

Appendix 8 - Marketing Your Travel Plan

'Putting the right product in the right place, at the right price, at the right time'

Workplace Travel Plans aim to encourage people to change their behaviour, in favour of more sustainable modes of travel. There are likely to be many actions and products to promote sustainable travel already available in your organisation – but if colleagues don't know what they are or how to find out more information, uptake is going to be very low.

Consider developing a simple Marketing Plan to make your Travel Plan more effective. This appendix will give you some ideas for consideration, and some suggestions for ways to promote your travel plan throughout the year.

Your Marketing Plan

Identify your Aim – e.g. to publicise events and activities ('products') that promote more sustainable travel, for the commute and on business travel, in order to reduce the number of single occupant cars travelling to site.

Brand your Plan – as part of the Marketing/ Communications Plan for your Travel Plan, visually brand all work relating to the plan, with a consistent look, slogan, identity or logos (see below).



Identify your Target Audience – segment your audience (e.g. students, shift workers, people travelling from particular areas, people living close to the site) so that you can target your message and events towards different groups. Remember that your audience will include a mix of people at different stages of readiness for change.

Identify Communication Tools and Networks used by the different audiences in your workplace, and use these to communicate with them.

Identify your Message – what do you want to communicate about particular modes or events to your audiences? What is

their most attractive feature for that group? e.g. fast journeys by bike, easy but active journeys on foot, save money by car-sharing, enjoy your time to read on the bus etc.

Encourage colleagues to start small, changing one day per week for example. Bear in mind that some people will not be in a position to change their travel habits at present, but may do so at some point in future. Ensure your message/ Travel Plan doesn't exclude these people, as travel to work is something that affects everyone.

The 'Marketing Mix'

The Marketing Mix is a phrase used to outline key areas to consider when marketing your travel plan. It usually refers to the '4 Ps' of Product, Price, Place and Promotion⁶. When applying this to your Travel Plan, some ideas for consideration are outlined below.

- **Product** – find your 'product' by surveying employees and auditing your site. This will reveal areas that people want to see improved, be it physical changes such as the introduction of cycle parking, or promotional changes such as better information on travelling to your site by public transport.
- **Price** – Your 'price' can be both a carrot and a stick, for example, charges for car parking, or time gained by cycling
- **Place** – Where are your 'products' seen by employees? Are Tax Saver tickets promoted at induction? Does your Cycle to Work supplier come on site with bikes to encourage uptake of the scheme? Is cycle parking/ carsharers parking closer to entrances than 'driver only' cars?
- **Promotion** - how will you promote your products to employees? Will you use intranet, internet, mailshots, payslips, roadshows etc? When is the best time to promote different aspects of your travel plan?

More on Messages:

Where you are promoting alternatives to the car, highlight the benefits and positives of using a particular mode e.g. 'what's in it for me?' – tax savings, getting fitter, saving time spent in traffic, time to read a book for public transport users, etc.

It is very important that your Travel Plan is not anti-car. Instead it should promote equality among modes and offer more choice and accessibility options to colleagues. Pushing an anti-car message will alienate colleagues, particularly where they have to use their car on occasion or for personal reasons.

Where parking is being reduced or restricted, consider communicating the context, for example reducing costs associated with parking that would otherwise be used by the organisation in its core business; complying with planning permissions; addressing wider congestion concerns, etc.

Remember that people can sometimes fear change! It is very important to communicate what is going on, to get feedback and to try remove barriers to sustainable travel, whether physical or otherwise.

⁶ An online search will give more information on the marketing 'Ps'



Car-sharing Roadshow in Waterford Institute of Technology



NUIM car-sharing launch with smoothies for everyone signing up to the scheme



Mater Misericordiae Hospital, Dublin – information on getting to the hospital is displayed in easy-to-access links from the hospital homepage, see www.mater.ie

Suggestions for Promoting your Travel Plan

Remember to timetable promotional activity throughout the year and to adapt the suggestions below to your site/organisational profile.

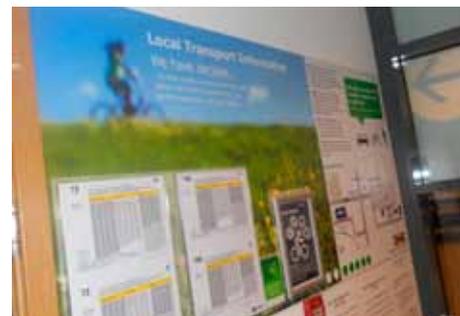
Short Term Actions

- Liaise with Internal Communications and Unions about your travel plan
- Hold a staff coffee morning to introduce the Workplace Travel Plan or to launch events
- Launch your Action Plan with a smoothie-making bike and healthy snacks in your canteen
- Put travel information for your site online in an easily accessible location and issue it to visitors in advance of visits. Include public transport timetables, location of cycle parking, walking distances from major landmarks, car parking information and a link to the national Journey Planner on www.transportforireland.ie
- Publish Green Commuter profiles, travel tips and other relevant information in staff newsletters, and on notice boards
- Update the induction pack for new employees to include travel information and a one month trial ticket for public transport
- Invite colleagues to register for your organisation's car-sharing scheme at induction
- Link with relevant health promotion campaigns, e.g. Irish Heart Foundation Slí na Sláinte walking routes
- Put a 'suggestion box' in your canteen to invite comments and ideas from colleagues. Award prizes to people for ideas that are implemented

Medium to Long Term Actions

- Organise a Green Travel Week / Day on an annual basis, with promotions such as bike sales, bike maintenance, lunchtime walks, discounts on walking and cycling gear, Tax Saver information stands, etc.

- Review the Travel Plan to identify opportunities for promotions and events
- Publicise results of surveys, snapshot surveys and other indicators
- Publicise updates to colleagues on the intranet and in areas of high-footfall on site
- Promote European Mobility Week in September
- Include results in Annual Report & industry publications
- Apply for awards for your Travel Plan, e.g. Green Awards, Chambers Ireland Awards
- Publicise events on site with the aim of increasing participation year on year



IKEA travel notice boards & travel information

