

# Tips for designing your package of activities

**DESCRIPTION:** Travel Plans are all about influencing people's travel behaviour towards using more sustainable modes of transport, using a range of integrated activities including incentives and disincentives.

Issue	Description
Use your data to develop effective activities	<p>Use the results from the data collection and focus on activities the data suggests will have the greatest impact and will be the most cost effective. For instance, if your travel survey data indicates only 15% of employees live within 10kms of the site, it may not be a good spend of resources to invest in walking or cycling trip end facilities to accommodate less than 15% of employees.</p> <p>It is more effective to implement a few activities well that suit your organisation rather than to try to accomplish a wide range of actions.</p>
Implement a mix of incentives and disincentives ('carrots and sticks')	<p>Good Travel Plans use a combination of 'push' and 'pull' actions: gently pushing people away from one way of travel through a pricing mechanism or some other restraint whilst at the same time making the alternatives more attractive and so pulling them in the direction of more sustainable travel. At its simplest this could include introducing subsidised public transport tickets coupled with a newly introduced price on car parking.</p>
Introduce some 'carrots' before the 'sticks'	<p>Good Travel Plans are well supported by all stakeholders. More controversial incentives such as parking charges ('sticks') can be introduced and will have a greater likelihood of success if they are introduced after some incentives ('carrots') such as better facilities for ride sharers have been implemented.</p>
Implement a mix of 'hard' and 'soft' measures	<p>Hard activities are generally either infrastructure-based measures or financial instruments. Soft activities encourage and support voluntary behaviour change, and are based on changing policies and practices, and communicating the benefits of travelling in a more sustainable way.</p>

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Consider parking management and pricing	<p>It is widely acknowledged that the only way to achieve significant reduction in people driving is to introduce some form of parking management to discourage non-essential single occupancy vehicle trips. The most effective parking management includes some form of pricing.</p> <p>Charging for parking can be made more acceptable if the revenue raised is allocated to the Travel Plan and channelled into improving facilities for travelling by sustainable modes.</p>
Make sure you address 'the last mile'	<p>How often have you heard people give these reasons for not using public transport: "It's too far, there's no safe crossing" or "I'll get wet, I don't feel safe." They are not referring to the public transport journey, they're referring to the walk to and from the public transport services.</p> <p>No matter how good the bus or the train services, how fast or convenient or cheap, it is widely acknowledged that whether people choose to use these services or not depends on the very last bit of their journey - the walking to their destination, the walking to and from stations and bus stops. It now has a name: the first-mile/last-mile.</p>
Make sure the individual activities work as a package	<p>The strength of a Travel Plan is in the packaging of activities, the collective value, the interaction between individual activities and how they complement and reinforce each other. The sum of the whole is far greater than that of the individual component parts. It is important to review every activity for how it works with the others. This is especially important across a precinct where individual organisations' activities need to complement each other and work to collectively shift travel behaviour across the whole site.</p>
Don't be afraid to innovate!	<p>If you're unsure about whether something will work, there is a view which says you should just try it and see. Alternatively, if you're not sure how something will work, break the activity down into smaller parts and give it a go, doing more as you get to know what works and what doesn't.</p> <p>Gamification is another approach for changing behaviour. As the name suggests, it's about involving people in 'games', as individuals or as teams, with incentives and prizes for travelling in a certain way or at a certain time.</p> <p>Consider some small scale, quick wins and think quirky. Examples can be:</p> <ul style="list-style-type: none"> <li>• Offer people who retime their journey to work outside of the peak with a free coffee.</li> <li>• Provide umbrellas for people to use when walking to the station or bus stop.</li> <li>• Run Walking Clinics for employees to find out what the issues are with their walk to the workplace and try and work out a solution.</li> <li>• Promote walking meetings.</li> </ul>
Recognise changing behaviour can take time	<p>Some points to remember are:</p> <ul style="list-style-type: none"> <li>• Not everyone in the target audience will be ready to change their behaviour at the same time</li> <li>• Information alone is unlikely to be sufficient enough to deliver a change in travel behaviour; emotions and interest must be activated to generate change.</li> <li>• Try to address the 'What's in it for me' question to convince people to make changes to the way they travel.</li> <li>• Change will not necessarily be lasting, it can revert back, so ongoing reinforcement is needed.</li> </ul>