



Department of Environment and Conservation  
Department of Transport

# Making workplaces TravelSmart: Changing organisational and individual behaviour

IPAA Seminar – Changing Behaviour



It's how you get there that counts



## The problem

- 80% work trips by car
- Average weekday:  
0.98M car trips  
13M car km
- Car used when there are alternatives



## The problem



Congestion  
costs over  
\$0.9B pa



Air pollution  
(CO, NOx, PM)

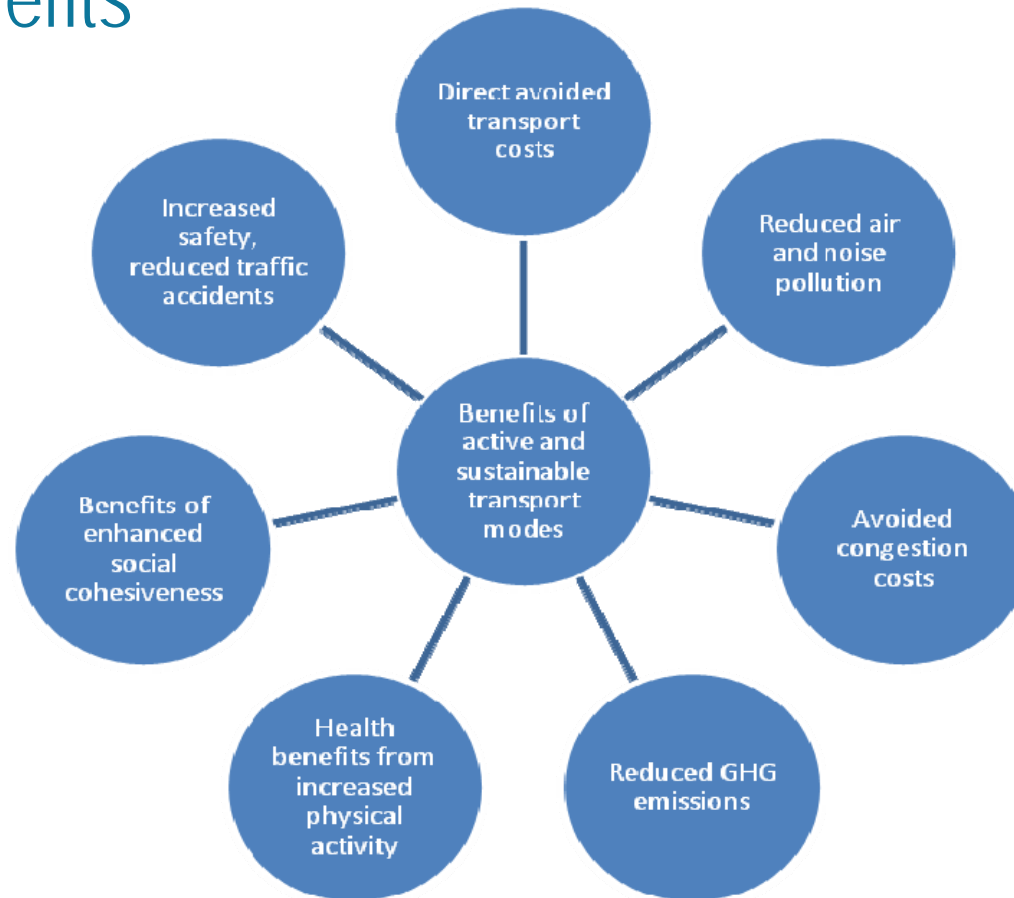


Carbon  
emissions



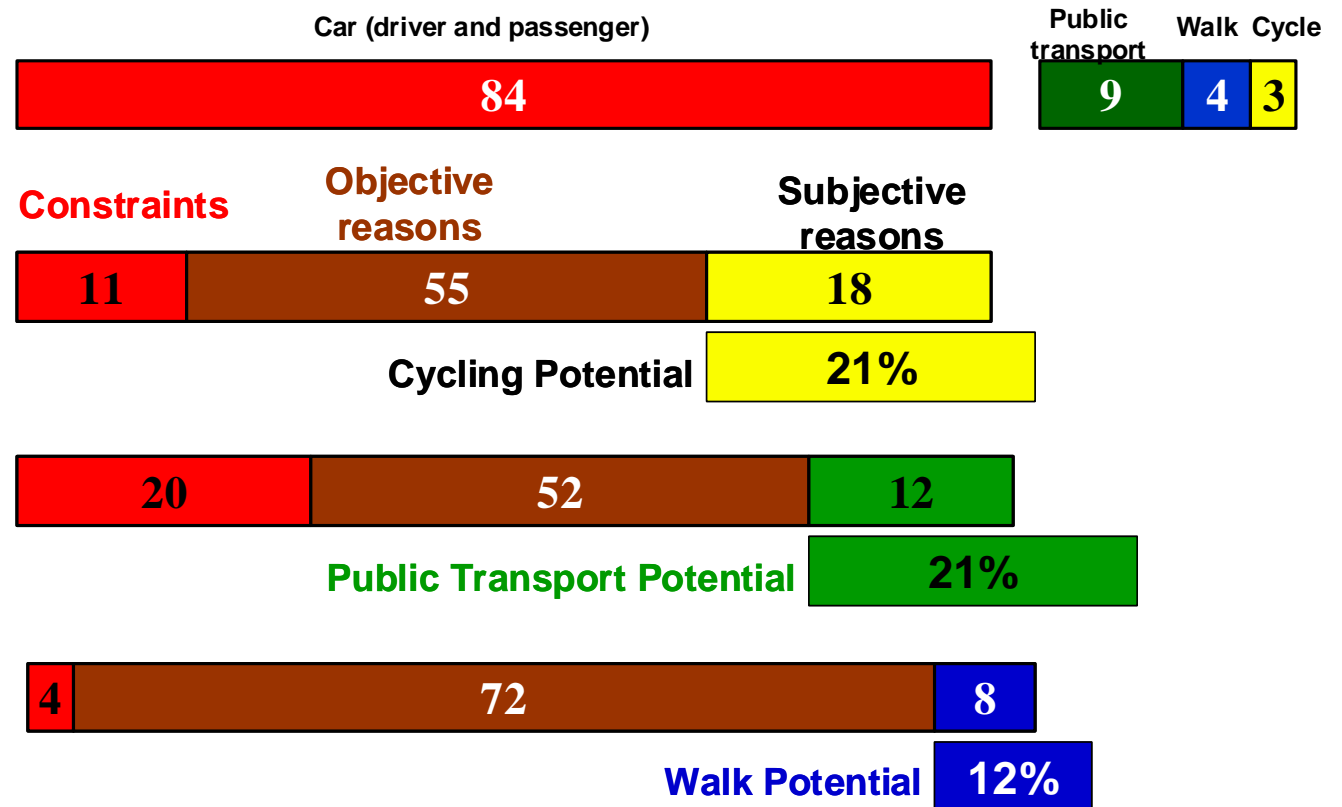
40% adults  
insufficiently  
active

# The benefits



# The opportunity

Potential for change - commuting



# Targeting workplaces

- Employers/site managers influence employees and clients
- Points of leverage:
  - > workplace parking
  - > facilities
  - > policy and practice
  - > information



# TravelSmart

- TravelSmart suite of programs
- Equipping people to choose alternatives to the car
- TravelSmart Workplace
- Supports workplace travel plans to enable sustainable travel choices



# Program logic

Program goal	<ul style="list-style-type: none"><li>• Change in travel behaviour so reduced car use and impacts</li></ul>
Longer term outcomes	<ul style="list-style-type: none"><li>• Changes made to workplace policy, practices, facilities (implement travel plan)</li></ul>
Intermediate outcomes	<ul style="list-style-type: none"><li>• Workplace develops and adopts travel plan</li></ul>
Immediate activities	<ul style="list-style-type: none"><li>• Planning tools and assistance inc survey, plan template</li><li>• Advice, training and promotional materials</li></ul>
Foundational activities	<ul style="list-style-type: none"><li>• Program staff and budget</li></ul>

# Organisational & individual change

How could I travel to work?



What should my organisation do to manage travel?

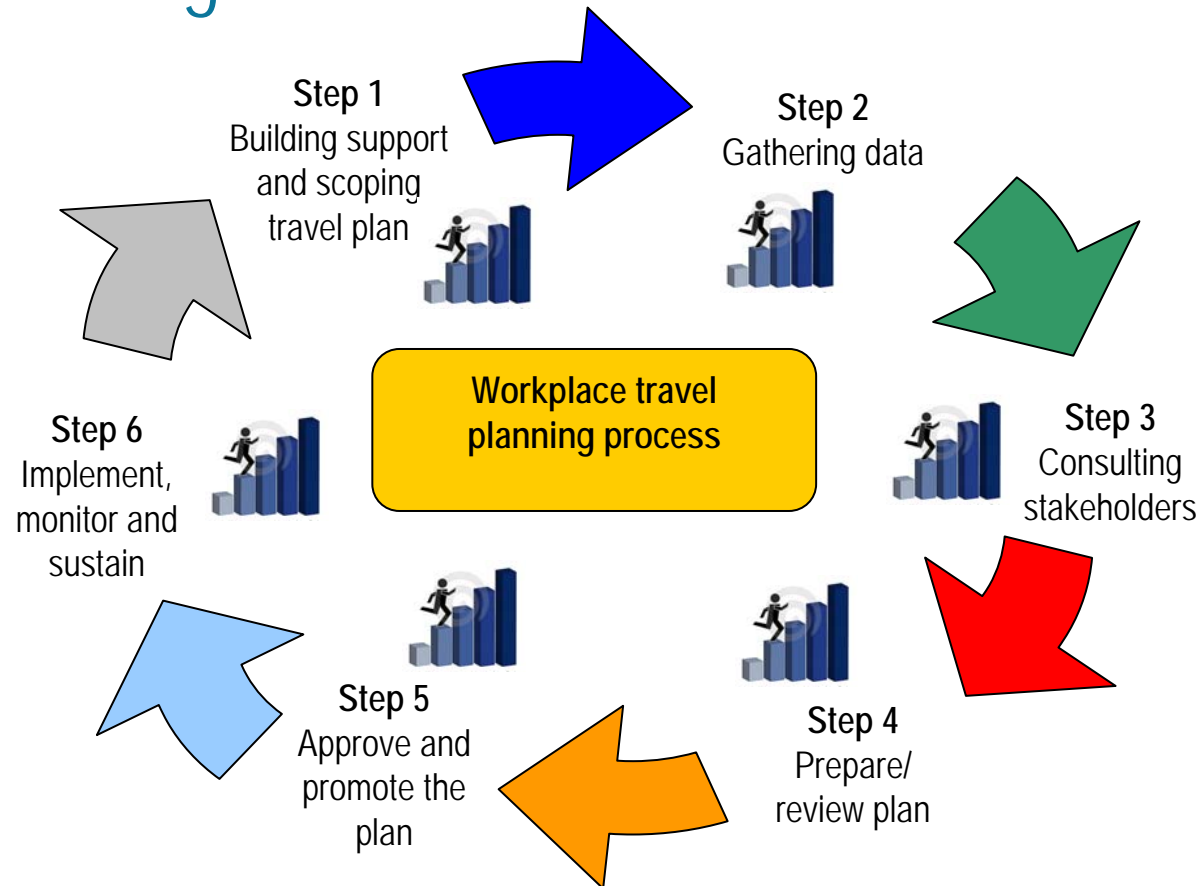


## Workplace travel plans

- Action plan to promote active, sustainable travel
- Reduce car use, enable alternatives
- Employer/ site manager develops and implements with support
- Commute and business travel, clients/ visitors
- Link to environment and health initiatives



# Travel planning



## Travel plan actions

Policy	Facilities	Promotion	Incentives
Support teleworking	Provide/ improve cycle facilities	Information on travel options	Sustainable travel allowance
Flexible working hours	Pool bicycles	Staff inductions	Time incentive
Limit/charge for staff parking	Tele-conferencing technology	Green travel challenge	Points based rewards
Limit/equalise car perks	Corporate public transport card	Cycle training/ buddies	

# Travel plans in Perth

- 42 travel plans developed through TravelSmart:
  - > Local councils (11)
  - > State govt agencies (15)
  - > Hospitals and universities (7)
  - > Business and non-profits (9)
- Organisational drivers:
  - Parking and access
  - Environmental commitment
  - Leadership



## Results - workplaces

Workplace	Promotion	Cycle facilities	Incentive	Car park management	Relocation	Net change solo car commuting (% trips)
Building Commission	•	•			•	-11
City of Belmont	•	•	•			-4
City of Cockburn	•	•				-7
City of Joondalup	•	•				-11
City of Stirling	•	•				-10
DSR Leederville	•	•				-1
ECU Mt Lawley	•	•				-6
Main Roads, East Perth	•					0
SJOG Subiaco	•	•	•			NA
QEII Medical Centre	•	•		•		-13

# Case study 1

## QEII Medical Centre

- Western suburbs, 4km from city
- Sir Charles Gairdner Hospital, PathWest, Oral Health Centre
- 5,000 employees
- Travel plan to reduce car trips so reduce parking pressure, meet redevelopment requirements
- TS Coordinator



- Key actions:
  - > Car parking allocation and charges
  - > Marketing travel alternatives
  - > Better bus services
  - > Improved bike facilities
- Standard day staff car commuting reduced 85% to 70%



## Case study 2

### City of Joondalup

- Adopted plan 2007 for City's Administration Building and Joondalup Library, 466 staff
- Travel alternatives promoted in internal media
- Promotional activities e.g. staff teams in cycling events
- Improvements made to bike facilities
- Solo commuting reduced 83% to 72%
- Initiative driven by TravelSmart Officer, later Environment Officer



## Results - program

- Average net change in solo car commuting -5%
- Reduced car km, estimated over 5M km pa
- Benefit-cost ration 4.5
- Positive feedback from participating workplaces re support provided



# Challenges

## Organisations

- Champions burn-out or move on
- Getting management buy-in
- Challenging car perks

## Individuals

- Habit
- Negative perceptions
- Home location & transport options



# Innovation

- Three levels of engagement
- Application/selection process
- Match commitment with resources
- Engage management
- Improve monitoring and evaluation





## TravelSmart Workplace contacts

- Helen McAuley  
Department of Environment and Conservation  
Phone 6467 5125  
[helen.mcauley@dec.wa.gov.au](mailto:helen.mcauley@dec.wa.gov.au)
- David Wake  
Department of Transport  
Phone 6551 6144  
[david.wake@transport.wa.gov.au](mailto:david.wake@transport.wa.gov.au)
- Website:  
[www.transport.wa.gov.au/  
travelsmart](http://www.transport.wa.gov.au/travelsmart)

