

Travel Plans – Resources, Reward and Risk!

03 February 2016



What is a Travel Plan?

- ▶ Also called Mobility Management Plans or Commuter Strategies.
- ▶ *“..... a package of measures aimed at supporting sustainable travel for work-related journeys. It comprises actions to promote walking, cycling, public transport, car sharing, the use of technology instead of travel, and flexible working practices.”*

(Workplace Travel Plans, A Guide For Implementers – National Transport Authority, 2012)



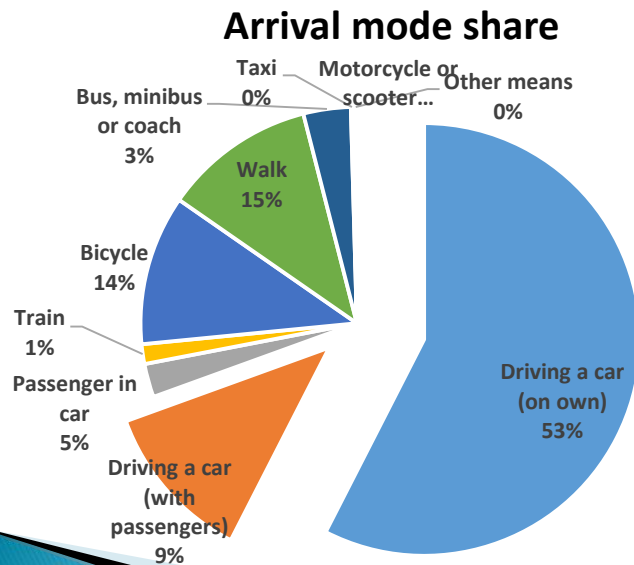
Who are Travel Plans of interest to, and why?!?

- ▶ Workplaces – to facilitate more sustainable staff travel choices, resulting in reduced costs, enhanced employee wellbeing, better access and more effective parking management.
- ▶ Schools – promote safe and active travel by students and parents!
- ▶ Universities – managing on site parking and traffic, promoting sustainable travel, working towards Green Flag aspirations.

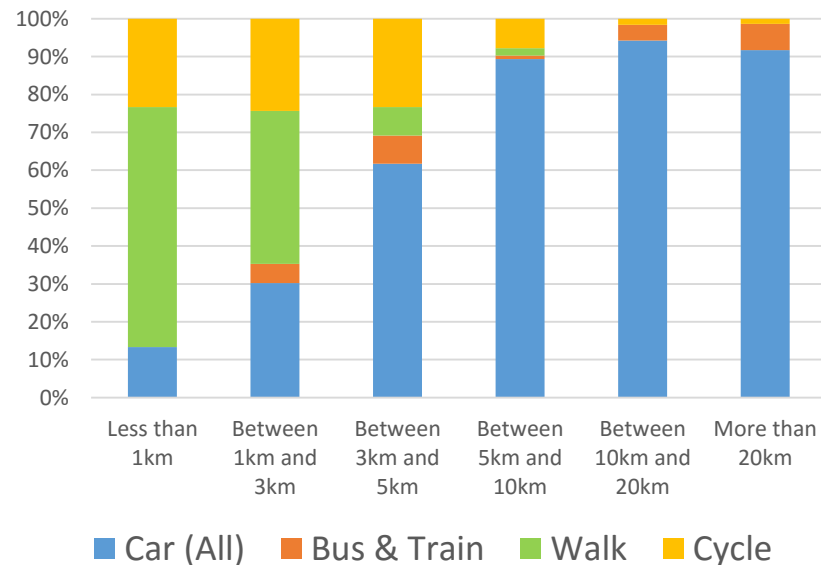


Travel Plans – approach

- ▶ Objectives are SMART – Specific, Measurable, Achievable, Realistic and Time-orientated.
- ▶ Underpinned by sound data analysis – local on and off-site user audits, travel surveys, questionnaires, census data and workshops.



Arrival mode by distance



Travel Plans – characteristics

- ▶ Seek to incorporate wider organisational goals, policies and initiatives, increasing confidence that the Plan will secure management support, will be implemented and will achieve its stated targets.
- ▶ Action Plans have clear responsibilities and timelines for implementation.
- ▶ They are “living documents”, updated as and when required.
- ▶ Teamwork and stakeholder interaction key to success.



Resources, reward and risk!

- ▶ Increased upfront resource and cost commitments can reduce staff salary and travel costs in the long run.
- ▶ Aligning activity with ongoing national behavioural change programmes can reduce resource inputs and costs.
- ▶ The trade-off between delivering more intense development vs. impact on land value (through possible customer resistance) can be explored.
- ▶ Demonstrating the commercial value of a Travel Plan will enhance its credibility to third parties – reducing the planning risk of development!



Achievable benefits



- ▶ An active Travel Plan represents an opportunity to:
 - increase availability of car parking
 - reduce impact on the local road network, i.e. traffic congestion & off-site car parking
 - improve the health and well being of staff and students
 - enhanced corporate image and 'green' profile
 - support future growth of the organisation/ site expansion.

How can we help?

- ▶ Guidance from NTA can assist in development and implementation of Travel Plans.
- ▶ Success dependent on in-depth knowledge of behavioural change determinants, and the toolkit of measures to support change.
- ▶ Transport Insights experience includes:
 - Development of NUI Galway Travel Plan 2016-2020;
 - Smarter Travel Workplaces support to the National Transport Authority; and
 - Ulster Canal Greenway Sustainable Transport Case for Waterways Ireland

