



AGREEMENT

Smarter Travel Workplaces & Smarter Travel Campus Programmes

22 January 2016

Smarter Travel Workplaces & Smarter Travel Campus

1. Introduction:

Smarter Travel Workplaces (STW) and Smarter Travel Campus (STC) are national, voluntary programmes that work with large employers and third level institutions to implement workplace travel plans.

The Smarter Travel Workplaces (STW) programme was established in 2009, and is now engaged with 97 large employers, with a potential reach of over 105,252 employees. The Smarter Travel Campus (STC) programme was established in 2012, and is engaged with 23 third levels, including all of the Irish universities and the majority of the Institutes of Technology – a potential reach of 26,620 employees and 209,532 students.

The previous funding cycle for Smarter Travel Workplaces and Smarter Travel Campus programmes ran from summer 2012 to summer 2015. This Agreement outlines programme deliverables from summer 2015-2018.

2. Programme Summary

Smarter Travel Workplaces and Smarter Travel Campus Partners are engaged in an on-going commitment, reinforced by a Partner Charter, signed at the most senior level within the organisation.

At a site specific level, the Facilitation team (1 Coordinator and 3.5 full time equivalent Facilitators) works with Partners to identify the existing mode split, and opportunities for action across all modes. The Facilitator suggests an action plan for each mode, and then depending on the interests, location and resources of the particular employer or third level, the Facilitator helps them to target and deliver actions. Partners are also supported by central events including awards; seminars and networking; walking and cycling challenges; promotional campaigns; a library of design materials and on-going communication and support.

The programme is voluntary in nature, and as such cannot prescribe actions or monitoring. Rather workplaces and campuses are encouraged to engage as and when their resources permit, with some sites more active than others. Initial monitoring indicates that in the majority of workplaces and campuses with mature travel plans (at least one year implementation), car use is decreasing, with a corresponding increase in more sustainable travel.

The tables below show the number of Partners which have decreased car use (as of the end of August 2015); the average percentage change; and an approximation of the number of people changing that this would equate to - this figure is illustrative only, as the size of the cohort will have changed over time. Other modes are shown in Appendix 3.

WORKPLACES			
Mode	Car		
Change	Plus	No Change	Minus
Number of Partners	16	1	28
Average % change	22%	0%	-17%
People equivalent	905		-3219
Net People Change	-2314		

CAMPUSES			
STAFF			
Mode	Car		
Change	Plus	No Change	Minus
Number of Partners	3	0	7
Average % change	8%	0%	-18%
People equivalent	113		-1493
Net People Change	-1380		

STUDENTS			
Mode	Car		
Change	Plus	No Change	Minus
Number of Partners	3	0	7
Average % change	34%	0%	-30%
People equivalent	3195		-5872
Net People Change	-2677		

3. Workplaces – Revised Programme.

Acknowledging that a significant amount of work has been done to date in a large number of Partner workplaces, it is proposed that the programme moves to a ‘support’ role for workplaces undertaking travel plans, while still providing resources and activities that draw on good practice in the areas of community-based social marketing, travel planning and behavioural change.

This would involve a move away from on-site Partner engagement and meetings to a ‘bureau’ style service, with phone support and centralised Partner events. Annual awards and central events will support both new and existing Partners to continue to promote more active travel. At a general level, the programme will migrate to include a significant inter-company competitive element in all areas of company action plan delivery.

Note: The development of a database to track activities and award ‘points’ which can be ‘redeemed’ for resources (including challenges, promotions, cycle parking etc.) was included in the original budget proposal – this resource has now been removed to bring the proposal within budget. If cost savings are achieved following tenders for the team, the active travel logger rebuild and other large cost items, the reinstatement of this element of the programme will be costed and investigated.

The programme will continue to publicise the benefits of smarter travel on the commute through establishing synergies with other bodies including the National Health Sustainability Office, Healthy Ireland, Local Authorities and business groups, as appropriate.

The previous MOU included specific activities to engage Small to Medium Enterprises (SMEs) in cluster. This activity was not found to be productive, due to resource restraints on the part of the SMEs, and the resources required on the part of the programme to access these groups, with few tangible outcomes. It is proposed that some targeted activity with SMEs will continue through the following activities:

1. **The Lough Mahon cluster in Cork**, where a cluster was established as part of the previous MOU. This group has limitations in terms of infrastructure for sustainable travel, so activity through the STW programme will be tailored as appropriate.
2. **SME group representatives** - Chambers Ireland, ISME, IBEC etc. will be contacted to act as a channel to send updates and news. This might include, for example, news items, promotion of bike week, allocation of bike lights to the workplace body to distribute through their network etc., or speaking at their events. Workplace representative groups e.g. American or German Chambers, will also be explored as mechanism for recruiting larger Partner workplaces.
3. **Smarter Travel Areas/ Towns** – to date, the STW/ STC programmes have engaged with Dungarvan, Westport, Limerick, and Wexford Local Authorities in relation to their Smarter Travel Areas/ Towns activities. This has been a positive way to work with workplaces and campuses in the relevant areas. As infrastructure is provided in other Smarter Travel areas/ towns, link ups between the STW/ STC programmes and the relevant local authorities may prove effective in raising awareness and use of resources, with both SMEs and larger organisations.

In some areas, due to work with larger Partners, contact has already been made with Local Authorities e.g. Sligo (Institute of Technology Sligo), Tralee (Institute of Technology Tralee); and further contact to link up with other workplaces/ campuses may prove beneficial. To this end, STW will contact all relevant STA Local Authorities in early 2016 to establish potential areas for joint activity. Resources available might include meetings for workplaces/ third levels in the relevant areas to introduce smarter travel activities, sharing of guidelines, groups on Carsharing.ie, access to walking challenges etc. Larger Partners will be encouraged to formally become Partners of the Smarter Travel Workplaces programme.

The relevant areas are as follows:

	Town	Contact	
1	Birr, Co. Offaly	ahsmyth@offalycoco.ie	Anne Healy Smyth
2	Cavan	jwilson@cavancoco.ie	John Wilson
3	Claremorris, Co. Mayo	pphilbin@mayococo.ie	Pádraig Philbin
4	Clonmel, Co Tipperary	Willie.corby@tipperarycoco.ie	Willie Corby
5	Ennis, Co Clare	acronin@clarecoco.ie	Ann Cronin
6	Sligo	jof@sligococo.ie	John O'Flaherty
7	Thurles, Co Tipperary	Willie.corby@tipperarycoco.ie	Willie Corby
8	Tralee, Co. Kerry	tsheehy@kerrycoco.ie	Tom Sheehy
9	Wexford	Noel.O'Driscoll@wexfordcoco.ie	Noel O'Driscoll

3.1 Resources

As part of the revised Smarter Travel Workplaces programme, resources available to **existing workplaces** would include:

- Baseline and monitoring travel surveys to establish mode shift.

Note (i) Partners are encouraged to conduct surveys online through the STW/STC programmes. In some cases, Partners conduct internal surveys or commission a consultant to do so on their behalves – and share results with the programme. Monitoring generally takes place when the Partner has been active for a minimum of one year, depending on the Partner capability to undertake the survey.

Note (ii) From 2016, it is proposed that monitoring will be conducted through an all-Partner, incentivised survey, to coincide with the National Census, see Section 5;

- Pedometer Challenge

Note: The NTA intends to migrate to an app-based event, with limited pedometers for sale through the Authority;

- Quarterly, regional networking events, subject to interest;
- Internal liaison within the Authority where relevant for infrastructure or public transport investment;
- Comprehensive website with guidance, templates and sample documents and case studies;
- Annual Partner seminar;
- Annual Smarter Travel Awards;
- Annual bike light promotion;
- Public transport promotion;

- Cycle promotion through an event yet to be devised (*Cycle Challenge to be reviewed and replaced*);
- Mapping resources showing travel information (e.g. bus routes, bike stands etc) for sites above a certain employee/ visitor threshold;
- Phone support;
- Posters (e.g. active travel, Carsharing) and design templates (e.g. Did you know it's 10 minutes cycle to...);
- Resource library of banner stands and posters/ promotional materials;
- On-site attendance where strategic;
- Recces for TFT displays for NTA grants team; and
- Public Partners – e.g. hospitals, would also have access to cycle parking funding through the Authority in the regional cities and Greater Dublin Area.

Resources available to **new workplaces** would include:

- Central introductory session for potential Partners, held regionally and quarterly, depending on levels of interest
- Online initial travel survey and export of survey results from Survey Monkey with limited commentary
- Geocoding of employee home locations and mapping of results by mode
- Template Action Plan
- Template site audit
- Template cycle facilities audit
- Phone support
- All resources listed above for existing Partners

4. Smarter Travel Campuses – Revised Programme.

A significant amount of time was needed to identify key personnel and to build relationships in third level Partners. As it stands, the Campus programme is still at the initial stages of implementation in many sites.

This exploratory phase has revealed that some Partner sites do not have much capacity for change **at present**, due to the interests of the individual site/ contact person; their location; available alternatives; or significant amounts of free car parking and an ethos of car driving. This may change

in future with a change of personnel, planning permission requirements or changes to public transport routes or walking/ cycling infrastructure in their vicinity.

It is proposed that the Campus programme will change as follows:

1. Focus on students primarily, with activity for staff as per the workplaces programme
2. Focus on those institutions with the largest populations, capacity and potential for change. These institutions are grouped in the table below – please note that this table is illustrative, as Partners move through cycles of being active or going dormant, depending on other activity in their sites.
First Tier institutions will be targeted for participation in all activities, owing to their size; location; or where a motivated point of contact can drive a programme of activities.
Second tier institutions are those where contact has been made, but potential for large scale impact may be limited due to their location or capacity (resources/ personnel) for change.
Third Tier institutions are those where significant time has been spent previously to no avail; or where no contact has been made to date but it is not envisioned that those listed will become very active, or have a significant impact if they do engage.
3. The facilitation team will work with all Partners to encourage them to move to Tier 1 status e.g. having an active working group, implementing actions and monitoring change, with the support of the STC programme.

Table 1 – Breakdown of Campus Partners

First Tier - Targeted for participation in all activities, Facilitator to join working group	Second Tier - Notified of programme activities/ news, less attendance of Facilitator on site	Third Tier - Notified of news, not pursued. No Facilitation activities on-site until Working Group in place.
1. University College Dublin	12. Athlone Institute of Technology	23. Dun Laoghaire Institute of Art, Design and Technology
2. University College Cork	13. Cork Institute of Technology	24. Institute of Public Administration
3. National University of Ireland Galway	14. Galway-Mayo Institute of Technology	25. Milltown Institute of Theology & Philosophy
4. Maynooth University	15. Institute of Technology, Carlow	26. National College of Art and Design
5. University of Limerick	16. Institute of Technology, Tallaght	27. Royal College of Surgeons Ireland
6. Trinity College Dublin	17. Institute of Technology, Tralee	28. Shannon College of Hotel Management
7. Dublin City University	18. Letterkenny Institute of Technology	29. Marino Institute of Education
8. Dublin Institute of Technology	19. Mary Immaculate College	30. Church of Ireland College of Education
9. Institute of Technology, Blanchardstown	20. Limerick College of Further Education	31. Garda College
10. Institute of Technology, Sligo	21. Dundalk Institute of Technology	32. Military College
11. Limerick Institute of Technology	22. Waterford Institute of Technology	33. National College of Ireland
		34. Pontifical University of Maynooth
		35. Royal Irish Academy of Music

		36. St Patrick's, Carlow College
		37. Honorable Society of Kings Inn
		38. Griffith College Dublin

All active Partner campuses have now had visits from their Facilitators. It is now proposed that Partners would be invited to come together to network and share experiences on a quarterly basis, instead of the Facilitator going to site. These networking events would be third level only in the GDA, but offered with a shared workplaces/ campus approach for the regional cities.

Other changes to the programme to include:

- Facilitation team to attend strategic working group meetings in First Tier institutions, subject to Partner requirements;
- Facilitation team to support First and Second Tier institutions by phone/ email primarily;
- Limited attendance on site for any events. Promotional staff or students will be engaged to deliver promotions on the ground – *subject to budget*.
- Review of the walking and cycling challenge format with a potential move to a Travel Champions promotion (more a PR / awareness raising promotion, with Champions from selected campus trialling a new behaviour and being a face for the event/ their campus); and
- As with the workplaces, *subject to budget*, a database will be developed to track activities and award 'points' that can be redeemed for resources in a limited number of campuses including cycle parking, part funding of health checks/ bike maintenance/ bike locks, lights or helmets. Resources available to be confirmed depending on budget.

Other resources available to the Campuses would include:

- Annual, incentivised, online monitoring survey for all Partners, as per the workplaces;
- Internal liaison within the Authority where relevant for infrastructure or public transport investment;
- Website with guidance, templates and sample documents and case studies;
- Annual Partner seminar(s);
- Annual Smarter Travel Awards;
- Annual bike light promotion;
- Public transport promotion through an event/ challenge yet to be devised;
- Cycle promotion through an event yet to be devised (Cycle Challenge to be reviewed and replaced);
- Phone support;

- Posters (e.g. active travel, Carsharing) and design templates (e.g. Did you know it's 10 minutes cycle to...);
- Resource library of banner stands ;
- On-site attendance only where strategic;
- Recces for TFT displays for NTA grants team; and
- Access to cycle parking funding through the Authority.

4.1 Third Level 'New Starts' Roadshows

Joint Authority/ Transport Operator/ Smarter Travel Campus promotional roadshows were held in 7 third level sites in 2015, including all of the universities. Other Partner sites were also supported with their 'new starts' events, through the Smarter Travel Campus team.

It is proposed that Smarter Travel Campus would continue to develop the 'new starts' roadshows in September/ October, in conjunction with the Authority Customer Engagement Unit. The costs associated with Smarter Travel Campus personnel are included as part of the proposed STW/ STC budget. However, materials, logistics and other items listed below are not included, and are subject to agreement from the Authority Customer Engagement Unit.

Proposed activities for New Starts Roadshows:

- Provision of a comprehensive travel pack to third level 'new starts' as part of orientation. This would include mapping resources and other materials yet to be devised. Rollout over three years;
- Expansion of the impact of the roadshows through external promotional staff on site, working with the local public transport experts (operators) and Smarter Travel Campus personnel;
- Inclusion of other campuses; and
- Promotional and design materials as required.

5. Monitoring and Evaluation Proposal

5.1 Introduction

A requirement of the STW and STC programmes is that Partners monitor their progress in reducing car use and increasing alternative modes. Partners agree to this as one of the items in their Partner Charter. Survey results inform action plans, and also assist the Authority to report on the results of

the STW/STC programmes. For these reasons, it is essential that Partners conduct baseline and monitoring surveys.

At present, Partners are encouraged to survey when they join the programme, and approximately 12 months later. The baseline survey is quite long, in order to inform an action plan. The monitoring survey is much shorter, and relates primarily to mode split on a regular or occasional basis. More recently a question on physical activity was included, as Sustrans in the UK have shared their methodology for reporting on their workplace programmes using this metric. This is also complementary to Health Ireland targets, as the impact of travel plans on increasing physical activity can be reported.

Limitations of over 120 partners surveying at different times of year include:

- the results may not be comparable with the Census due to time of year the survey was conducted;
- from a data collection point of view, programme reporting is informed by a number of datasets per Partner which must be queried and combined to come up with metrics
- the Partners do not always have budget to incentivise colleagues responding – with the survey usually being more important to the STW/STC team than it is to the Partner
- the Facilitation team has to remember which Partner to follow up with in advance of the anniversary of their previous survey.

For the first time, Smarter Travel Workplaces and Smarter Travel Campus propose to conduct an online, incentivised monitoring survey for all Partners, at the same time, to coincide with the National Census 2016. Subject to this being an effective way to get survey responses from employees and students in STW/STC Partners, this survey process will take place in April in subsequent years for which the programme is funded.

The 2016 census will take place on Sunday 24th April. STW/STC proposes to survey Partners over an approximately 3 week period in March/ April, commencing after the school break for St. Patrick's Day and Easter mid-term.

The purpose of the centralised monitoring survey is to:

- Monitor the impact of the STW/STC programme on mode split

- Establish a pattern of monitoring for all Partners on an annual basis
- Assist Partners to compile quantitative results for their 2016 Smarter Travel Awards entries

Note that a number of Partners operate on a less frequent monitoring cycle or conduct their own surveys internally or through consultants as part of planning processes. In addition, for internal business reasons, it may not suit all Partners to publicise the survey at the time suggested by the programme. A number of Partners have recently conducted their STW/ STC monitoring surveys, so are not yet due to re-survey.

However, we will work with Partners to encourage them all to move towards an annual survey, conducted through the programme, in April.

Partners must have up to date surveys in place to access resources such as the Pedometer Challenge. As an added incentive to undertake the monitoring survey, Partners publicising the survey will be awarded bonus points towards the Smarter Travel Awards. Additional bonus points will be awarded for achieving a representative response rate per individual employer/ campus population.

Representative response rates may not be achieved in all Partners. The threshold for workplaces will be 20%. For hospitals or campuses, a much lower target may be considered e.g. 15% for campus students and hospital staff.

There will be no penalty for Partners observing an increase in car use – rather they will be encouraged to look at their action plan and opportunities for implementation again.

The URL www.survey.smartertravelworkplaces.ie has been requested to publicise the survey. This URL will re-direct to a page on the STW website where a link to the survey can be found, as well as information on prizes for respondents. A poster/ email banner will be developed for the survey also. This will go to Partners in February/ March 2016.

In addition it is proposed to undertake an independent evaluation and monitoring survey in the third year of the programme in a selection of partners in the STW and STC to corroborate the findings of the on line surveys conducted. An independent survey will be also conducted on a pilot basis in a number of workplaces and colleges which have not taken part in the programme to gauge the level

of impact of the programme. The details of these independent surveys will be agreed between the NTA and the Department at a later date.

5.2 Incentives

Subject to confirmation of budget, incentives will be provided for filling in the survey. For the workplaces, incentives will be provided for those distributing the survey, and those filling it in. For the campuses, an incentive will be provided for the students union/ working group to implement an action, and students and employees responding to the survey will qualify for an incentive also.

The type of incentive given might include:

- E readers
- Action cameras
- Activity trackers
- Shopping vouchers

There will not be budget for incentives for all STW STC Partners, so it is proposed that those with the highest response rate will have more 'tickets' in a prize draw. This will be reviewed when the survey is live, as it is much easier to get a high response rate in a workplace the size of the NTA compared to a hospital or campus.

Survey Questions will cover

- Usual mode of transport
- Occasional mode of transport
- Are you active?
- Distance travelled to work/ campus
- Workplace/ campus
- Contact details for prizes – will be deleted once prizes are awarded

6. Resource Requirements

Personnel Resources required

- 1 x FTE Coordinator shared across the programmes

- 1 x FTE Facilitator Smarter Travel Workplaces
- 2 x FTE Facilitators Smarter Travel Campus
- 0.5 x STW Programme Support

Other budget headings to include:

- Smarter Travel Awards
- Partner seminars/ networking events
- Walking/ cycling challenges
- Carsharing.ie website maintenance
- Couriers
- Monitoring – incentives for responding
- Challenge app build and maintenance across platforms
- Geocoding
- Survey Monkey software
- Bike light promotion
- Promotional staff
- Suppliers to deliver cycle training, bike maintenance and health checks on a limited basis as 'rewards'
- Design and print- ad hoc
- Ezine distribution
- IT project support and management (managed by NTA)

Not included in STW/ STC budget:

- Database build for programme tracking/ cost centres
- Website rebuild
- Mapping (in-house NTA)
- Design of travel information resources (in-house NTA)
- RTPI TFT screens (in-house NTA)
- Cycle parking (Regional cities and STMG grants programmes NTA)
- Stationary & Postage (in-house NTA)
- New starts roadshows – logistics, design, print, promotional items, promotional staff (Customer Engagement Unit, NTA)

7. Conclusion

This Agreement is between the Department of Transport Tourism and Sport (the Department) and the National Transport Authority (the Authority) for the administration by the Authority of the Smarter Travel Workplaces and Smarter Travel Campus programmes from 1st July 2015 to 30 June 2018. The Authority undertakes to provide the programme deliverables as set out in this agreement and to report to the Department as set out in the agreement. The Department undertakes to provide funding for the programme as set out in the agreement.

7.1 Funding

The Department will provide funding to the Authority of **€600,000 per annum**, over the three year period of this SLA.

The Authority will prepare annual budgets for the approval of the Department.

Expenditure under the Smarter Travel programme will be based on the funding levels set out in this agreement.

The Department will make payments on a quarterly/ monthly basis, on the basis of actual costs incurred.

7.2 Reporting

The Authority will provide monthly reports to the Department on the operation of the Smarter Travel programmes.

Monitoring meetings will be held between the Department and the Authority as requested by the Department.

The Authority will submit an annual report on the programme activities.

7.3 Amendment of the Agreement

The Department may amend this Agreement following receipt of the mid-term review, as long as such amendments do not increase the cost of provision of the programme.

This Agreement may be amended at any time during the period of validity by agreement between the Department and the Authority.

This Agreement is made by:

Martin Diskin
Department of Transport Tourism and Sport

Hugh Creegan
National Transport Authority

Dated

Dated

Appendix – Other Modes, Change Recorded by Partners, as of end August 2015

WORKPLACES

Mode	Foot		
Change	Plus	No Change	Minus
Number of Partners	14	1	27
Average % change	337%	0%	-31%
People equivalent	826		767
Net People Change	59		

Mode	Bike		
Change	Plus	No Change	Minus
Number of Partners	41	1	3
Average % change	1384%	0%	-16%
People equivalent	3646		-35
Net People Change	3611		

Mode	Bus		
Change	Plus	No Change	Minus
Number of Partners	25	3	17
Average % change	244%	0%	-31%
People equivalent	1904		-634
Net People Change	1270		

Mode	Rail		
Change	Plus	No Change	Minus
Number of Partners	20	4	14
Average % change	154%	0%	-30%
People equivalent	1926		-469
Net People Change	1457		

Mode	Car		
Change	Plus	No Change	Minus
Number of Partners	16	1	28
Average % change	22%	0%	-17%
People equivalent	905		-3219
Net People Change	-2314		

Mode	Carshare		
Change	Plus	No Change	Minus
Number of Partners	15	3	20
Average % change	222%	0%	-39%
People equivalent	534		-461
Net People Change	73		

CAMPUSES - STAFF

Mode	Foot			Mode	Bike		
Change	Plus	No Change	Minus	Plus	No Change	Minus	
Number of Partners	6	0	3	7	0	3	
Average % change	20%	0%	-24%	158%	0%	-18%	
People equivalent	162		-94	879		-59	
Net People Change	68			820			

Mode	Bus			Mode	Rail		
Change	Plus	No Change	Minus	Plus	No Change	Minus	
Number of Partners	6	0	3	5	1	2	
Average % change	233%	0%	-12%	117%	0%	-26%	
People equivalent	377		-49	175		-114	
Net People Change	328			62			

Mode	Car			Mode	Carshare		
Change	Plus	No Change	Minus	Plus	No Change	Minus	
Number of Partners	3	0	7	5	0	4	
Average % change	8%	0%	-18%	58%	0%	-35%	
People equivalent	113		-1493	46		-215	
Net People Change	-1380			-169			

CAMPUSES - STUDENTS

Mode	Foot		
Change	Plus	No Change	Minus
Number of Partners	7	0	2
Average % change	11%	0%	-8%
People equivalent	1191		-702
Net People Change	489		

Mode	Bike		
Change	Plus	No Change	Minus
Number of Partners	7	0	3
Average % change	162%	0%	-31%
People equivalent	4233		-1812
Net People Change	2421		

Mode	Bus		
Change	Plus	No Change	Minus
Number of Partners	6	1	2
Average % change	49%	0%	-24%
People equivalent	4382		-1969
Net People Change	2413		

Mode	Rail		
Change	Plus	No Change	Minus
Number of Partners	3	0	4
Average % change	89%	0%	-33%
People equivalent	1529		-1449
Net People Change	81		

Mode	Car		
Change	Plus	No Change	Minus
Number of Partners	3	0	7
Average % change	34%	0%	-30%
People equivalent	3195		-5872
Net People Change	-2677		

Mode	Carshare		
Change	Plus	No Change	Minus
Number of Partners	5	0	3
Average % change	34%	0%	-42%
People equivalent	664		-2087
Net People Change	-1423		