

Smarter Travel Workplaces An Introduction

**Presented to DIT Spatial Planning Graduate Network
by Arlene Finn, Project Facilitator/ Programme Developer
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Smarter Travel Workplaces

Voluntary programme for large employers implementing workplace travel plans.

WTPs - A package of measures to encourage people to walk, cycle, use public transport, car share or reduce trips through 'Smarter Working'.

Some of Our Partners



Drivers for Engagement

Varies depending on employer/ location:

- Parking management
- Planning permission
- Differentiation/ Leadership
- Cost savings – parking/ business travel
- Employee wellbeing
- Environmental Management/ Sustainability agenda

Business Case needs to stack up for Partner to assign time & resources

How effective are workplace travel plans?

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

Depends on starting point, work location (PT?/ accessible?), home locations/ employee profile, resources invested in the plan etc

Partner Case Studies

Mater Hospital

- 2,600 employees + 1,000 patients per day
- Site re-development; parking reduced
- On-site commuter centre & Mobility Manager
- Increased parking charges
- Car-sharing site/ parking
- Secure, covered cycle parking
- Tax saver – monthly & annual
- Cycle to Work/ fleet bikes
- Bike maintenance



Mater Hospital – information by mode

Travelling to the Hospital

Home | Contact Us | Print

Google **travelways**
shorter ways to get here

Select Your Travel Mode

Walk

Cycle

Luas

Rail

Bus

Car

Useful Info

Contact Details
Travelways Mater Hospital
Tel: +353-1-8032607
Email: travelways@mater.ie
Mater Hospital Main Switch
Tel: +353-1-8032000
Travelways Children's Hospital
Tel: +353-1-8784490
Email: travelways@cuhi.ie

Printable Maps

- Walking Map
- Cycling Map
- Luas Map
- Rail Map
- Bus Map
- Car Map

Transport and Access

- General Information
- Directions

Mater Hospital – Hospital Website

1862 - 2012, 150 Years caring for the nation

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Mater Misericordiae University Hospital
Home | About Us | Patients | Visitors | Health Professionals | Services | Education

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Print Size: A A A

Change Your Hospital Appointment
Can't make your hospital appointment? Complete the form and we will reschedule your appointment.
> Click here

Visiting Times | Donate

Send an eCard | Appointment

Information for Patients

- Emergency Services
- Outpatient Services
- Admission to Hospital
- Patient Leaflets
- Feedback [More](#)

Information for Visitors

- Visiting Times
- Local Accommodation
- Contact Information
- Travelling to the Hospital
- Hospital Facilities [More](#)

Information for Health Professionals

- Referral Information
- Training and Education
- Upcoming Courses
- Healthcare Project
- Careers [More](#)

Information about our Services

- Rapid Injury Clinic
- Departments A - Z
- Clinics A - Z
- Consultants A - Z
- Wards A - Z [More](#)

Useful Numbers

Mater Hospital Switch	01 803 2000
Blood Testing Appointments	01 803 4735
Outpatient Appointments	01 803 2295
Physiotherapy Appointments	01 803 2280
X-Ray Appointments	01 803 2274
Eye Outpatient Appointments	01 803 4090

Travelling to the Hospital

Mater Misericordiae University Hospital, Eccles St, Dublin 7. Phone: 01 803 2000. Accessibility | Disclaimer | Privacy Policy | Staff Links

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For a full list of department phone numbers please see our Departments A - Z.

Postal Address
Mater Misericordiae University Hospital,
Eccles St,
Dublin 7.

E-mail: info@mater.ie

Feedback Form
Send us your feedback and a member of staff will contact you.

Social Networking Links
[Facebook](#) [Twitter](#) [LinkedIn](#)

Travelling to the Hospital

Map to the Hospital

Map | Sat | Ter

Map data ©2011, Tele Atlas, Google, etc.

Directions to the Hospital

From:

To: Mater Misericordiae University Hospital, Eccles St, Dublin

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Mater Hospital – 2002 to 2010

- 30% reduction in staff car use
- Corresponding increase in alternative modes:
 - Rail/ Luas from 2% to 9%
 - Bus from 12% to 25%
 - Cycling from 3% to 10% (>200 bikes sold)
 - 500% increase in Tax Saver ticket scheme (saves €33,000 p.a. in employers PRSI)
- 50 off-site parking spaces dropped
- 10% of on-site spaces for car sharers







Other Partners



Other Partners



Key Elements of a Successful Workplace Travel Plan

- Dedicated person/ team
- Senior support & resources (time, budget)
- Staff survey - staff buy in
- Planned series of actions
- Network for information and support

*Smarter Travel Workplaces assists
Partners with all of these steps*

Benefits of Partner Package

€10,000+ in External Advice/ Materials

- Experienced Facilitator
- Resources
 - Free online travel survey & analysis
 - Suggested Action Plan
 - Roadshows/ Promotional materials
 - Partner Seminars/ Network
 - Walking/ Cycling Challenges
 - Private car-sharing scheme
- Publicity
- ***All Free of Charge***



Partner Charter



- Charter signing
- Assigned a Facilitator
- Launch survey
- Action Plan

Programme Results

- Over 100 engaged employers, comprising over 240K students & staff
- Modal split
- Portfolio of best practice established – supports employers, developers and LAs
- Partner network establishing itself



Programme Results

- Partner training & seminars
 - site visits in Cork and Dublin, Seminars on Parking Management, Cyclize Your Campus, Marketing Travel Change
- Programme complimenting Smarter Travel policy & NTA Strategic Objectives
- Walking & cycling challenges – hugely popular



2011 Pedometer Challenge

Over **3000 participants** in **40 organisations**

47% of participants **intend to walk** on a regular or occasional basis once the challenge ended (12% walking pre event)



98% of respondents said the challenge made them **aware of how much or little activity they did**

100% of Company Coordinators reported that their colleagues **enjoyed the Challenge.**

2011 Cycle Challenge

**490 people in 117 teams in
42 organisations**

**27% of participants classified
themselves as 'non-
cyclists'**



**83% of participants intend to cycle to work on a regular basis
once the challenge ended. A further 14% intend to cycle on an
occasional/ one-off basis.**

**98% of respondents would take part in another 10 Minute
Cycle Challenge**

Final Thoughts!

- WTPs can be a very positive partnership between employers and government
- Employers who support active & sustainable travel see results & benefit accordingly – many doing it as a matter of course, not as part of a WTP
- Unlimited parking, no driver for change, or the 'wrong' location for more sustainable travel - will have limited impact

More information, resources and
downloads available from:
www.smartertravelworkplaces.ie

Thank you!

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