Making workplaces TravelSmart: 
Changing organisational and 
individual behaviour

IPAA Seminar – Changing Behaviour

It’s how you get there that counts
The problem

- 80% work trips by car
- Average weekday:
  0.98M car trips
  13M car km
- Car used when there are alternatives
The problem

| Congestion costs over $0.9B pa | Air pollution (CO, NOx, PM) | Carbon emissions | 40% adults insufficiently active |
The benefits

Benefits of active and sustainable transport modes

- Direct avoided transport costs
- Reduced air and noise pollution
- Avoided congestion costs
- Health benefits from increased physical activity
- Reduced GHG emissions
- Increased safety, reduced traffic accidents
- Benefits of enhanced social cohesiveness
The opportunity

Potential for change - commuting

- Car (driver and passenger) 84
  - Constraints 11
  - Objective reasons 55
  - Subjective reasons 18
  - Cycling Potential 21%

- Public Transport Potential 21%
  - Constraints 20
  - Objective reasons 52
  - Subjective reasons 12

- Walk Potential 12%
  - Constraints 4
  - Objective reasons 72
  - Subjective reasons 8
Targeting workplaces

- Employers/site managers influence employees and clients
- Points of leverage:
  > workplace parking
  > facilities
  > policy and practice
  > information
TravelSmart

• TravelSmart suite of programs
• Equipping people to choose alternatives to the car
• TravelSmart Workplace
• Supports workplace travel plans to enable sustainable travel choices
## Program Logic

<table>
<thead>
<tr>
<th>Program goal</th>
<th>Program staff and budget  • Change in travel behaviour so reduced car use and impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Longer term outcomes</td>
<td>Changes made to workplace policy, practices, facilities (implement travel plan)</td>
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<tr>
<td>Intermediate outcomes</td>
<td>Workplace develops and adopts travel plan</td>
</tr>
<tr>
<td>Immediate activities</td>
<td>Planning tools and assistance inc survey, plan template  • Advice, training and promotional materials</td>
</tr>
<tr>
<td>Foundational activities</td>
<td>Program staff and budget</td>
</tr>
</tbody>
</table>
Organisational & individual change

What should my organisation do to manage travel?

How could I travel to work?
Workplace travel plans

• Action plan to promote active, sustainable travel
• Reduce car use, enable alternatives
• Employer/site manager develops and implements with support
• Commute and business travel, clients/visitors
• Link to environment and health initiatives
Travel planning

Step 1: Building support and scoping travel plan
Step 2: Gathering data
Step 3: Consulting stakeholders
Step 4: Prepare/review plan
Step 5: Approve and promote the plan
Step 6: Implement, monitor and sustain

Workplace travel planning process
## Travel plan actions

<table>
<thead>
<tr>
<th>Policy</th>
<th>Facilities</th>
<th>Promotion</th>
<th>Incentives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support teleworking</td>
<td>Provide/ improve cycle facilities</td>
<td>Information on travel options</td>
<td>Sustainable travel allowance</td>
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<tr>
<td>Flexible working hours</td>
<td>Pool bicycles</td>
<td>Staff inductions</td>
<td>Time incentive</td>
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<tr>
<td>Limit/charge for staff parking</td>
<td>Tele-conferencing technology</td>
<td>Green travel challenge</td>
<td>Points based rewards</td>
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<tr>
<td>Limit/equalise car perks</td>
<td>Corporate public transport card</td>
<td>Cycle training/ buddies</td>
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Travel plans in Perth

- 42 travel plans developed through TravelSmart:
  - Local councils (11)
  - State govt agencies (15)
  - Hospitals and universities (7)
  - Business and non-profits (9)

- Organisational drivers:
  - Parking and access
  - Environmental commitment
  - Leadership
### Results - workplaces

<table>
<thead>
<tr>
<th>Workplace</th>
<th>Promotion</th>
<th>Cycle facilities</th>
<th>Incentive</th>
<th>Car park management</th>
<th>Relocation</th>
<th>Net change solo car commuting (% trips)</th>
</tr>
</thead>
<tbody>
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<td></td>
<td>NA</td>
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<tr>
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<td></td>
<td>●</td>
<td>-13</td>
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Case study 1

QEII Medical Centre

- Western suburbs, 4km from city
- Sir Charles Gairdner Hospital, PathWest, Oral Health Centre
- 5,000 employees
- Travel plan to reduce car trips so reduce parking pressure, meet redevelopment requirements
- TS Coordinator

- Key actions:
  > Car parking allocation and charges
  > Marketing travel alternatives
  > Better bus services
  > Improved bike facilities
- Standard day staff car commuting reduced 85% to 70%
Case study 2

City of Joondalup

- Adopted plan 2007 for City’s Administration Building and Joondalup Library, 466 staff
- Travel alternatives promoted in internal media
- Promotional activities e.g. staff teams in cycling events
- Improvements made to bike facilities
- Solo commuting reduced 83% to 72%
- Initiative driven by TravelSmart Officer, later Environment Officer
Results - program

- Average net change in solo car commuting -5%
- Reduced car km, estimated over 5M km pa
- Benefit-cost ration 4.5
- Positive feedback from participating workplaces re support provided
Challenges

Organisations
• Champions burn-out or move on
• Getting management buy-in
• Challenging car perks

Individuals
• Habit
• Negative perceptions
• Home location & transport options
Innovation

- Three levels of engagement
- Application/selection process
- Match commitment with resources
- Engage management
- Improve monitoring and evaluation
TravelSmart Workplace contacts

- Helen McAuley
  Department of Environment and Conservation
  Phone 6467 5125
  helen.mcauley@dec.wa.gov.au

- David Wake
  Department of Transport
  Phone 6551 6144
  david.wake@transport.wa.gov.au

- Website:
  travelsmart