

A photograph of two women riding bicycles on a paved road. The woman on the left is wearing a black helmet, a black long-sleeved shirt, and dark pants. The woman on the right is wearing a blue helmet, a black jacket with a blue hood, and dark pants. They are both smiling and looking towards the camera. In the background, there are parked cars, a red building, and a utility pole.

SMALL BUSINESS WORKPLACE TRAVEL PLANNING GUIDANCE

A full suite of templates and resources to help you prepare your Travel Plan is available online at: www.dunedin.govt.nz/travelplanresources



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INTRODUCTION

What is a workplace travel plan?

A workplace travel plan (WTP) is a long-term strategy to support your staff and customers to walk, cycle and bus more often and to reduce their reliance on cars and parking.

This includes enabling:

- Staff to switch from travelling by car to taking the bus, walking, scooting, cycling, or carpooling at least for some part of their journey. Staff might use a combination of travel options, e.g., park their car and ride on the bus or bike in and bus home (buses can carry bikes).
- Staff to commute at a different time, via a different route or not at all as they work from home.
- Customers and visitors to travel to and from your business by bike, scooter, bus, or walking.

Why prepare a workplace travel plan?

Habits can be hard to change – travel habits are no different. Research suggests that when a business is being set up or moves site there is a good opportunity to change travel behaviour for staff and customers.

The benefits resulting from your staff or customers walking, cycling, and taking the bus more are numerous, including:

- Greater access to your business, including for those who can't drive.
- Improved health and wellbeing and therefore fewer sick days and increased productivity.
- Reduced stress and lateness due to difficulty finding car parks.
- Reduced costs of getting to and from work.

Improved reputation as an environmentally friendly and accessible workplace and business.

HOW TO PREPARE A WORKPLACE TRAVEL PLAN

A WTP is developed once and reviewed every year or so. For a WTP template please see Appendix 1 – Small Business WTP template. Follow these 5 steps to develop your WTP:

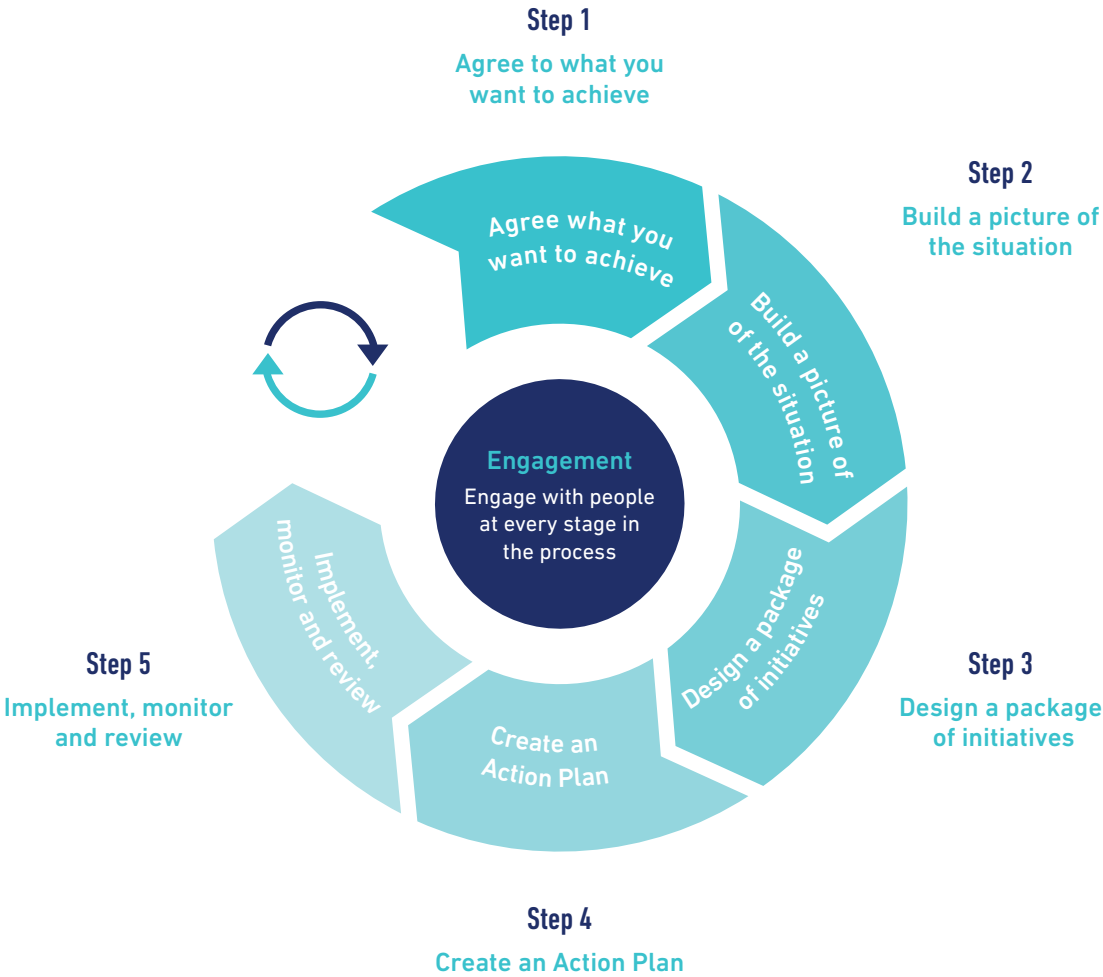


Diagram developed by Kate Mackay of Mott MacDonald for Transport for NSW

This process is based on established transport planning principles, and draws on the recommendations of the Australian Transport Assessment and Planning guidelines and the UK WebTAG guidance.

STEP 1: AGREE WHAT YOU WANT TO ACHIEVE

Your WTP needs to identify what you want to achieve. Talk to your staff to understand what people want and what would be achievable.

Once you have done this, write it down as one overall goal and as several specific objectives. Objectives are just more detailed and specific explanations of your goal.

Goal (what we want to achieve overall):

Example: To be a workplace that embodies sustainable travel practices

Objectives (what we want to achieve in more detail):

Example:

- Reduce carbon emissions
- Increase staff wellbeing (by making it easy for staff to walk, bike or e-bike to the site)
- Be an attractive employer (by allowing flexitime, so people can catch the bus)

STEP 2: BUILD A PICTURE OF THE SITUATION

This step involves understanding how people currently travel to your business and how your site and policies impact people’s decisions to travel the way they do.

Examples of policy and site audit questions and survey questions are provided in Appendix 1 – Small Business WTP template. These questions are designed to clarify the current situation of staff and client travel for your business. The answers to these questions will help you identify which initiatives you choose to focus on in Steps 3 and 4 in your Workplace Travel Plan.

Do a policy audit that examines your business’ internal policies and practices, both formal and informal. The purpose of a policy audit is to capture any policy-related factors which may be influencing how staff and customers travel to and from your business. Consider if your business hours match with bus timetables, do you provide parking, and do you allow flexible working?

Do a site audit that examines your business’s location, facilities and vehicles. The purpose is to understand the physical issues of accessing your site which may be influencing how staff and customers travel to and from your business. Look at things like bike parking, shower and changing facilities, and wheelchair access.

Do a short travel survey. The purpose is to understand how your staff and customers currently travel, how they would like to travel and what would help them change.

STEP 3: DESIGN A PACKAGE OF INITIATIVES

WTPs are most effective when several initiatives are implemented together in a coordinated way. This makes a WTP greater than the sum of its parts.

Try to include both ‘carrots’ (e.g. an e-bike discount scheme) and ‘sticks’ (e.g. disestablish staff vehicles or parking) and to implement both these types of initiatives at the same time.

Other examples of WTP initiatives are a staff induction email highlighting travel options, a flexible working policy, discounted bus cards, secure bike storage, and showers and lockers. For a comprehensive list of potential WTP initiatives please see Appendix 2 – List of Initiatives.

STEP 4: PRODUCE AN ACTION PLAN

Produce an action plan that captures everything that needs to be considered to deliver the initiatives. For each initiative identify who is responsible, when it will be delivered and how it will be funded.

Your action plan could be structured like this:

Initiative	Responsible	Delivery date	Cost	Funding source
Allow flexible start and finish times so people can catch the bus	Harry Miller, CEO	January 2024	No cost	n/a

STEP 5: IMPLEMENT, MONITOR AND REVIEW

To implement your travel plan, it is helpful to have someone coordinate the WTP initiatives. Regular meetings or an agenda item at existing meetings can help to progress this. It is also important to regularly engage and communicate with your staff about the WTP and their travel options.

The workplace travel plan should be monitored and reviewed like any other business plan. Lessons learned should be recorded and successes publicised to staff. Ideally, the plan should be updated based on new travel survey data, staff feedback and changes to the local context when appropriate. Progress towards your goal and objectives can be measured with input from an annual travel survey.



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