

Appendix 5 - Sample Action Plan

Note that this Action Plan is not exhaustive, but will give you ideas for action for your own site.

Your Employee Travel Survey, site audit and organisational policy audit will highlight other potential actions.

Sample Actions	Person Responsible	Timeline	Targets
Cycling			
'Soft' Measures (promoting behavioural change)			
Introduce a Cycle to Work scheme and promote through in-house bike displays from suppliers			
Organise a Bike Maintenance class/ course			
Organise cycle training/ on-road skills			
Set up a Bicycle Users' Group to discuss issues and liaise with management			
Provide Cyclists' equipment (pump, puncture repair kit etc.)			
Display local area maps for cyclists/ walkers interested in local routes			
Participate in National Bike Week events in June (see bikeweek.ie)			
Introduce 'fleet bikes' for employees to borrow			
Provide an electric fleet bike and a folding fleet bike for employees to try on their commute			
Arrange tours of cycling facilities for interested/ new employees			
'Hard' Measures (supporting infrastructure)			
Conduct a site audit to gauge ease of access for cyclists coming on-site			
Survey and improve cycle parking (see sample Cycle Audit in Appendix 6) to encourage cycling to your site and cater for increases in demand			
Survey and improve cyclists' (and walkers') changing/ storage/ locker facilities to encourage cycling and cater for demand			
Install showers to cater for cyclists travelling longer distances by bike			
Provide a drying room for cyclists to air cycling clothes			
Remove discarded bikes from cycle parking to free up space for cyclists (these bikes can be renovated to use as fleet bikes).			
Walking			
'Soft' Measures			
Promote walking through organised walking events/ lunchtime walks			
Introduce a Slí na Sláinte or similar walking route on-site & promote to staff. Consider launching the route with a staff relay or lunchtime walk.			
Participate in an annual Team Walking Event (e.g. Smarter Travel Workplaces Partner Pedometer Challenge, or the Irish Heart Foundation's Step Challenge)			
Offer in-house health checks for people interested in getting more active			
Leave umbrellas at reception for employees to borrow on wet days			



'Hard' Measures			
Open up entrances to allow more direct access through your site for pedestrians			
Improve 'natural surveillance' on site (e.g. cutting back bushes, improving lighting)			
See 'cycling' above			
Public Transport			
'Soft' Measures			
Introduce & promote Tax Saver monthly and annual commuter tickets for public transport. Highlight potential savings to employees, and include both public and private operators serving your area.			
Publicise the national Journey Planner on www.transportforireland.ie .			
Include a link to the site from travel pages on your internet or intranet.			
Publicise Real Time information services for public transport e.g. next bus and next DART services for mobile phones, apps on smart phones for Dublin Bus Real Time Passenger Information			
Include a one-month trial ticket for public transport and timetable information in employee induction packs			
Display a local area map with public transport stops/ route numbers marked – this can go online and on notice boards. Include Bus Stop numbers (and relevant apps for smart phones) in areas with Real Time Passenger Information.			
Raffle public transport tickets for people to try services			
Publicise LEAP and student LEAP travel cards (Greater Dublin Area only)			
'Hard' Measures			
Liaise with public transport operators to relocate bus stops if relevant for site			
Provide attractive, covered waiting areas for those using public transport or shuttle buses from your site			
Open up entrances to allow more direct access through your site to public transport stops			
Introduce a shuttle bus to public transport nodes			
Car-sharing			
'Soft' Measures			
Set up a private company carsharing scheme on www.carsharing.ie			
Hold coffee mornings for potential carsharers to find out what is involved and see a demo of the site			
Raffle the use of a parking space near entrances/ reception for one carsharing group every month			
Raffle a car service, petrol vouchers, travel mugs, etc. for carsharers every quarter			
'Hard' Measures			
Allocate carsharing parking bays in a priority location (e.g. closest to entrances)			



Business Travel/ Technology-Assisted Trip Reduction			
'Soft' Measures			
Introduce a Travel Allowance that includes modes other than the car, e.g. walking, cycling, public transport, carsharing, drive-alone car			
Introduce fleet bikes for business travel			
Publicise Dublin Bikes registration for people interested in cycling to meetings in Dublin city			
Re-examine overall business travel policy to incentivise alternatives to the single occupancy vehicle			
Make Smart Cards (e.g. Leap cards) for public transport available for people to borrow when doing business travel			
Hold video and tele-conferencing troubleshooting & 'how to' workshops			
Develop a video and tele-conferencing guide and make it available with all equipment and online			
Record the number of meetings held using video or tele-conferencing and raffle a prize when a target is met, e.g. increase usage by 50% over 6 months, 100th video-conference			
Liaise with HR and Management to identify employees who could work from home on a one-off/ regular basis			
'Hard' Measures			
Provide headsets, webcams and instant messaging software on employees' PCs			
Upgrade video or tele-conferencing meeting facilities			
Introduce 'hot desks' on site			
All Modes			
Develop a marketing and communications plan			
Brand your company's Travel Plan work			
Introduce an incentive scheme for Green/ Active Commuters			
Hold Green/ Active Commuters coffee mornings			
Include travel information in employee induction packs and online in an easily accessible location on your organisation's intranet			
Examine parking policies to ensure access to parking for those most in need			
Direct all visitors and suppliers coming on-site to a 'how to get here' link/ map online, with information on public transport routes and stops, cycle parking availability, taxi ranks, time to travel to site, cost of tickets, etc. Link to the National Journey Planner on www.transportforireland.ie			
Liaise with Local Authority about pedestrian/ cyclist/ public transport access in the local area			
Other			
Introduce a shuttle bus to public transport nodes			
Introduce services on site to reduce the need to travel during the day, e.g. dry cleaning, canteen, shop, gym, post box, bank, etc.			