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# EXAMPLES OF SOFT MEASURES

Soft measures support voluntary behaviour change by changing policies and practices and communicating the benefits of travelling in a more sustainable way. There are some examples in the table below.

Activities	
Active travel	<ul style="list-style-type: none"><li>• Personal travel planning sessions – to discuss travel options, route planning and talk about how to use travel modes available and decide on which mode to trial.</li><li>• Marketing and promotion of the business' / organisation's sustainability vision, objectives, goals and/ or targets.</li><li>• Internal marketing and promotional campaigns. E.g. Bike Challenge</li><li>• Encouragement and demonstration of desired travel modes by executives.</li><li>• E-bike and micro-mobility information sessions.</li><li>• Promotion of local, national or international initiatives e.g. Walk to Work Day</li><li>• Promotion of or information about supporting end or trip facilities or support infrastructure</li></ul>
Business travel	<ul style="list-style-type: none"><li>• Set policy expectations for minimum distances required to use a company vehicle.</li><li>• Promote alternative options for business travel.</li><li>• Promote virtual meetings where applicable</li><li>• Encourage greater consideration about the need to travel or options to combine trips</li><li>• Policies to enable and encourage working from home</li><li>• Enabling flexible working hours to avoid peak periods</li></ul>
Car parking	<ul style="list-style-type: none"><li>• Promote the benefits provided to different parking options (e.g. Free carpooling or bike/ micro-mobility parking)</li><li>• Advertise cost comparisons between transport modes weekly costs (inclusive of paid parking).</li></ul>

Activities	
Single Occupancy Vehicle trips	<ul style="list-style-type: none"> <li>• Encouraging trip chaining to reduce number of trips (i.e. tag on a trip to an existing one such as going to gym on the way to / from work)</li> <li>• Promoting making trips locally to reduce overall number of trips made by car or kilometres travelled</li> </ul>
Motorcycles and scooters	<ul style="list-style-type: none"> <li>• Information sessions on best safety practices – practise safe riding skills.</li> </ul>
Public transport	<ul style="list-style-type: none"> <li>• Host public transport information sessions for route planning and discounted fares.</li> <li>• Promote the use of public transport through internal campaigns (e.g. Cost or time savings, sustainability benefits)</li> </ul>
Reducing the need to travel	<ul style="list-style-type: none"> <li>• Allow flexible working conditions and working from home.</li> <li>• Encourage staff to attend workshops and conferences online and to organise events with online capability.</li> <li>• Encourage greater consideration about the need to travel or options to combine trips</li> </ul>
Single occupancy vehicle trips	<ul style="list-style-type: none"> <li>• Hold information/meet and greet sessions for people interested in carpooling. It gives staff a chance to meet the people they might end up sharing a car with and discuss routes and where people could be picked up/dropped off.</li> <li>• Promote carpooling websites and apps.</li> <li>• Promote supporting end-of-trip facilities e.g. car-parking priority/ discounts (if available).</li> </ul>