PUBLIC TRANSPORT - A GREAT OPTION

Public transport is a good commuting option for many people. By encouraging its use, employers can reduce transport impacts and worksite parking demand and help employees reduce their travel costs.

This fact sheet suggests practical ways to promote public transport in your workplace.

Public transport in Perth

Metropolitan Perth has an integrated system of bus, train and ferry services operated under the Transperth brand. Transperth services are managed by the Public Transport Authority (PTA), a State Government agency, which determines routes, frequencies and fares.

Fares are based on zones and distance of travel and the integrated ticketing system means tickets can be used across all modes (this is not the case in many cities but fortunate for us in Perth).

There are 304 standard timetabled bus routes covering Perth’s suburbs, many connecting with rail services or linking with the city centre, shopping centres, hospitals and universities. The urban rail network includes 173km of dual track and 70 stations with lines to Armadale, Fremantle, Joondalup, Mandurah and Midland.

Bus, train and ferry services cover over 67.8 million kilometres a year and there were about 144 million total boarding’s on Transperth services in 2011/12.

Frequent services are provided to major destinations including larger hospitals and universities. Together with the free Central Area Transit (CAT) buses in Perth, Joondalup and Fremantle and frequent Circle Route services (connecting major shopping centres, universities and schools), these make public transport a convenient mode for many commute trips.

For more information on Transperth services visit Transperth at www.transperth.wa.gov.au or call the InfoLine on 13 62 13.

Public transport across the State

Public transport services operate in 14 country towns including Albany, Bunbury, Geraldton, Kalgoorlie and Karratha. There are also road coach and rail passenger services operating under the TransWA brand. These can provide an alternative for some work-related trips. More information on regional public transport services can be found at www.pta.wa.gov.au.

DID YOU KNOW?

• Public transport in Perth runs seven days a week, in some cases up to 24 hours a day.
• 4 in 5 Perth residents live within 500m of a Transperth stop.
• Catching public transport can be more time efficient and cost less than using a car.
A QUICK GUIDE TO PROMOTING PUBLIC TRANSPORT IN YOUR WORKPLACE

1. WHY PROMOTE PUBLIC TRANSPORT?
   It’s good for everybody in your workplace and for your organisation as a whole.

2. GETTING STARTED: GATHERING INFO
   - Build support and gather data to check current levels of public transport use
   - Use the data to identify issues, brainstorm solutions and see what resources you have and will need

3. MAKING A PLAN
   - Draw up a travel plan or simply an action list for increasing public transport use
   - Get management for support

4. PROMOTION AND INCENTIVES
   - Provide incentives that have a purpose and actively encourage and enable staff to catch public transport.
   - Promote your initiatives in your workplace through posters, meetings, newsletters, and other internal networks

5. ACTIVITIES
   - Hold activities to involve workers in catching public transport more

6. MOMENTUM AND EVALUATION
   - Develop strategies to continue motivation for public transport once activities are underway
   - Track how well your initiatives are going

It’s good for everybody in your workplace and for your organisation as a whole.
WHY ENCOURAGE PUBLIC TRANSPORT?

Public transport is often quicker and cheaper than using a car – especially in congested areas where parking is limited.

Greater use of public transport also has benefits for our environment and communities too, causing less pollution and congestion and enabling a more active, connected community.

Benefits to workplaces of using public transport

- Lower travel costs for staff
- Reduce fleet and parking costs
- Free up car parking spaces for customers and visitors
- Improve your organisation’s environmental rating
- Help boost employee health and productivity

Improving access to your workplace by public transport can also help to broaden the pool of potential employees and help make your business more accessible to clients.

Employee health benefits of using public transport

Research shows that people who catch public transport walk substantial distances. A study of Perth residents found that public transport commuters walk 13 minutes on average for each trip, which is 26 minutes a day – just about the recommended 30 minutes of moderate physical activity daily for good health.

GETTING STARTED

Before diving in to promotional activities, take these initial steps:

1. Research current travel behaviour and identify the barriers and opportunities for travel by public transport to/from your workplace. Ask yourself:
   - How many employees are already regularly using public transport for travel to and from your workplace and why?
   - What is preventing people who aren’t using public transport to get to your workplace?

   Consider conducting an access audit or travel survey to get a picture of staff travel patterns, services and facilities at and around your workplace. For more information see TravelSmart’s Travel Planning guide (p10).

2. Determine your objectives for getting more people to use public transport to/from your workplace. E.g. a more active workforce, better travel management, a reduction in transport-related costs?

3. Find out what resources and support exist to help you. Is there an existing employee scheme or policy around public transport? Do you have management support? You may need to approach management with your list of objectives and plans.

4. Consider public transport as part of a broader travel plan. Get the maximum benefit of encouraging more people to use public transport by making it part of an overall active transport plan. See how the TravelSmart Workplace program can assist you in the travel planning process at www.transport.wa.gov.au/travelsmart
Ideas to promote public transport at work

It’s easier than people think

With our dependency on cars, people tend to forget how convenient and pleasant public transport can be compared to sitting in traffic and fighting for parking. People in Perth overestimate the time taken to travel by public transport by almost half, and underestimate the time it takes for car trips, so public transport is often a better option than many people think.

The following list provides many ways to promote public transport in your workplace. You can choose approaches based on your workplace size, what resources you have available and other local factors.

Promote the benefits for workers

- It’s cheaper than driving and maintaining a car
- It reduces your carbon footprint
- Avoid driving stresses and parking hassles
- It’s safer than driving a car
- You can spend the travel time doing other things, like reading, relaxing and even preparing for meetings
- You can improve your health by including more physical activity in the day, going to and from stops.

Show how easy it can be

- Organise a presentation for your staff about catching public transport and invite a Transperth speaker to come along. Staff can get facts on public transport services, fares and security and discuss any issues.
- Use personal profiles: Motivate people by showing that other staff have successfully integrated public transport use into their working day. Include an article in your staff newsletter or intranet about employees who commute by public transport. Why do they catch the bus, ferry or train? When did they make the switch from driving? What do they think the benefits are? Real life examples show that change is possible and also often address the barriers preventing other staff from utilising public transport.
- Promote the savings: Public transport is often cheaper than driving, especially if commuters use discounts available with the SmartRider card. The Transperth website includes a Savings and Emissions Calculator that people can use to compare the costs of driving versus public transport. Your transport committee could even do some comparisons for suburbs that employees live in to make the point.

Provide personalised journey plans

Personalised journey plans can help individual members of staff to identify viable public transport routes to and from work. Utilise people in the workplace who already have journey planning knowledge or contact Transperth Education for assistance.

Transperth

Transperth can help people access public transport information specific to your nearest stop or station instantly by phone, text messaging and on the web. Transperth can even update people on timetable changes for the services they use most. A Transperth Infoline consultant can help people plan a journey, check timetables, provide feedback, and access information on country services. The Infoline number is 13 62 13.

PROFILE: ARUP

ARUP has implemented a number of initiatives that promote public transport use including an Office SmartRider scheme and awareness campaign promoting benefits and services. These initiatives have been done as part of a broad range of TravelSmart actions from their Workplace Travel Plan and recorded through travel surveys.

Between 2000 and 2012, we have been able to achieve an increase in public transport mode share from 10% to 49%.

Ryan Falconer, Workplace Champion
Google Maps Transit

Perth is one of the few cities in the world to have all public transport information accessible through Google Maps. Simply go to www.google.com/transport and type your start and destination addresses into the ‘Get transit directions’ fields for scheduled services and estimated journey times.

Provide information

Providing practical and up-to-date information on public transport options to and from your premises is important if you want to reduce car commuting.

• Include a link to the Transperth website on your intranet so employees know where they can find services to access your workplace. The online journey planner allows people to enter their origin, destination and time of a trip to find the best service to catch.

• Make information on local bus and train services easily accessible by placing timetables and route maps at visible locations around your workplace.

• Include “how to find us” information in your organisation’s intranet (for employees) and on the website (for clients if relevant). Handy tip – note the nearest stop and route.

• Post a map showing public transport routes near your workplace on your website and in your common room.

• Highlight public transport services to the workplace in induction material sent to new employees before they start and in invitations for seminars or training sessions to clients/visitors.

Promote travel information services

Transperth website includes maps, downloadable timetables, fare and ticket information and other resources. If your mobile is WAP enabled access via mobile website 136213.mobi.

TravelEasy: Let employees know they can sign up to TravelEasy, Transperth’s free email service, to stay informed about changes to the services they use. People can sign up online to be notified about any disruptions or changes to services they are interested in.

Transperth Education: For people unfamiliar with public transport, Transperth has produced the Get On Board resource pack to help them learn more about the public transport system. Contact Transperth Education on 9326 3970 or email education@transperth.wa.gov.au.

TravelSmart Guides are available for many suburbs and major destinations. Obtain a copy for your staff noticeboard or include the PDF on your intranet. Go to www.transport.wa.gov.au/travelsmart or contact your local council.

LOCAL TRAVELSMART GUIDES

Take a look at the variety of Local TravelSmart Guides available which have maps showing routes and local facilities such as supermarkets, delis, public toilets, skate parks, playgrounds and post boxes.

One side of the guide is for public transport - it shows bus and train routes and stops, wheelchair accessible services and other facilities. The other side of the guide is for walking and cycling - it shows Perth Bike Network routes, shared paths (for cyclists and walkers), bike lanes, walking trails, bike shops and bike parking.

Consider using all or a specific section of a Local TravelSmart Guide as part of an access guide to your workplace.

Consider transport links when choosing venues for meeting and conferences

Encourage people in your workplace to choose venues for meetings that are well served by trains or buses and circulate clear details of nearby transport links to everyone who will be going/coming.

• Give directions to the venue from the bus stop/ train station for walkers (and cyclists) in times and distances.

• Consider planning a meeting off site with a public transport journey included to get people familiar with using it.

• Start and end times for meetings also need to be considered so that the greatest number of people will be able to use public transport to attend.
Incentives and improvements

Offering incentives is a good way to encourage staff to try using public transport for work related trips.

Many employers offer a car or parking bay for staff, which encourages driving to work, but don’t offer anything for people using alternative forms of transport.

Up the scales for your employees by giving them an alternative, like cashing out parking or opting for a travel allowance they could spend on public transport fares.

The following incentive ideas have been successful for other workplaces in Western Australia:

Pay for the first week of staff travel

This is a great way to get staff onto public transport, without committing to pay for their ongoing travel. Simply purchase SmartRider cards for staff ($10 each) and add value for one week of travel ($20 - $30). Staff keep the card and continue to add value themselves. Follow up a few weeks or months later to evaluate the use of the cards.

Purchase Corporate SmartRiders for the workplace

Staff can borrow them for work-related travel. You can set up a booking sheet for staff to sign the SmartRiders in and out.

Support quarterly ‘public transport to work’ days

Where commuters are rewarded with a free breakfast or activity. Reward existing users and attract new people.

Improve routes and facilities

Conduct an access audit or consult staff to determine if there are sufficient services to your workplace (e.g. frequency of services, directness, stop facilities). If there are significant issues, discuss them with the PTA.

Seek better services: Bus and train services need to serve passenger demand and so if you have a relatively large workforce and many people would use more frequent or direct services then you might have a case for change.

The PTA can be open to suggestions, particularly if you go armed with a well-researched case. It may be unrealistic to expect the provision of a new service, but aim for relatively small improvements that can bring large benefits to your employees.

Talk to the local council or other workplaces in your area to improve ‘economies of scale’ for the establishment or upgrading of existing services.

Do it independently: Consider providing a shuttle bus to a station or key destination. Improve walking routes between your site and major transit stops and stations.

PROFILE: City of Cockburn Staff Shuttle Bus

In an effort to reduce the number of private vehicle trips for the work day commute, the City of Cockburn provides a free shuttle bus twice daily between their major sites and the nearest major transit (train and bus) station, Cockburn Central.

The initiative developed out of consultation with staff that identified the distance and low frequency of services as major barriers to them using public transport for commute trips. After initial success during a trial period approval was given for the continuation of the service.

Contribute to staff commuter costs:

Provide a Sustainable Travel Allowance (STA)

This is an allowance paid to staff for each day that they leave their car at home. The advantage of a STA is that it provides an incentive to use all modes of transport, while providing SmartRiders only covers public transport.

Use SmartRiders to pay for staff public transport use

1. Purchase SmartRider cards for staff ($10 each).
2. Add set amount to the card – $20 - $30 a week should be sufficient (staff add any further funds).
3. Let your employees know that it is only to be used for travel to and from work.
4. To account for differences in staff travel distances/trips made per week, you can ask staff to commit to a certain number of trips per week and pay for those trips or staff can for their travel and be reimbursed later.
Keeping up public transport use in your workplace

Promotion

Use promotional materials, tools and activities to address the barriers people perceive in using public transport more often for work related trips.

Messages such as "It’s only 10 minutes by train from here to the city" or "Grab a Corporate SmartRider and take the stress out of travelling to your next meeting" promote your office initiatives and tackle the perception that public transport may take too long, or be inconvenient.

Promotion tips

• Promote new schemes or initiatives through posters, information boards, brochures, newsletters, and online communications (intranet and internet).

• Encourage people to make a pledge or commitment to use public transport more often as an alternative to driving. Use these pledges as part of your promotion.

• Promote the stories of people who have made a change to public transport.

Workplace culture

Workplace policies, such as on when staff can start and finish work, might be a barrier to public transport commuting. Make sure your company policy reflects your public transport agenda and supports your initiatives. Allowing some flexibility might allow employees to catch a convenient bus, ferry or train service.

For employees who regularly catch public transport, a guaranteed ride home by taxi or pool car could be offered if they have to stay late unexpectedly or in emergency situations.

This measure offers reassurance that employees will not be stranded. Experience is that this is not a significant expense to employers. Provide guidelines to make clear who can use a guaranteed ride home and in what circumstances.

Keep evaluating

Once you have started to encourage public transport use in your workplace, it is important to keep people motivated by ensuring your initiatives stay relevant.

Monitor the progress of your workplace to see what’s working and what isn’t. Seek feedback from staff and run travel surveys annually. Results of the surveys should indicate the success of your initiatives, areas for improvement and new issues that may arise.

Workplace location

If a change of location is planned, consider public transport in your relocation decision.

Locating the workplace where there is good public transport, such as near a high frequency bus route or train station, gives employees and clients a greater range of travel choices and can reduce the need for car commuting and associated parking.

An accessible location can also count towards an environmental rating of your organisation or workplace, such as the Green Star rating scheme which considers proximity to frequent public transport in assessing environmental design and performance.

It is possible for energy use from employee commuting to exceed in-office consumption, making transport a key issue when planning for sustainable operations.

Workplace travel plans can be part of an organisation’s carbon management and corporate social responsibility strategies. For many organisations transport is a significant source of social and environmental impact that needs attention.
## Resources

### WORKPLACE CHECKLIST

<table>
<thead>
<tr>
<th>Question</th>
<th>Your Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>How many people are already using public transport? What are their motivations/concerns? Use a travel survey.</td>
<td></td>
</tr>
<tr>
<td>What public transport stops and services are near your workplace? Note routes and frequency at relevant times (e.g. peak periods on weekdays).</td>
<td></td>
</tr>
<tr>
<td>Where do employees commonly travel for work (e.g. to client meetings)? Is public transport feasible for these destinations?</td>
<td></td>
</tr>
<tr>
<td>How could you provide information on public transport to employees?</td>
<td></td>
</tr>
<tr>
<td>What tools and incentives are available to encourage more people to use public transport? e.g. Corporate SmartRiders</td>
<td></td>
</tr>
<tr>
<td>How could you promote public transport to visitors and clients?</td>
<td></td>
</tr>
<tr>
<td>Does the company policy and management support the promotion of public transport for work related trips? Do they know the benefits?</td>
<td></td>
</tr>
</tbody>
</table>

### WORKPLACE ACTION TABLE

<table>
<thead>
<tr>
<th>Action</th>
<th>Description</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Determine your goals for promoting public transport use at your workplace.</td>
<td>Start out by writing down what you want to achieve (clarify your objectives). Use the checklist to get started establish what opportunities and issues you will need to address.</td>
<td>Consider a travel plan</td>
</tr>
<tr>
<td>Post information on internet, intranet, internal communications</td>
<td>Make public transport information available to employees and clients. Include a list and map of nearest services, link to Transperth website, and benefits of public transport use</td>
<td>Low cost – materials are generally available for free</td>
</tr>
<tr>
<td>Post maps and timetables in the workplace</td>
<td>Make available relevant bus/train timetables and a map showing stops. Post on the intranet or pin up on the noticeboard.</td>
<td>Update if services change (subscribe to TravelEasy)</td>
</tr>
<tr>
<td>Include articles in your newsletter</td>
<td>Write articles for your staff newsletter or intranet on employees who use public transport for commute or business trips, the benefits of public transport commuting, etc.</td>
<td>Staff time</td>
</tr>
<tr>
<td>Include information on event invitations</td>
<td>Include public transport information on invitations for training workshops or other events</td>
<td>Staff time</td>
</tr>
<tr>
<td>Offer a sustainable transport allowance</td>
<td>Offer a financial incentive to use public transport for those who do not have/take up car and parking perks.</td>
<td>Consider tax implications</td>
</tr>
<tr>
<td>Hold an information session</td>
<td>Organise presentations or workshops on SmartRiders, journey planning and workplace schemes. Organise a talk and Q&amp;A session on public transport.</td>
<td>Invite the PTA</td>
</tr>
<tr>
<td>Choose accessible venues</td>
<td>Encourage management and other staff to consider transport links when choosing venues for business meetings and events.</td>
<td></td>
</tr>
<tr>
<td>Challenge employees to try public transport</td>
<td>Challenge car commuters to try the bus, train or ferry. Offer a SmartRider card with credit and public transport information to those willing to ‘give it a go’.</td>
<td>Cost of staff time – consider holding during lunch</td>
</tr>
<tr>
<td>Make SmartRider cards available for business trips</td>
<td>Have SmartRider cards at the reception or admin desk to make public transport an easier option for business trips. Register cards, set up payment method, organise sign out sheet and promote to staff.</td>
<td>Cost limited to initial investment</td>
</tr>
</tbody>
</table>
ENDNOTES

(1) Survey of travel by City of Melville residents for the Department of Transport.


TravelSmart Workplace is helping WA workplaces reduce car use and promote active, sustainable travel choices. The program is a partnership between the Department of Environment and Conservation and the Department of Transport.

To find out how your workplace can be part of the transport solution, contact TravelSmart Workplace:

**CONTACT**

Department of Environment and Conservation  
Telephone: (08) 6467 5011  
Email: travelsmart@dec.wa.gov.au

Department of Transport  
140 William Street  
Perth WA 6000  
Telephone: (08) 6551 6000  
Email: travelsmart@transport.wa.gov.au  
Website: www.transport.wa.gov.au/travelsmart