



SMARTER TRAVEL WORKPLACES NEWSLETTER



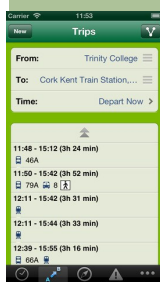
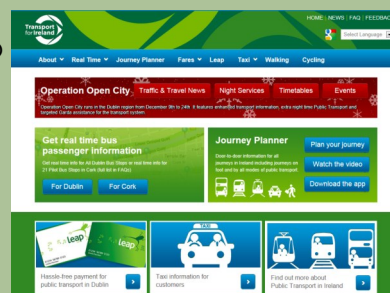
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Travel Options this Christmas

Operation Open City will run in the Dublin region from December 9th to 24th. It features enhanced transport information, extra night time Public Transport and targeted Garda assistance for the transport system. Here you will find useful information on **Traffic and Travel News, Night Services, Timetables & Events**.



New National Journey Planner

The new Journey Planner from Transport for Ireland lets you see all of the public transport options and plan your journey times more accurately. The Planner covers bus, rail, tram, taxis, ferries and walking – 120 operators in total – with fully mapped-out route information, printable timetables and details of overall journey times. The Journey Planner App is free – so download it today, from the App store, your android play store or from www.transportforireland.ie

iPhone App: Download from the Apple Appstore at <https://itunes.apple.com/ie/app/journey-plan/id5383331603?mt=8>

Android App: Download from Google Play at <https://play.google.com/store/apps/details?id=com.mdv.IrelandCompanion>

Real Time Passenger Information

This new system will show you when your bus is due to arrive at your bus stop so you can plan your journey more accurately. You can access Real Time Passenger Information a number of different ways depending on where you are or what suits you. You can enter your bus stop number on www.transportforireland.ie or www.dublinbus.ie, you can also access this information using the Dublin Bus Apps, or by texting your bus stop number to 53035. For more information please visit www.transportforireland.ie



For further information on the Smarter Travel Workplaces Programme please visit www.smartertravelworkplaces.ie



Sample Partner Events and Resources

Dunlaoghaire Rathdown County Council Smarter Travel Day



Above, L to R: Gerry Flaherty and Therese Langan, Dunlaoghaire Rathdown County Council

In March 2012, Dunlaoghaire Rathdown County Council held a Travel Day to promote sustainable travel to staff and Councillors. As part of this the following Smarter Travel initiatives were launched:

1. Staff Intranet Page providing information on all travel options (see below)
2. The Dunlaoghaire Rathdown County Council's Car Share Scheme
3. Council Staff Travel Charter (see image on right)
4. Launch of Fleet Bike online booking system

More information on Smarter Travel in Dunlaoghaire Rathdown County Council can be obtained by email from sustainabletravel@dlrcoco.ie

The image on the right is the homepage for Smarter Travel on the Dunlaoghaire Rathdown County Council Intranet. The pink text links to the National Transport Authority's car sharing website. Each logo on the Smartphone provides information on each travel mode. The text near the bike links you to the Dunlaoghaire Rathdown County Council's online fleet bike booking system, and the text near the running shoes links to the Pedometer Challenge.



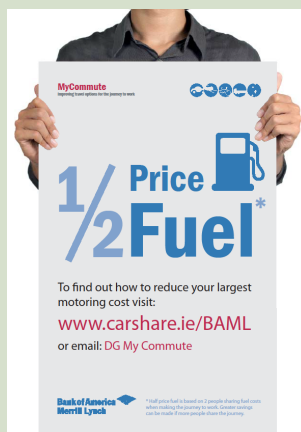
Bank of America Merrill Lynch

"At Bank of America Merrill Lynch the 'MyCommute' programme has been introduced to promote and maximise the use of sustainable travel modes to the organisations Central Park office. Being located out of the city centre and just off the M50 motorway many assume that the car is the only practical travel choice, but with the Central Park Luas stop now located on their doorstep and fuel prices at a near record high, an increasing number of people are starting to consider what alternative options are available.

For those not able to walk, cycle or use public transport when travelling to work car sharing is seen to offer a practical alternative to simply driving alone. Focussing on the cost savings a new scheme was recently launched to staff, taking advantage of the online Smarter Travel Workplaces CarSharing.ie tool. By utilising a range of promotional methods, including the posters shown on this page, I was able to illustrate to staff the benefits of registering and exploring whether car sharing could work for them. " John Hacker, Travel Plan Coordinator, Bank of America Merrill Lynch.



Smarter Travel Workplaces Car Sharing Website



Sample poster used as part of the campaign to create awareness.

Could you pick up someone else?



Cut your costs. Car Share.

Could you car share? If you can, you'll save money, help reduce congestion and vehicle emissions. The more you share, the more you save. We now have a private car share group at www.carsharing.ie/BAML.



Another poster used as part of this campaign.



Tips for Cycling in Darker Weather

The days might be shorter but the weather has been dry and cold for the most part, which is a good thing for cycling! As the evenings are turning darker earlier it's important to remember to make yourself visible at all times, but particularly when cycling in the dark. As well as being vital for safety it is also a legal requirement that you have a white front light, a red back light and a rear reflector on your bike. You may also like to consider wearing a reflective 'high-visibility' jacket or reflective strips on clothing. Smarter Travel Workplaces reflective slap wraps, which you may have picked up at events and challenges, can be useful for both walkers and cyclists.



It is also important to get your bicycle serviced regularly and to make sure your brakes are working well. Having a bell on your bike is common sense but also a legal requirement, so make sure it's in an easy to reach position and in working order!

If you are carrying your Christmas shopping, or anything else, on your bike be sure to tie it securely to the back carrier, use the basket, or use panniers!

Christmas Wish List!

Looking for Christmas reading related to behavioural change, but not too much like work? You might think about asking Santa for one of these:

- * *Influence: The Psychology of Persuasion: Robert Cialdini*
- * *Nudge: Improving Decisions about Health, Wealth and Happiness, Richard H Thaler, Cass R Sunstein*
- * *Basic Instincts: Human Nature and the New Economics*
- * *The Tipping Point: How little Things Can Make a Big Difference, Malcolm Gladwell*

Or you could look up some online resources:

- * *Fostering Sustainable Behaviour: Community Based Social Marketing www.cbism.com*
- * *MINDSPACE <http://www.instituteforgovernment.org.uk/our-work/better-policy-making/mindspace-behavioural-economics>*



Smarter Travel Workplaces Partner Seminars and Events 2013

The first Partner Seminar of 2013 will be held in April around the topic of Campus Travel Plans. Case study's from a range of third level campus' will be presented with information provided on drivers for change, actions implemented, results of implementation and speakers will also look at what worked and what didn't work on their campus! The date and full details of this event are to be finalised. If you have any suggestions that you would like to put forward please email them to sharon.daly@smartertravelworkplaces.ie as soon as possible.

The calendar of Partner events, site visits and challenges for 2013 will be issued in early January! There will be lots going on again next year and we look forward to seeing you at our events and working with you throughout the year.



Pedometer Challenge 2012

"A huge thank you to all the workplaces who participated this year and a special thanks to the coordinators for all your support and the encouragement and enthusiasm you showed to your colleagues throughout the challenge."
Sharon Daly, Pedometer Challenge Coordinator



More than 4,000 people from 52 of Ireland's largest workplaces took an amazing 1 billion 274 million steps as part of the Smarter Travel Workplaces Pedometer Challenge 2012. The Challenge ran for four weeks, ending on the 9th of October last and was organised by the National Transport Authority in partnership with the Irish Heart Foundation, to encourage people to walk for health and for the commute.

The winning teams overall in the Pedometer Challenge 2012 were 'Funky Feet' from Cork University Hospital in first place, 'Bad Ass Baldies and the Cure' from ESB in second place and 'The Jolly Walkers' from the National Rehabilitation Hospital in third place.

A draw was conducted from among the top 10 teams to find two winners for a place each on the Irish Heart Foundation's European Walk in 2013. The winners chosen were Maria Carmody from Leo Pharma and Pat Casey from Cork City Council and courtesy of the Irish Heart Foundation they will be taking part in their overseas walk in Croatia next year.



Irish Heart Foundation Winners

L to R: Pat Casey, Cork City Council & Maria Carmody, Leo Pharma.



Best Workplace Winners

L to R: Gerry Murphy, CEO, National Transport Authority, Ethna Bloxham, Siemens Ltd., Sharon Daly, National Transport Authority, Jane Kelly, Capita.

The 'Best Workplace Awards' went to 'Capita' and 'Siemens Limited' as the workplaces with the highest percentage uptake among staff in the Pedometer Challenge.

Many found the challenge really motivated them to get moving and reap a variety of benefits. One participant said "the biggest kick I get is racing the cars which are bumper to bumper around Inchigaggin bridge, Cork ... what I had not factored in was my new hour glass figure which I can now clothe with the petrol money I have saved." Anne Barrett, Cork University Hospital.

For another participant the challenge had an effect on many aspects of her health "I gave up the ciggies at the start of the challenge and the extra walking has really helped me focus on a much healthier lifestyle. I walk home every evening (3+ miles) and I also go for a walk with my fellow 'vixens' at lunchtime." Ann Wright, 'Vivacious Vixens' team, University Hospital Galway.

The evaluation of the challenge showed positive results with 94% of survey respondents stating that they increased activity during the challenge with 94.3% meeting the National Recommendations for Physical Activity during the challenge, an increase of 57% from before the challenge. Those walking to work in the participating companies more than tripled, with participants also fundraising for the Irish Heart Foundation as they walked, raising over €5,000 through pedometer sales.

Critically, 97.7% of participants who completed the evaluation stated that they plan to continue to be active now that the challenge is over. Benefits stated by participants of taking part; Enjoyed being part of a team (70.5%), Increased fitness (67.8%), Feeling good about myself (57.5%), Boost in staff morale (49.2%), Reduced stress (20.1%), Weight loss (19.5%) and Making new friends at work (17.8%).

Over 90% of coordinators from participating workplaces commented that the Pedometer Challenge had positive effects on team building and team spirit in their workplace. They also commented that the challenge raised awareness of activity levels, encouraged staff to walk to work and increased stair use. Coordinators also cited improved staff morale and stress reduction as other benefits of participating in the Pedometer Challenge. For more information and a full list of prize winners visit www.smartertravelworkplaces.ie