
APPENDIX 3: EXAMPLE WORKPLACE TRAVEL PLAN FOR A CAFE

Please see Small Business WTP Guidance for assistance to fill out this template.

Is this template for your business?

- This form is suitable for businesses that are required to develop a WTP for the purpose of resource consent AND;
- For any small-medium sized businesses that want to influence the travel behaviours of their staff and customers

Name of business: Example Suburban Café

Business address: 123 South Road, Caversham, Dunedin

Number of staff: 12

Numbers of visitors/contractors etc: 1000/week

Step 1: What are you trying to achieve with your Workplace Travel Plan?

Goal

To support more of our staff and customers to bike and bus to our café.

Objective 1

To increase access to our café for both staff and customers.

Objective 2

To reduce our carbon emissions from driving.

Objective 3

Step 2: Build a picture of the situation

To build an understanding of the situation at your business, you can collect travel data from three sources:

A. Policy Audit

Are employees/students/contractors/visitors given information about sustainable travel to and from the site when they join (or visit)? ☒ Yes ☐ No

Are any staff offered free parking? ☒ Yes ☐ No

Who/how many?

The café's manager (rather than the owner) determines who gets to use the carpark – no staff member is to get this more than two days per week. The other car park is reserved for staff who travel together, though only two staff members consider they live close enough to one another to make doing this worthwhile.

Does your business provide company cars? ☐ Yes ☒ No If so, how many?

Are employees provided with tools to conduct meetings remotely ☐ Yes ☐ No ☒ N/A

If so, what sort (e.g., Microsoft Teams, laptops, etc.)?

Do policies enable staff to have flexible start/finish times and to work from home when appropriate? ☐ Yes ☒ No

How many staff work flexibly in an average week?

Staff cannot work from home or flexibly in this role currently. We are considering implementing a flexitime policy where staff who want to take the bus can adjust their starting and finishing times within 30 minutes to better work with the bus timetable as long as they do their hours.

Does your organisation offer any assistance with public transport costs? ☐ Yes ☒ No

Are any incentives offered to encourage walking or cycling? ☐ Yes ☒ No

If so, what are they?

B. Site Audit

General questions

How many people are on the site, on average, on any given day? 200 on average

What are the workplace/site operating hours? 6:30am-3:00pm weekdays and 8:00am-1:00pm Saturdays

Is the site shared with other organisations? What facilities are shared?

No

On site facilities

Rate the pedestrian access to the site (tick one)

Things to consider: routes/footpaths direct to key locations e.g., bus stops, shops, lighting, obstructions on paths, covering from rain/sun, safe crossing points, signage.

☐ Poor ☒ Average ☐ Good

Rate the cycling access to the site (tick one)

Things to consider: are there dedicated facilities, conditions of facilities, are nearby roads conducive to cycling, are they busy? Steep or flat?

☒ Poor ☐ Average ☐ Good

End of trip facilities – for staff and visitors

How many bike parks are there on site? None, and there are no public bike parks in the immediate vicinity.

What is the occupancy rate of the existing bike parks? Are they normally full, mostly full, half full or never used?

N/A

Are bike parking facilities covered? ☐ Yes ☒ No ☐ TBC ☒ N/A

Is bike parking secure? (locked/CCTV/well-lit/visible location) ☐ Yes ☒ No ☐ TBC ☒ N/A

Are bike facilities conveniently located? E.g., near lifts/entry/exit/lockers? ☐ Yes ☒ No ☐ TBC ☒ N/A

Are there any showers/lockers/towel drying rooms/hair dryers/irons/other facilities? ☐ Yes ☒ No ☐ TBC ☒ N/A

Motobikes/scooters – for staff and visitors

How many parking spaces are there for motorbikes/scooters? No, although 1-2 could squeeze into our carpark

Are the spaces covered? ☐ Yes ☒ No ☐ TBC ☐ N/A

Are the spaces secure? (locked/ CCTV/ well-lit/ visible location) ☒ Yes ☐ No ☐ TBC ☐ N/A

Are the spaces conveniently located? E.g., near lifts/ entry/ exit/lockers? ☒ Yes ☐ No ☐ TBC ☐ N/A

Car parking – for staff and visitors

What is the estimated number of vehicles travelling into and out of the site daily?

2 onto the site but 100+ on the street by our customers

How many car parks are provided? 2 for staff

How is parking allocated? (e.g., first in first served, fees, company car parks etc.)

The café's manager (rather than the owner) determines who gets to use the carpark – no staff member is to get this more than two days per week. The other car park is reserved for staff who travel together, though only two staff members consider they live close enough to one another to make doing this worthwhile.

Vehicle access

Are there any known operational issues (e.g., with delivery vehicles)?

No – delivery vehicles access the site via the road, but delivery occurs early every morning and therefore there's minimal safety implications.

Are there currently any safety issues with vehicle access?

No.

C. Workplace travel survey

The following table can be filled in with the results of a basic travel survey that you undertake to understand how employees or customers travel. A survey, in combination with a site and policy audit will help you decide which initiatives best suit your WTP.

How do staff most often travel to the workplace? (Enter the percentage of people that use the stated mode for the longest part of their trip)

Transport Type	Percentage %
Private vehicle	34 %
Passenger in a private vehicle	25 %
Bus	17 %
Bicycle	8 %
Walk	8 %
Motorcycle	8 %
Work from home	N/A %

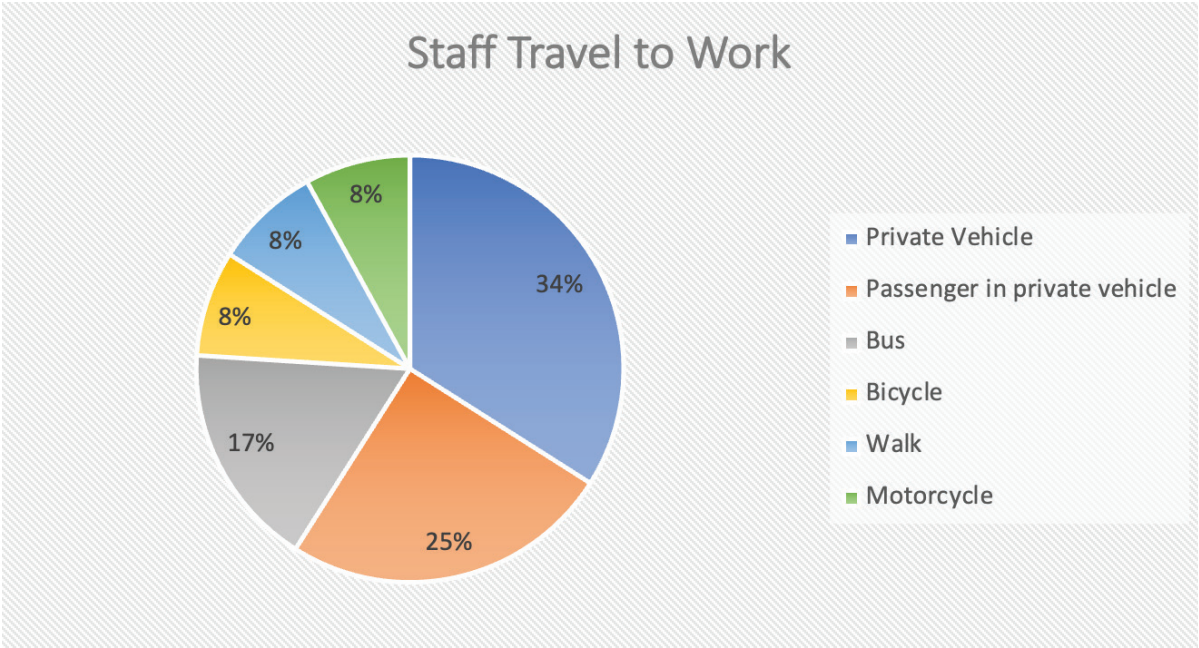
How would staff/customers consider changing the way they travel to/for work?

Transport Type	Percentage %
Carpool	16 %
Bus	42 %
Bicycle	12 %
Walk	22 %
Motorcycle	8 %
Work from home	N/A %

What would incentivise your staff/customers to change the way they travel? (use any incentives that are realistic)

Incentive Type	Percentage %
Free bus cards	60 %
Work from home	N/A %
An E-bike scheme	20 %
A flexible working policy	40 %
Secure bike and motorbike parking	15 %

Drop in your pie chart below



Step 3: Design a package of initiatives

When selecting initiatives, consider opportunities (or deficiencies) that arise from the questions in **Step 2**, and apply the following criteria:

- Is it focused on outcomes?
- Does it ensure value for money?
- Are there secure resources?
- Is there a spread of initiatives?
- Can it be measured/monitored?

**Using these criteria select 3–5 initiatives
either from Appendix 2 or create your own**

Initiative 1

Allow flexible start and finish times so people can catch the bus

Initiative 2

The manager and owner will walk, bike, or bus to work at least one day a week, to lead by example.

Initiative 3

Implement car parking changes to on site car parks to allow for priority parking for staff who carpool.

Initiative 4

Provide lockers for staff.

Initiative 5

Attach bike parking rail for staff who cycle.

Step 4: Produce an Action Plan

When implementing the initiatives, it is important to recognise they do not act in isolation but are designed to interact with and reinforce each other. Because of this, it is crucial to consider the order and timing for the delivery of initiatives in a coordinated manner. See the list of initiatives (Appendix 2) for ideas.

See the below action plan example.

Initiative	Responsible	Delivery date	Cost	Funding source
<i>Allow flexible start and finish times so people can catch the bus</i>	<i>Joe Smith, Office Manager Jane Doe, Communications</i>	<i>Implemented by January 20XX</i>	<i>\$0</i>	<i>n/a</i>
<i>Implement an e-bike scheme – Workride</i>	<i>Anna Hughes, Project Manager</i>	<i>Implemented by October 20XX</i>	<i>Some upfront costs which will be recuperated</i>	<i>Fleet</i>

Template to be filled in:

Initiative	Responsible	Delivery date	Cost	Funding source
Allow flexible start and finish times so people can catch the bus	Harry Miller, CEO	From January 20XX	No cost	N/A
Walk, bike or bus one day a week to work	Owner and Manager	From January 20XX	No cost	N/A
Implement car parking changes	WTP coordinator (Amanda the Office Manager)	From April 20XX	No cost	N/A
Provide lockers for staff	WTP coordinator (Amanda the Office Manager)	From July 20XX	\$1000	Business funded
Attach bike parking rail for staff who cycle	WTP coordinator (Amanda the Office Manager)	From October 20XX	\$500 + Grant	Business funded + Grant

Step 5: Review

Review this action plan annually through a workplace travel survey and add or amend initiatives according to lessons learnt. Also take opportunities to celebrate success and publicise your wins internally and externally.