



smarter travel AWARDS 2017



Organisation 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 two 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. To ensure its success we needed good attendance at our launch, setting ourselves a target of minimum of 100 attendees.

In 2015/2016 we looked to constructing Smarter Travel infrastructure on both of our sites, these included;

- Getting lockers installed
- Install a drying room
- Provide 10 fleet bikes
- Provide 10 car sharing spaces
- Provide secure bike parking facilities
- Install hair dryers and heated towel racks to shower rooms

On the softer measures we aimed to hold a minimum of 4 Smarter Travel events a year to promote sustainable travel

- Promotional Campaigns (posters, staff email competitions etc)
- NTA Challenges such as the pedometer and cycling challenge
- Attended Smarter Travel Seminars with the NTA/LST where info was shared between other workplaces and campuses





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Results

In March 2015 we launch our Smarter Travel Brand 'The Northern Commute' to staff. Our aim for this brand was for staff to have a recognised brand associated with all smarter Travel related events and to initially get staff to begin talking about it.

Our aim was to get a minimum of 50% of staff to recognise it within 2 years, from the 1st survey carried out in Dec 2015 66% of staff recognised the brand, and in the 2nd survey in Nov 2016 75% of staff recognised The Northern Commute Brand.

The following Hard measures have been introduced;

- 136 number of lockers (48 lockers in HH2, 88 lockers in CEP)
- 1 drying room
- 10 fleet bikes (4 of these are electric bikes)
- Secure bike shed facility x3 (2 in CEP and an additional 1 in HH2)- these has been alarmed and alerts our security staff if breached.
- Shower rooms have been updated with heated towel drying rails and hair dryers
- Hair dryers have also been installed in the restroom areas
- 20 Car Sharing Spaces have been installed, double our initial target.

We initially aimed to complete 4 smarter travel events a year but achieved closer to nearly an event every 1 to 2 months in 2016.

Before the Northern Commute was launched, our 2014 travel survey indicated that we had some minimal sustainable commuting occurring

- 8* staff travelled to work on foot
- 9* staff travelled by bike
- 43* staff members car shared (including same and different locations)

*Did not have occasional users stats from 2014 survey

By our November 2016 travel survey we had the following number of staff travelling sustainably both as usual and occasionally

- 43 staff travelled to work on foot usually and occasionally
- 49 staff travelled by bike usually and occasionally
- 143 staff car sharing usually and occasionally (including same and different locations)





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How results were achieved

- By completing the travel survey yearly we got an understanding of employee's barriers alternative modes of transport and from these we worked on ways to address them- e.g. drying facility availability.
- There was significant financial investment from the company following our initial 2014 travel survey; this allowed us to invest in lockers, drying facilities, bike sheds and fleet bike rental as well as being able to create the Northern Commute brand with our own banners etc.
- 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.
- Created a dedicated brand 'The Northern Commute' to advertise and promote sustainable travel events.
- Wallet sized booklets including our new facilities, cycling tips and office maps were given out to each staff member
- Sustainable travel is promoted in all new staff inductions
- In the initial launch of the Northern Commute we had over 200 staff members attend the event; we achieved this by sending personalised invitations to managers and their teams along with our general manager also encouraging attendance at meetings. We also had fantastic raffle prizes which included a bicycle.
- Created our own internal car sharing whereby staff would sign up by mailing us answers to a specified list of questions. We will then match staff up based on their locations and also areas that they pass on the way.
- Created 'Share the Wheels for Free Meals' initiative where monthly a car sharing 'car' gets a free lunch from the canteen.
- Hold regular events that have large employee participation including the RSA shuttle bus and a conference bike race during bike week.
- Word of mouth among staff and clever advertising helped with a lot of promotion. Our 1st pedometer challenge had 20 sign up in 2015, in 2016 this number jumped to 59. We also had a National spot prize winner for their poetry entry.
- Kept up to date with our advertising of events and initiatives such as the Pokemon Go trend and also the James Cordon Car-a-oke!



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Colleague involvement

- Staff completed the travel surveys annually with our first survey being completed by 95% of staff. Massive response to 1st survey- we did a lot of promotion including competitions, management brought it up in meetings and all staffs as well as us going to each team reminding them to complete the survey.
- Travel committee 1st meeting held in 2016-included members of numerous departments in company.
- City East Plaza is quite isolated -not on Bus Eireann bus route, is off a busy motorway and only has access via cycle path from one direction so we ensured that there were incentives for staff involvement.
- Thank you gifts of bike lights, bags, water bottles etc. were given to champions who travel to work via sustainable means.
- Events were on topic with what was trending such as Pokemon Go.
- Set up initial cycling & running club – then handed over to other members of staff to run.
- Set up a dedicated sustainable travel email that staff could send feedback or queries to.
- 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



RSA Shuttle Bus event



smarter travel >>>
>>> workplaces

Launch Event
smarter travel >>>
>>> campus

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Bike Sheds



Bike Week Conference Bike Event



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Launch Advertising



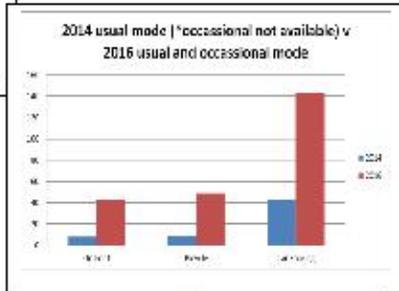
Share the Wheels for Free Meals Initiative



Hair Dryers



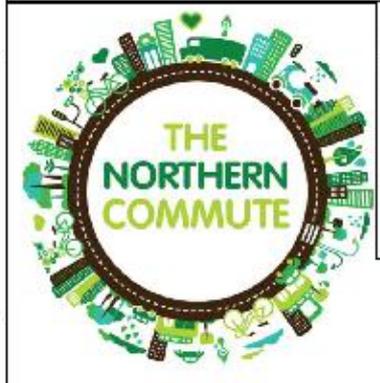
Fleet Bike Shed



RSA Shuttle Bus Event



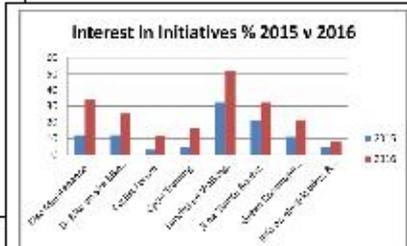
Launch Day



Conference Bike Event



Pokemon Go (Fleet Bike Promo)



Level of Interest has increased substantially 2015 v 2016



Lockers



Northern Commute Booklet



Minibus to Work Promo