

# Smarter Travel Workplaces Partner Package

**Cyclize Your Campus Seminar**  
**by Arlene Finn, Facilitator/ Programme Developer**  
**17th September 2010**

# Smarter Travel Workplaces

- Working with large employers to develop Workplace Travel Plans/ Mobility Management Plans
- **Free** programme worth **over €10,000** to Partners

*smarter travel >>>*  
*>>> workplaces*

# Workplace Travel Plans/ Mobility Management Plans

---

## What are they?

- A package of measures to encourage people to walk, cycle, use public transport, car share or reduce trips through ‘Smarter Working’.
- The aim is **efficiency & effectiveness** - like any business strategy, review what’s happening now and how to improve.

# Organisations engaged in Smarter Travel

ORACLE®



Microsoft®



citi®



meteor™



RPS



RTE



accenture  
High performance. Delivered.



KPMG

savills

Deloitte.



# How effective is Mobility Management?

Workplace travel plans can reduce car use by **between 10%-25%**

Results from STW so far indicate a 18% reduction

Pedometer Challenge-walking on the commute up by 15%



**Pedometer Challenge 2010**

**WANT TO GET FIT, HAVE FUN AND WIN PRIZES?**

Then put your best foot forward and register a team for the Pedometer Challenge 2010!

One lucky walker will win a place on the Irish Heart Foundation European walk in 2011, with other fantastic prizes also up for grabs.

Team Captains can **register now!**  
See [www.pedometerchallenge.ie](http://www.pedometerchallenge.ie)

For more information & pedometers, please contact: 

**Wednesday 15th September – Tuesday 12th October**

Smart Travel on 200 000 places

Údarás Náisiúnta Iompair National Transport Authority

IRISH HEART FOUNDATION

100

© Smart Travel Workplace, National Transport Authority Floor 2, Block 5/7, Mill Lane Centre, Abbey Street, Dublin 1 Tel: 01 673 6300 [www.transportworkplaces.ie](http://www.transportworkplaces.ie)

# Business Case for Mobility Management

- Differentiator/ Leadership
- Cost savings
- EMS/ ISO14001
- Parking Management

# Sample Actions

Dublin Airport Authority Fleet Bikes



DIT 'Bringing the Dead Back to Life' – Restored Fleet Bike launch November 2009



ESB tour of facilities



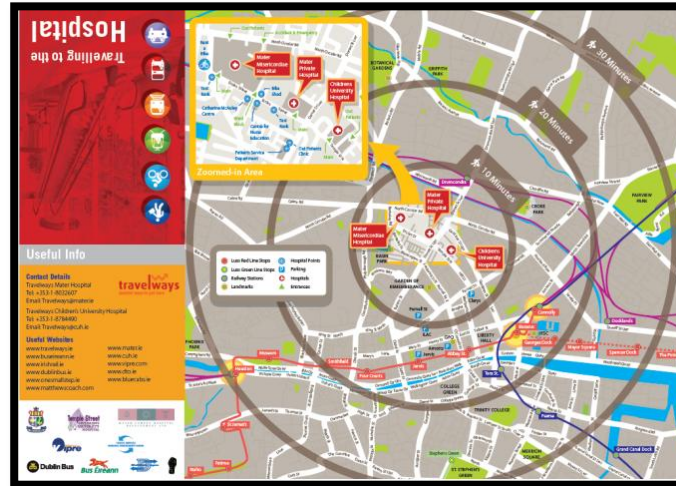
Carsharing.ie



# Sample Actions



Mater Hospital Mapping, see  
<http://www.mater.ie/travellingtothehospital/>



KBC Green Week – reflective vests for cyclists



St James Hospital – new covered cycle parking in front of main entrance, funded through Smarter Travel Workplaces

# Other Partners



Left ESB Drying room

Right ESB electric fleet bike



Eircom/ Meteor bike display to promote Cycle to Work



Example of a successful car-sharing scheme: Boston Scientific Galway

# Key Elements of a Successful WTP

- Dedicated person/ team
- Senior support & resources (time, budget)
- Staff survey - staff buy in
- Planned series of actions
- Network for information and support

*NTA will assist Partners with all of these steps*

# Benefits of STW Package

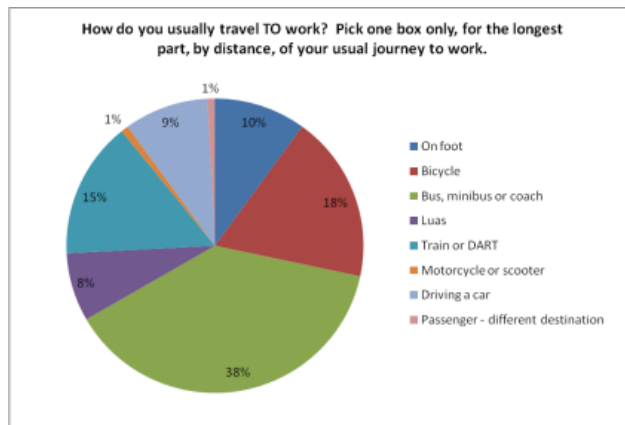
## €10,000+ in External Advice/ Materials

- Experienced Facilitator
- Advice and Road shows
- Publicity
- Resources

# Benefits of STW Package

## Resources include:

- Free online travel survey & analysis => Action Plan



Summary of Possible Actions (see Analysis & Actions for more detail):

Mode	Action	Person Responsible	Timeline	Targets
<b>Car-sharing</b>	Publish car-sharing schemes currently available			
<b>Walking</b>	Promote walking through organised walking events			
	Pedometer Challenge			
<b>Cycling</b>	Survey & improve cycle parking			
	Survey and improve cyclists' (and walkers) facilities			
	Cycle to Work Scheme			
	Bike Maintenance Class			
	Cycle training/ on road skills			
	Cyclists' Forum			
<b>Public Transport</b>	Promotion of Tax Saver tickets for Employees			
	Publish 'BusIt' next bus service			
<b>Business Travel</b>	Workshop on tele/ video-conferencing so all employees know how to use equipment.			
	Introduce insurance for cyclists on company business			
	Introduce Travel Allowance instead of Car Mileage Allowance			
<b>All modes</b>	Incentive Scheme for 'Green Commuters'			
	Green Commuter Coffee Mornings			
	Include travel information in employee induction packs and online in an easily accessible location.			



# Benefits of STW Package

- Partners' Network
- Access to customised Journey Logger
- Private Car-sharing scheme



# Carsharing.ie

Also known as...

- Car-share
- Lift-share
- Ride-share
- Carpool

The screenshot shows the CarSharing.ie website homepage. At the top, the logo 'CarSharing.ie' is displayed with the tagline 'make every trip count'. Navigation links for 'Home', 'Benefits', 'FAQ', 'How It Works', and 'Contact' are in the top right. A 'Sign Up (for free)' button and a 'Login' button are also present. Below the navigation, a large banner features a smiling man in a blue shirt and tie, with the text 'Share a Lift? Start Carsharing Now it's FREE! Sign up Today »'. To the right of the banner is a section titled 'Join Your Workplace Group' featuring 'accenture' as the latest company group. Below the banner is a 'Join Today, It's FREE' button and a four-step process: 1. Join, 2. Find, 3. Arrange, 4. Drive. The main content area is divided into three sections: 'Request Free Group Setup' (with a 'Request Group' button), 'Save Money Get Rewards' (describing a reward program for 20 trips), and 'See How It Works' (with a map and a 'Find out how' button). At the bottom, a 'Who's Signed Up?' section displays logos for Deloitte, itb, the Irish Government, ESB, and accenture. The footer includes the National Transport Authority logo, 'smartertravel' branding, and links for 'Terms & Conditions' and 'Privacy'.


# John logs in

The screenshot displays the CarSharing.ie website interface. At the top, the logo "CarSharing.ie" is accompanied by the tagline "make every trip count" and a car-sharing icon. Navigation links for "Home", "Benefits", "FAQ", "How it Works", and "Contact" are visible. A user greeting "Hi John Xwerx, Welcome back. [Not John Xwerx?](#)" is shown. Below this, a menu contains "My Carsharing", "My Trips", "My Groups", "Messages", "Profile", and a "Logout" button. A message states "Hi John Xwerx, you can manage your trips here." with an "Add New Trip" button.

A "Groups" sidebar on the left lists "ESB" and "Public Lifts". The main content area features a "Jump to Area of Interest:" search bar and a map of Ireland. The map includes a search bar, map controls, and a legend for "Start Location", "Destination Location", "Your Trips", and "Trip Route". The map shows a route starting from Dublin and heading west towards Galway. The ESB logo is prominently displayed on the left side of the map area.

At the bottom, there are logos for "Údarás Náisiúnta Iompair National Transport Authority", "smartertravel >>>", and "powered by Google". Links for "Terms & Conditions" and "Privacy" are also present.

# John adds a trip

**CarSharing.ie**   
make every trip count

[Home](#) | [Benefits](#) | [FAQ](#) | [How it Works](#) | [Contact](#)

Hi John Xwerx, Welcome back. [Not John Xwerx?](#)

[My Carsharing](#) | [My Trips](#) | [My Groups](#) | [Messages](#) | [Profile](#) [Logout](#)

Hi John Xwerx, you can manage your trips here. [Add New Trip](#)

### Add New Trip

**Fields marked with a red asterisk \* are required**

\* Add Trip to Group?  Relate this Trip to a Group  Open to Public  
ESB

\* I am:  Mostly Seeking a Lift  Mostly Offering a Lift

\* # of Free Seats: 4

\* Lift Frequency:  Daily/Weekly  One Time Event  
 Mon  Tue  Wed  Thu  Fri  Sat  Sun

\* Leaving Time:  One Way  Return  
Start Time: 09:00

\* Your Start Location: dublin Find on Map  
Enter your Town or Area eg. Portumna, Dublin 7

\* Your Destination: galway Find on Map  
Enter your Destination eg. Sligo Town, Dublin 24

\* Trip Name: dublin to galway


Add Description: My trip from Dublin to Galway.

This is the description text for the Trip

[Save Changes](#)



Drag the marker to your destination location

Map | Satellite | Hybrid | Terrain



Map data ©2010 Tele Atlas - Terms of Use

Start Location | Destination Location | Trip Route

 **smarter travel**  [Terms & Conditions](#) | [Privacy](#)

# John sees his trip on the map

The screenshot shows the CarSharing.ie website interface. At the top, the logo "CarSharing.ie" is displayed with the tagline "make every trip count". Navigation links include Home, Benefits, FAQ, How it Works, and Contact. A user greeting "Hi John Xwerx, Welcome back. [Not John Xwerx?](#)" is visible. The main navigation bar contains "My Carsharing", "My Trips", "My Groups", "Messages", "Profile", and a "Logout" button. A secondary bar says "Hi John Xwerx, you can manage your trips here." with an "Add New Trip" button.

On the left, a "Groups" section lists "ESB" and "Public Lifts". Below this is the ESB logo. The main content area features a "Jump to Area of Interest:" search bar and a "Search" button. Below the search bar are icons for "Start Location", "Destination Location", "Your Trips", and "Trip Route".

The central map shows a route from Dublin to Galway. A pop-up window for the trip "Offering lift from dublin to galway" provides the following details:

- Owner: John Xwerx
- Time: Start Time: 09:00
- Frequency: Monday, Tuesday, Wednesday, Thursday, Friday
- Description: My trip from Dublin to Galway.
- Seats: 4
- Members: 1

The map also shows a "This is your trip" label pointing to the route. At the bottom of the page, there are logos for "smartertravel" and the National Transport Authority, along with "Terms & Conditions" and "Privacy" links.

# John views other groups

- Public & private sites
- Five categories
- John can set up a group or join one

The screenshot shows the CarSharing.ie website interface. At the top, the logo 'CarSharing.ie' is displayed with the tagline 'make every trip count'. Navigation links include 'Home', 'Benefits', 'FAQ', 'How It Works', and 'Contact'. A user greeting reads 'Hi John Xwerx, Welcome back. Not John Xwerx?'. The main navigation bar contains 'My Carsharing', 'My Trips', 'My Groups', 'Messages', and 'Profile', with a 'Logout' button on the right. Below the navigation, a message states: 'Hi John Xwerx, here you can Create a Group or Join a Group that already exists' with a 'Create Group' button. A section titled 'A Carsharing 'group' is a number of people who share a common origin or destination point on a journey...' lists categories: major concerts and sporting events, private parties, well-defined geographical areas, and large public/private sector organisations. Below this, a paragraph explains group access and setup. A filter bar shows 'Workplace | Culture | Sports | Personal | Other'. The main content area is divided into 'Groups you are a member of' (listing 'ESB' with a 'Leave' button) and 'Groups you can try to join' (listing various organizations like Letterkenny G.H., Deloitte, Microsoft, etc., each with a 'Join' button). The footer includes the 'smarter travel' logo, a 'Terms & Conditions | Privacy' link, and a small accessibility icon.

# John tries to join NRH group

The group is private so he needs a passcode or the right email domain

**CarSharing.ie**   
make every trip count

[Home](#) | [Benefits](#) | [FAQ](#) | [How it Works](#) | [Contact](#)

Hi John Xwerx, Welcome back. [Not John Xwerx?](#)

[My Carsharing](#) | [My Trips](#) | [My Groups](#) | [Messages](#) | [Profile](#) [Logout](#)

### Join a Group

Join Nat. Rehab Hospital Group.

Hi John Xwerx, to join this group, Nat. Rehab Hospital requires a little bit of additional information:

Email Address:

You need to have a specific email address under the following domain - @nrh.ie to join this group. If you need to change your email address, please visit your profile.

[Join Group](#)

**NRH**  
National Rehabilitation Hospital

Welcome to Nat. Rehab Hospital Carsharing group. The National Rehabilitation Hospital in Dún Laoghaire is the only rehabilitation hospital in the country and provides high quality care and treatment to patients irrespe...

[Terms & Conditions](#) | [Privacy](#)

 **smartertravel >>>** 

# Carsharing.ie

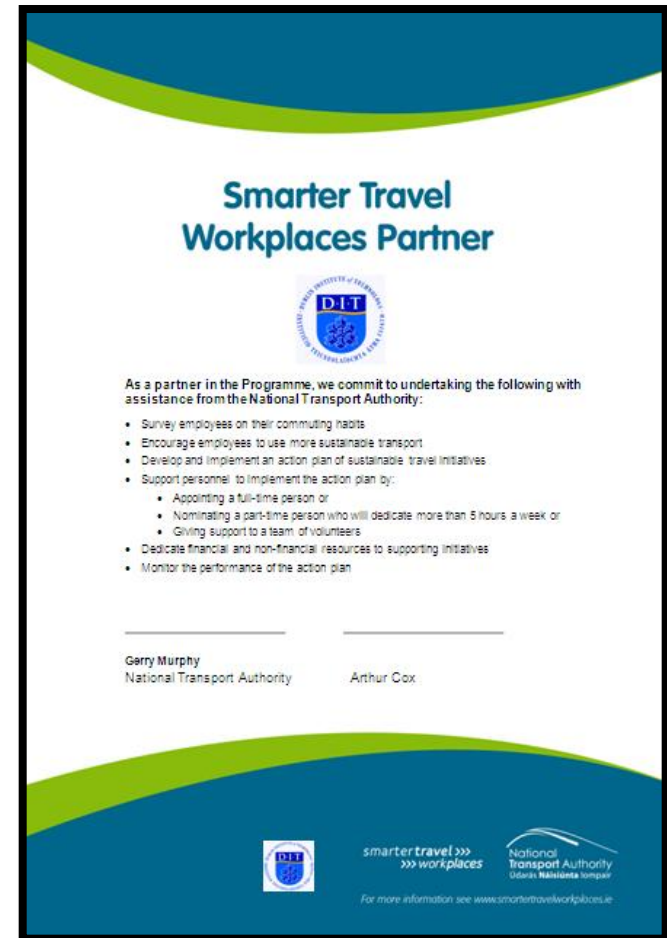
- Private site available free of charge to any interested institution
- Log on as public member to trial site (set up private groups etc)
- [www.carsharing.ie](http://www.carsharing.ie)



# Smarter Travel Workplaces: Next Steps

## Becoming a Partner:

- STW present to your Steering Group
- Charter signing
- Survey
- Action Plan
- Implementation



- Resources
- Support
- Networking
- Publicity
- Recognition

e: [arlene.finn@smartertravelworkplaces.ie](mailto:arlene.finn@smartertravelworkplaces.ie)

t: 01 879 8302

w: [www.smartertravelworkplaces.ie](http://www.smartertravelworkplaces.ie)