
EXAMPLES OF HARD MEASURES

'Hard' measures are generally either infrastructure-based measures or financial instruments. The table shows examples of hard activities.

Activities	
Active travel	<ul style="list-style-type: none">• End of trip facilities for cyclists and walkers (showers, lockers, changing rooms, towels, hair driers, drying rooms).• Improvements to the 'last mile' pedestrian and cycle access (the first/last mile' is the walk to and from public transport services): direct routes, well signed, well lit, suitable for all users, clear of obstructions, safe and secure.• Cycle parking facilities for staff and visitors.• New pedestrian and cycle access points to the site/building.• Provision of signage/wayfinding for all pedestrian and cycling routes.• Provision of bicycle maintenance stations – tools for fixing bikes.• Provision of pool/fleet bikes for staff to use instead of a vehicle.
Business travel	<ul style="list-style-type: none">• Installation of video conferencing facilities as an alternative to face-to-face meetings.• Reduced number of fleet vehicles.• Incentivising staff to use alternative modes to get to and from meetings, i.e. public transport or micro-mobility.
Carparking	<ul style="list-style-type: none">• Allocation system for parking spaces – encouraging multiple occupancy vehicles and maintaining enough spaces for those with mobility impairments.• Charge for on-site parking spaces from post-tax salary.• Occasional staff parking permits that are limited to a reduced number of days per year (e.g. 90 days/year).• Reduced parking spaces available for single occupancy vehicles.

Activities	
Motorcycles and scooters	<ul style="list-style-type: none"> • Designated parking spaces for scooters and motorcycles.
Public transport	<ul style="list-style-type: none"> • Subsidy or financial benefit to not travel by car (e.g. provide Go cards to staff). • Real-time public transport arrival and departure boards in entry/exit lobbies of building/s. • Emergency Ride Home policy to ensure that staff are able to get home in an emergency if they carpool, use active or public transport.
Reducing the need to travel	<ul style="list-style-type: none"> • Onsite end of trip facilities – childcare, gym, dry-cleaning service, convenience store. • Remote co-working spaces. • Enable working from home, or flexible working arrangements.
Single occupancy vehicle trips	<ul style="list-style-type: none"> • Designated priority carshare spaces on site with monitored compliance (i.e. for carshare cars or people who carpool) • Funded Guaranteed Ride Home service for those choosing to car share/pool for their commute. • Consolidate deliveries using vans or trucks and consider using walking/cycling couriers for ad hoc deliveries.
Travel plan management	<ul style="list-style-type: none"> • Revenue from charging for parking spaces used to fund travel plan measures.