



smarter travel AWARDS 2017

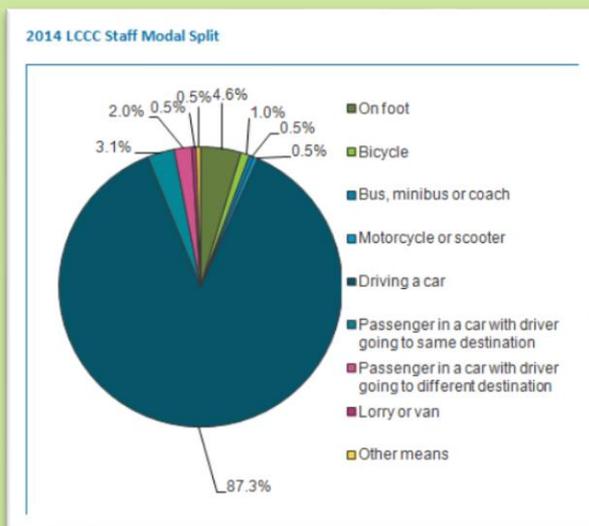
Organisation Profile

Limerick City and County Council is the authority responsible for local government in the City of Limerick and County Limerick. The organisation has 1,192. The corporate headquarters are based in Merchant's Quay, Limerick but there is also a large number of staff based in two other buildings in Dooradoyle, and additional staff in a number of sites across Limerick County.

Travel Plan Targets

Limerick City and County Council first completed a travel survey in 2013. Baseline information gathered included 4.6% of staff commute to work by walking, 9.3% of respondents 'occasionally' walk to work and 11.2% of respondents 'would consider' walking to work. The survey also showed that 22.1% of respondents lived within 5kms of their workplace.

The results showed potential for increasing walking in the workplace. However, the survey also included attitudinal and perceived or real barriers for staff to choose an active mode of travel. It was understood that the majority of respondents would not choose an active mode of travel for their commute to work due to a number of factors including distance, necessity to pick up or drop off children, and the need to use their car for work. With difficulties faced in promoting smarter travel options for staff commuting, it was decided upon to focus on walking as a mode given the potential for increasing this mode from staff feedback. This would mean insuring that at least 10% of staff would walk regular to work.



LCCC 2016/2017 Modal Share Targets

Mode of Transport	Potential Future Mode Share Target 2016/2017
Car as Driver	75%
Car Sharing	8%
Public Transport	3%
Cycling	2%
Walking	10%
Other	2%



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Results

Limerick City and County Council have doubled the number of staff who now walk to work. The baseline survey dated in 2013 shows walking numbers at 5% whereas following a resurvey in 2016, walking numbers of those surveyed had increased to 9.9% just short of the 2016/2017 target figure of 10%. Of those surveyed a further 18.3% occasionally walk to work in 2016, an increase of 9% from the baseline survey in 2013.

Mode of Transport	2013 Survey Response	2016 Resurvey	Potential Future Mode Share
Car as Driver	88%	82%	75%
Car Sharing	5%	3.20%	8%
Public Transport	1%	2%	3%
Cycling	1%	1.20%	2%
Walking	5%	9.90%	10%
Other	0%	0%	0%

LCCC undertook a number of softer measures in the promotion of walking for staff. The 2016 Smarter Travel Workplace Step Challenge was definitely a turning point for LCCC staff and getting the benefits of walking to the forefront of the organisation. Employee feedback included the impact the challenge had on staff in a positive manner, the increase in staff morale during the challenge and the fun competition it created between buildings, floors and pods!

The 'Beat the Chief' Challenge was a successful new addition to the 2016 Challenge where staff competed against Chief Executive Conn Murray's steps for one week. Each staff member who 'Beats the Chief' on Week 3 were awarded a Step Challenge Medal.

LCC have nearly 150 staff members across 26 teams taking part in the challenge. This is nearly double to the entries in the 2015 challenge.

Soft Measure	No. of Participants
NTA's Annual Pedometer Challenge	150 staff
'Beat the Chief' Challenge	25 winners
Breakfast on Us Winners	36 winners
Staff Walk	17 staff
In house blood pressure testing	40 staff per building (Limited numbers)





How results were achieved

- Participated in an NTA's Annual Pedometer Challenge
 - 'Beat the Chief' Challenge

Staff were asked to Beat the Chief Executive's steps for one week in the challenge, only 22 staff members managed to 'Beat the Chief' who worked up over 120000 steps in week 3 of the competition. A prize giving event was held specifically for those who beat the chief and presented with medals (images attached) to make the achievement. The Chief Executive was then presented with his own personal medal (image attached).
 - 'Breakfast on Us' draw for walking challenge participants

For the duration of the challenge, teams were, on a weekly basis entered into a staff draw for a 'Breakfast on Us' prize. A healthy (semi) breakfast was delivered to four teams throughout the competition as a way of thanking those who took part. Poster Campaign specific to LCCC staff
Pedometer Challenge posters were designed specifically for LCCC staff as a promotional and encouraging tool throughout the competition. (Images attached)
 - Update emails on staff participation figures, sign ups, team leader boards, national leader boards.
- Participated in annual Sport's Partnership Workplace Marathon Challenge
- Offered in-house blood pressure health checks for staff
- Umbrellas available for staff at council reception
- Poster campaign on the benefits of walking

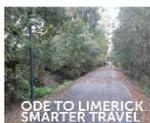
Colleague involvement

- Support from staff has increased dramatically in the last year of promoting smarter travel to and from the workplace. 47% of staff undertook the Smarter Travel Workplace Survey in 2016 a significant increase from the 18% take up in 2013.
- Feedback from staff survey included the following;
 - "The step challenge was good for highlighting my lack of exercise and made me think of ways of incorporating more steps into my daily routine"
 - "I really Enjoyed The Pedometer Challenge and feel it should continue all year round"
 - "Since the pedometer challenge I generally walk the three miles from the nearest village to my house to try and do more steps. I get a lift with my husband but get out in the village"
- % of staff attending organised walk, pedometer challenge
- Staffs support throughout the year and request for additional pedometer challenges in addition the annual NTA workplace challenges.

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Collage

Poem written by a LCCC Staff Member after the Pedometer Challenge 2016



by Orla Kyry Customer Services

Plant some soil to feed
 That far and fast
 You climb with me

Along the roadside walk from Corbally to L.L.
 While you will travel, you never can rest
 Your steps in 'The Luncheon'
 Let's snop the breeze,
 Or watch a tractor give the sown a boost

Amble along and meet the slow walkers
 Run past the fast walkers
 Take a ramble through the woods,
 Or give a free for our own
 Jobs! The Smarter travel does provide

Ponder on the beauty of this place.
 That has no beauty for the eye, but on your feet
 Squeak the feet for you, yes,
 The Church Park Team enhance the scene
 For the beauty of our lives.

Who next will win the Smarter Travel Team
 I may really be asking the question
 Of course, there are also the teachers and students
 Going to College where do they carry all their
 Knowledge?

Walk, run, bike, skate, using the way
 Or sit with Granny, catching the rest,
 Taking it, that those are the days
 Changing and will follow us to
 The Ouseen Cycle, for the 'smokey' or just a winter

Watch the children cycle over the white bridges
 Full of fun and laughter
 Everyone wants a happy ever After!

So go forth with... to Limerick Smarter Travel,
 After a sundown can you still travel!

Presentation Beat the Chief with LCCC Chief Executive Conn Murray



Council Connect December Edition 2016



Part of Annual Step Challenge we all did
 to see the 'Beat the Chief' and see the
 staff members who were the winners.

PACKED THE ESSENTIALS

LCCC introduced their
 2016 Step Challenge for 2016.
 The challenge was to
 walk 10,000 steps a day.
 The challenge was to
 walk 10,000 steps a day.
 The challenge was to
 walk 10,000 steps a day.



These boots were made for walking!

The challenge was to
 walk 10,000 steps a day.
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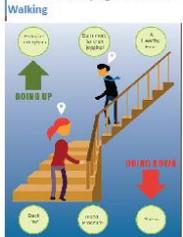
NTA Walking Workplace of the Year
 Limerick City and County Council – Accompanying Document



'Breakfast on Us' Winners Pedometer Challenge



LCCC Poster Campaign Benefits of Walking



LCCC Staff Marathon Challenge

