffee or bicycle prize). • Distribute staff survey.
Results of survey and focus group	<ul style="list-style-type: none"> • Send out results identifying barriers and opportunities to change travel behaviours.
Launch of travel plan	<ul style="list-style-type: none"> • Launch a staff travel challenge campaign between staff teams and/or neighbouring businesses. • Promote staff incentives such as discounted/free MyWay card, workplace policy changes or schemes and prizes. • Travel plan coordinator to lead by example. • Distribute maps and links to information showing sustainable travel ways to access your site.
Introduction of new measures	<ul style="list-style-type: none"> • Promote new facilities, policies and incentives as they are introduced. • Partner with sustainable travel or health organisations for sponsorship and competition promotions and campaigns.
Travel to work events, challenges and incentives	<ul style="list-style-type: none"> • Consider participating in cycle and walk to work events such as Ride2Work Day and Walk to Work Day. • Use health-focused days to promote active travel to work (e.g. World Heart Day and Heart Foundation walking events, groups or workshops). • Create and promote internal challenges between departments / teams. • Create and promote external challenges with industry peers or neighbouring employers.
Workshops/expos	<ul style="list-style-type: none"> • Encourage staff to attend cycle workshops • Hold a sustainable travel expo/open day on ways to travel to work.
Achievements and evaluation	<ul style="list-style-type: none"> • Promote progress and successes. • Send a regular e-newsletter article showcasing how different employees have changed the way they travel to work. • Perform a six-monthly or annual review of program achievements



Step 5 – evaluate and update

- Gather information to refine actions and consider whether you need new actions and objectives. Ask:
 - what progress has been made?
 - what has or hasn't worked?
 - what else can be changed?
 - what new opportunities or challenges exist?
- Update your workplace travel plan.

How to evaluate your workplace travel plan

Evaluating your workplace travel plan will allow you to measure your organisation's success. It is important to collect and monitor information ongoing such as counting bikes or cars parked on site and active involvement of activities.

Monitor the number of staff using different travel modes via the staff survey.

Assess the number of staff aware of existing initiatives (pre-survey) and new program initiatives (post-survey) to determine awareness levels.

Ask staff what initiative/measure influenced them most to change their behaviour and why.

Count the number of employee cars parked on site.

Count the number of bicycles parked on work site and the use of end-of-trip facilities.

Tally the amount of car and public transport related expenses paid to your staff.

Count the number of staff working from home or remotely (or number of employee days).

Assess the uptake of program initiatives (e.g. participation numbers in workplace challenges).

Count the registration of users of rideshares, as well as memberships of a bike-share scheme.

Record attendance at related travel events.

Count the number of queries received from staff about the travel plan.

Record the comments received from staff relating to the travel plan and interest in future schemes and facilities.

Ask visitors signing into your workplace how they travelled there.

Count the number of queries received from staff about the travel plan.

Updating travel plans

These indicators can provide a better understanding of your staff's changing travel needs, the effectiveness of measures and where future efforts should be prioritised.

Annual staff survey

Annual staff surveys help review the objectives and identify any modifications needed. They can also help reinforce your ongoing commitment to the travel planning process and maintain staff interest and participation. Follow-up surveys do not need to be as in-depth as the original one, but need to have consistency in some questions so baseline data can be captured.

Performance indicators

Several indicators can be used to evaluate whether targets have been achieved, including the percentage of staff trips made via walking and cycling, bus, light rail, e-scooters or e-bikes, and/or car as a driver or passenger. Use the following indicators to measure outcomes:

For example, if cycle use is not as high as it could be, extra efforts such as promoting cycling events and training opportunities could help.

WORKPLACE TRAVEL: A GUIDE TO DEVELOPING YOUR PLAN



Transport Canberra and
City Services

