



Short introduction to Workplace Travel Planning

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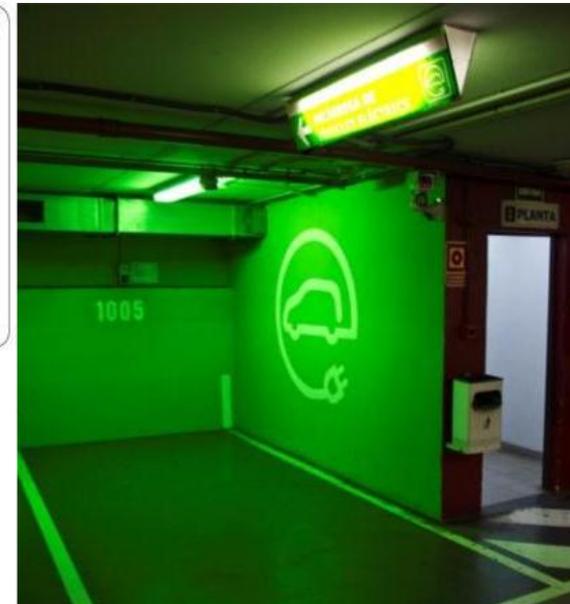
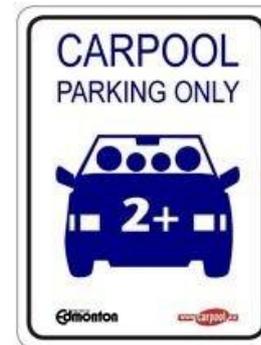
Workplace travel planning

- Concept to promote sustainable transport and manage the demand for car use by changing employees' attitudes and behavior by soft measures
 - 1) New way of travelling
 - 2) New way of working



New way of travelling

- Bicycle: parking, showers
- Public transportation: shuttle bus to nearest train station
- Carpooling
- Business trips: shared (e-)vehicles



New way of travelling

- Stricter (paid) parking policy
- Reimbursement for sustainable transportation
- Campaigns and incentives
- Free trial of public transportation
- Testing e-vehicles



New Way of Working

- Allowing remote working
- Allowing flexible working times
- Creating mobile offices
- Cultural shift from 'at the office' towards 'work-output' oriented



Why?

Traditional motives

- Corporate social responsibility
- Specific transport problems such as parking problems



Nowadays

- Cost benefits
 - Less housing and parking costs
 - Healthier employees with better work-life balance
 - Improved productivity
 - More attractive employer
 - Lower employees turnover



What can a city do?

- Giving the good example
- Support the development of workplace travel plans (site assessment, employees survey, objectives, strategy, package of measures, monitoring)
- Initiate cooperation with relevant stakeholders
 - Transportation providers
 - Pioneer companies sharing their experiences
 - Regional agreements to reach common goals
 - On regional, city and/or business park level



Questions for the workshop

1. What are the main challenges for your organisation to start with workplace travel planning?
2. What are the main challenges for employers in your city to start with workplace travel planning?
3. How can a city (or an SUMP) help in stimulating workplace travel planning?
4. How can UBC help in stimulating workplace travel planning?



Thank you

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