



smarter travel AWARDS 2017



Organisation's profile

Northern Trust is recognised as a global leader in investment management and complementary financial services.

As of Feb 2017, locally we have over 925 staff members in Limerick across 2 offices that are located approx. 4.5km away from each other. We are continuing to increase at a massive rate- when we carried out our very first travel survey at the end of 2014 we had approx. 500 staff members across the 2 locations.

Travel Plan Targets

- Our targets were to introduce a Smarter Travel Brand within the Limerick offices that a minimum of 50% of staff recognise the branding within 2 years. Through using this brand our ultimate goal is to reduce the amount of single occupied cars being driven to the offices.
- Have 10 car spaces reserved for car sharing use only.
- Have a minimum of 50 staff members sign up to car sharing.
- Create an initiative to reward/incentivise car sharing for staff.

Results

Our situation with regards to sustainable commuting is probably quite unique in that we have too many car parking spaces per employee. There have been enough spaces for each of our staff members to get to work in single occupied cars without issues. This has meant that staff was more unwilling to change their habits as from their point of view there is no need to. Unfortunately this will not always be the case for us with so our aim is to get staff to change their openness to changing the way they travel to work before we come to a situation where very quickly there will be very little car spaces available.





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As a result of our original travel survey we chose to create a sustainable travel brand that could be recognised by staff when we do promotional campaigns and so the Northern Commute Brand was born.

- Our aim was to get a minimum of 50% of staff to recognise the Northern Commute brand within 2 years, from the survey carried out in Dec 2015 66% of staff recognised the brand, and in the survey in Nov 2016 75% of staff recognised The Northern Commute Brand.
- We exceeded the number of car sharing spaces that we had originally planned to reserve. In total we now have 20 spaces reserved for car sharing between our 2 offices
- We have had 68 staff members sign up to our car sharing initiative, exceeding our aim of 50 staff to sign up.
- Created and have now fully established an initiative to promote car sharing- 'Share the wheels for free meals!'
- Give out free lunch vouchers to a car sharing 'car' monthly to incentivise car sharing
- Each month we send out a mail congratulating the winners- we usually get 2/3 more staff signed up after each mail

How results were achieved

- A member of staff was assigned as a coordinator, not only to spend the minimum 5 hours a week on sustainable travel but a large portion of their workload is to be given to sustainable travel. A 2nd assistant coordinator also spends a portion of their work load dedicated to sustainable travel.
- We have the full backing of our general manager who is always on hand to sponsor prizes etc.
- We originally used car sharing.ie for staff to sign up to car sharing but from the feedback we received, staff did not like the 'straight line' it produced from their home to work as they could not see the route/road that other potential car sharing 'buddies' were on.
- Listening to their valuable feedback we created a spreadsheet whereby car sharing interested staff could answer a specific list of questions that we could then enter into the spreadsheet. It included items such as points of interest eg shopping centres that you would be willing to pick up from etc.
- We then 'buddy' up staff members who could possibly car share and put them in contact with each other.
- Created the Share the Wheels for free meals initiative, using eye catching posters and emails (Scooby Doo themed). Each month we run a draw, entering each group who car share together. The winners receive lunch vouchers to our canteen.



smarter travel **AWARDS 2017**

- Car Sharing is promoted during each staff induction and each new staff member is given a wallet sized booklet that details the different sustainable travel options to our offices.
- Originally 10 parking spaces were designated for car sharing, but from feedback from staff- this wasn't enough and this number was increased to 20 car sharing spaces, therefore doubling our initial target of 10. Car Sharing is painted on each of these spaces.
- Car registration details are kept on file and if a non-car sharing car is parked in a space they are asked to move it by email that is sent to all staff.
- Car Sharing is promoted throughout the year by having events such as cake and coffee mornings where staff can find out more and sign up.

Colleague involvement

- Each year staff complete a travel survey- in the 1st year we had 95% of staff complete it.
- From our original travel survey in 2014, car sharing was the top sustainable travel option that staff were interested in. At our Northern Commute launch in March 2015 we had a car sharing stand which was very well received, on the day we got approx. 10 people sign up to it.
- We have a dedicated sustainable travel email which from staffs valuable feedback we made the decision to create our own way of buddying up interested car sharers and also create the 'Share the wheels for Free Meals' initiative.
- Emails to the winning 'car' in the initiative are sent to all staff monthly which also doubles as a reminder and advertising of the initiative.
- Sustainable travel topic is brought up at each managers meeting, highlighting new facilities or upcoming events. This will then be distributed back to the individual teams.
- If a car sharer sees someone who is not car sharing park in the designated spaces, they let the security officer know. A mail is then sent to that staff member asking them to remove their vehicle.

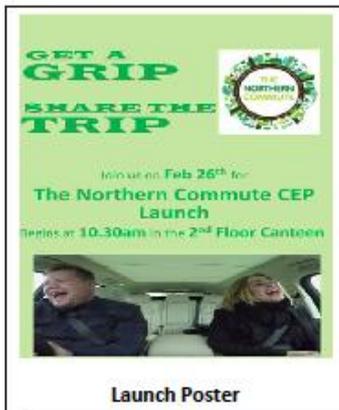


Booklet given to all new employees

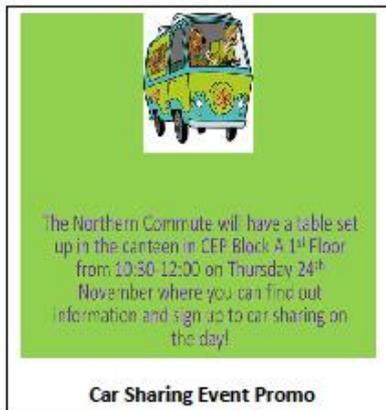


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Collage



Launch Poster



Car Sharing Event Promo



Car Sharing Cakes and Coffee Morning

Modes that might be considered	2015	2016
Car Sharing	44.10%	46.70%



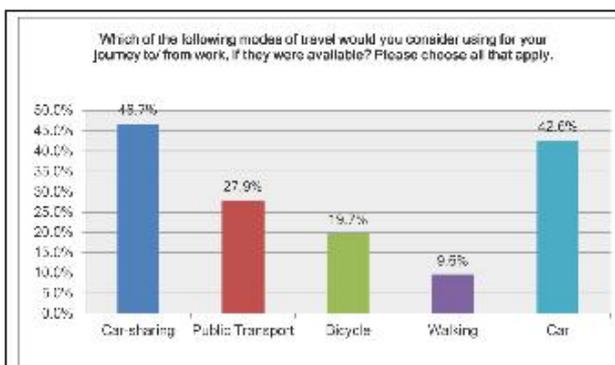
Example of Car Sharing Space



Share the Wheels for Free Meals Campaign

Number of staff signed up to car sharing Limerick 2016	
Month	No.
Jan	48
Feb	48
Mar	48
Apr	51
May	51
Jun	51
Jul	56
Aug	56
Sep	56
Oct	56
Nov	66
Dec	66

Steady increase in staff signed up to car sharing



2016 large interest in car sharing as a mode that would be considered



newsletter article