

# Baseline Survey Guide

Greater Wellington's

## TRAVEL PLAN PROGRAMME



Choosing  
sustainable  
transport

November 2008



# Contents

<b>Contents</b>	<b>i</b>
<b>Introduction</b>	<b>1</b>
<b>Overview</b>	<b>2</b>
<b>1. Staff Travel Survey Overview</b>	<b>2</b>
<b>2. Creating Your Survey</b>	<b>3</b>
<b>3. Survey Response Rate</b>	<b>3</b>
3.1 Survey Timing.....	3
<b>4. Distributing Your Survey</b>	<b>3</b>
4.1 Online Survey .....	3
4.2 Paper Survey .....	4
4.3 Online and Paper.....	4
<b>5. Collecting Survey Data</b>	<b>4</b>
5.1 Security of Data - Privacy Act .....	4
<b>6. Analysing Survey Data</b>	<b>5</b>
6.1 Survey Results.....	5
6.2 Travel Maps - Identifying Where Staff Live .....	6
<b>7. Travel Report</b>	<b>7</b>
<b>8. Sharing Survey Results with Staff</b>	<b>8</b>
<b>9. Monitoring and Follow up Surveys</b>	<b>8</b>
9.1 Snapshot Survey .....	8
9.2 Follow up Survey .....	9
<b>Appendix 1: Staff Travel Survey with explanations</b>	<b>10</b>
<b>Appendix 2: Analysing Your Staff Travel Survey</b>	<b>29</b>



# Introduction

As part of travel plan, organisations working with Greater Wellington undertake a staff survey. This guide is to help organisations adapt Greater Wellington's Travel Plan Programme Staff Survey to their specific workplace requirements.

The staff survey has been created with a certain amount of flexibility to allow adaptation for various situations and workplace conditions. However, there are core questions that are mandatory in order to fulfil Greater Wellington's (GW's) own commitments, particularly in regard to calculating KT (Kilometres Travelled) and travel mode.

This guide will provide:

- A breakdown of the survey process and explanation of the different stages
- An example introduction cover letter
- Core mandatory questions required to maintain consistency in the national data collection and to fulfil operational and funding requirements
- Supplementary and possible optional questions
- An explanation of the purpose of each question

Ping Sim  
Sustainable Transport Planner  
Transport Strategy Implementation

Version 1.9

© Greater Wellington Regional Council  
First published March 2007.  
Last updated November 2008

For more information contact Ping Sim on:

Ph: (04) 382 7959  
Email: [ping.sim@gw.govt.nz](mailto:ping.sim@gw.govt.nz)

# Overview

## 1. Staff Travel Survey Overview

The staff travel survey helps your organisation gain understanding of how employees currently travel to work, and provides you with baseline data from which to measure progress of the Travel Plan over time. Its purpose is to help identify initiatives which will be most effective in changing travel behaviour. Communications and promotion of the survey provide an opportunity for senior management to show their support for the Travel Plan process.

The survey includes three types of questions:

### 1.1 Mandatory questions:

The mandatory questions are required for monitoring purposes. From these questions, important data is captured from workplaces on patterns of overall travel behaviour throughout the Wellington region and to monitor travel mode shift over time. This information is required of Greater Wellington (GW) to meet transport objectives through the Regional Land Transport Strategy (RLTS) and funding requirements.

#### **Mandatory questions include:**

- Home addresses to capture where people start their journeys
- Place of work (if there is more than one workplace)
- How staff travel to and from work (car, bus, walk, etc.)
- Work patterns (working hours, days of week)
- Duration of the journey to work

### 1.2 Supplementary questions

These questions are highly recommended as part of ‘best practice’ travel planning.

Supplementary questions provide important additional clues as to what is driving individuals’ travel behaviour; about what actions the organisation could take (e.g. your workplace could have pool cars, flexi-work or work from home policies) and can provide useful information about the impact of any changes adopted in future.

As Greater Wellington collects data from supplementary questions at a regional level, the content and structure of supplementary questions may not be altered. However, if organisations consider certain supplementary questions as not suited to their travel plan they may be removed from the survey.

#### **Supplementary questions include:**

- Attitudes towards existing transport modes and willingness to use them
- Perception of measures which can encourage a reduction in car use
- Level of support among staff for different initiatives which could be introduced

## **2. Creating Your Survey**

Greater Wellington's Travel Plan staff will assist you with determining the requirements for your survey that will meet the needs of your workplace.

## **3. Survey Response Rate**

To ensure a higher response rate it is recommended you do the following:

- Promote your survey to all staff (e.g. through email, the intranet, posters, and staff newsletters)
- Include an enthusiastic letter of introduction from the CEO or other Senior Management explaining the reasons why the travel plan is being implemented and benefits for staff
- If a paper survey is used, make sure the survey instructs staff on how to return the survey easily (e.g. by mail, special drop boxes located in key locations, or to a specific person)
- Offer an incentive such as a chance to enter into a prize draw (NB if you do provide an incentive, you will need to ask for participants' names and a means of contacting them)
- Send out reminders just before the close date of the survey

### **3.1 Survey Timing**

Careful consideration needs to go into the timing of your staff travel survey to avoid public holidays and school holidays.

Make sure there are no other surveys going on within your organisation at the same time to avoid confusion.

## **4. Distributing Your Survey**

There are three options for delivery of your survey. All delivery options are "self completion". Staff can complete the surveys online, fill in a paper survey, or use a combination of online and paper surveys.

### **4.1 Online Survey**

Online distribution is the most ideal and efficient of the survey methods – it is quicker, less expensive and more practical than paper surveys. Staff can access the survey on the internet via the unique survey link provided. Once they complete the survey online the data is automatically captured and results collated in real-time. This provides a way to monitor the response rate and report on results before the survey is closed.

GW has an online survey tool available to organisations participating in the Travel Plan programme. This service is fully subsidised and provided by GW to ensure quality measures are met. Greater Wellington's Travel Plan Programme staff will provide this service to your organisation during the Research Phase of the Travel

Plan. Please advise staff at this time of any potential respondents with visual impairment and we can discuss customisation options.

## **4.2 Paper Survey**

GW will provide a paper survey form that can be printed and distributed to staff at staff meetings or by internal post. This is typically only used when email and computers are not available to all staff.

With printing and data entry costs, distributing paper surveys is more resource intensive and is not ideal when you are working against tight deadlines.

GW does not provide the data entry resources. This cost will need to be covered by the workplace or travel planning organisation where paper surveys are distributed.

## **4.3 Online and Paper**

In some situations a combination of online and paper surveys are used. This method is more appropriate where all survey participants do not have access to a computer. Again this involves a data entry cost that will need to be considered.

# **5. Collecting Survey Data**

Regardless of the distribution method used, all survey data is captured and stored in an online survey tool. GW administers and manages the survey process. Secure individual accounts are set up for each organisation's survey and no one other than approved GW personnel has direct access to your data unless otherwise stated.

## **5.1 Security of Data - Privacy Act**

All surveys are conducted in accordance with the New Zealand Privacy Act. The Act exists to prevent collected data being used for purposes other than that for which it was given. Guidance from the Act includes:

Personal data shall not be used or disclosed in any manner incompatible with the purpose for which it is collected.

If the participant has given permission for data to be passed on in a form that allows for the participant to be identified personally, the participant must have first been told to whom the information will be supplied and the purposes for which it will be used.

In the case of the staff travel survey it is common to ask for personal details such as names and addresses. This information is used for mapping travel distances from individual home locations to the workplace, to create personalized journey planners, or run a prize draw. It is recommended you state on the survey why you need this information.

If the data contains addresses it should also state whom the results might be given to for various purposes. For staff joining a ridesharing scheme the information might be passed on to a company that will organise it. That company should also sign



undertakings with you not to pass on the information. For ridesharing, you may also need to extend your company's registration under the Privacy Act.

Inquiries regarding the Privacy Act should be directed to:

The Office of the Privacy Commissioner  
PO Box 10-094, Wellington  
Telephone 04-474 7590  
Facsimile 04-474 7595  
0800 803 909 (for callers in other areas)  
enquiries@privacy.org.nz

## **6. Analysing Survey Data**

By carefully considering the information that you have gathered, you can begin to understand what issues affect your workplace (or site), and which actions will be most successful for your Travel Plan. Analysis of survey data is aimed at gathering knowledge on:

- Baseline travel behaviour
- Factors that influence these behaviours
- Reasons for current travel behaviour
- Influence of site and organisational factors
- Willingness to consider alternatives
- Barriers to change and potential incentives

GW provides basic analysis of survey responses and a map showing where staff live and how they travel to work.

### **6.1 Survey Results**

Within two weeks of the closing date of your staff survey, GW provides basic analysis reporting to help you formulate actions and targets for your Travel Plan. The results of your survey are delivered in an Excel file and basic analysis graphs are provided in an image format.

Basic analysis consists of looking at the frequencies of responses. This will give you the percentage of people answering a question, for example eight out of ten staff (80%) travel to work by car. Analysis will show patterns and will help to you to define target audiences for different measures and indicate how these audiences should be approached.

The survey analysis includes:

- Raw data – cleaned and checked for duplicate and incomplete responses, provided in comma separated values
- Basic frequencies – frequencies and percentages for each survey question presented in Excel
- Presentation graphics – charts/graphs of responses to each question

Your survey will generate useful information above and beyond the basic analysis. Further details about analysing and interpreting your survey results can be found in Appendix 2: Analysing Your Staff Travel Survey.

For more advanced analysis, surveys can be analysed using specialist statistical packages such as Statistical Package for Social Sciences (SPSS), which is specifically designed to analyse social surveys, a database or spreadsheet packages. More complex analysis can include cross-tabulating responses by key variables such as age, gender, and method of travel or department, which means that you can target your initiatives more effectively.

If you need help with survey analysis GW can offer assistance by recommending affiliated companies that can offer this service - you could even consider approaching a local university to see if any students with the necessary skills are willing to help out.

## **6.2 Travel Maps - Identifying Where Staff Live**

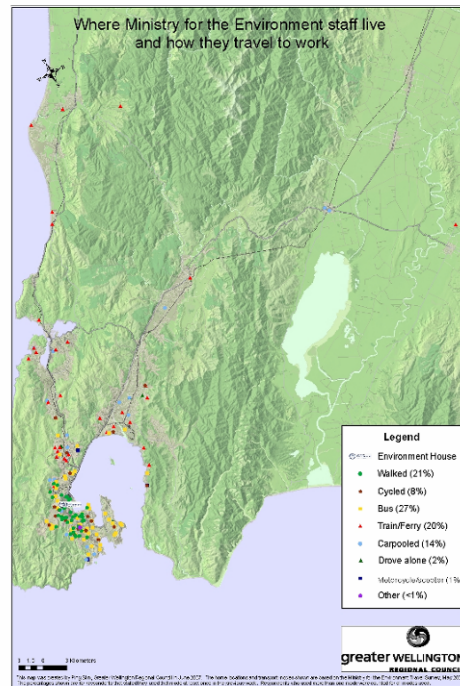
An important component of survey analysis is mapping the addresses of participants. GW has access to Geographical Information System (GIS) software which is used to map out where staff live - participants are plotted according to what travel mode they use to get to work. For example, this helps to illustrate on a map the staff who live close to existing passenger transport routes, staff who could be potential carpoolers, etc.

A standard travel map will be delivered within seven working days after your survey closes and will show:

- Base map of the Wellington region
- Local Road Network
- Motorway Network
- Rail lines
- Workplace location
- Home location and transport mode of survey respondents

This will be provided electronically and is designed to be printed in colour on an A3 piece of paper. Printing costs are not covered by GW.

Example of travel map supplied by Greater Wellington:



If your company already uses a GIS system, it would be easy to take the data from your staff travel survey and run it through the software. If you do not have a GIS there are companies/ consultants who offer these services. Contact GW for further information.

## 7. Travel Report

Once you have collected the data from your site and policy audit, staff travel survey, and staff consultations you can use them to start developing your Travel Plan. It's useful to write a travel report that draws together the information that you have collected. This report should organise the data so that it can be easily interpreted and used by the working group to develop an action plan. The benefits of formalising the information into a report include:

- Ensuring that you have adequately covered all aspects of the site and policy audit.
- Understanding the links between all elements of the data collected.
- Drawing conclusions and recommendations to inform the development of the Travel Plan.
- Production of a resource pack of information that can be used to inform staff.

The travel report does not need to be a formal document. The format, style, content, and length will depend on the specific needs and requirements of your organization and its Travel Plan. Travel reports can range from one to two pages of highlighted information to a detailed report with numerous pages. At a minimum your travel report should contain the following elements (suggested guideline):

- Quantitative results – gathered from the staff travel survey. The key information gathered will be current travel patterns, including transport modes used and

typical journey lengths and travel times. These benchmark figures are vital for measuring changes in staff travel patterns.

- Qualitative results – gathered from the focus groups and staff consultation. This information provides insights into staff attitudes and motivations.
- Main issues – summary of key findings, such as road safety concerns and facilities/site and policy improvements.
- Potential actions – suggested list of key issues and recommended actions.

## **8. Sharing Survey Results with Staff**

To maintain support for your Travel Plan, let all participants know the results of your staff travel survey. This keeps everyone involved and is useful promotion for your Travel Plan. You can provide feedback by summarising the findings and sending them to staff via payslips, staff meetings, email, newsletters, or posters on notice boards.

The advantages of letting staff know the results can be to:

- Maintain interest in the Travel Plan.
- Highlight the need or desirability for change.
- Show that there is support for measures that some staff may not otherwise feel too happy about. People may use more sustainable travel methods if others do too.

## **9. Monitoring and Follow up Surveys**

Once your travel plan is in place, you will need to monitor the impact of the actions and policies that have been introduced. It is recommended to develop a process early (before project completion) to identify how and when monitoring will occur and who will be responsible for the tasks. Monitoring is an invaluable management tool to ensure that you are collecting all the information required to assess whether your targets are being achieved and your objectives met.

Monitoring your travel plan actions will help you identify progress with meeting your targets and identify further initiatives that may need to be implemented. For example, if the use of ten trip bus tickets by staff to get to nearby business meetings instead of using a taxi is not as high as it could be, some publicity on the intranet or staff email might prompt more staff to use them.

### **9.1 Snapshot Survey**

The purpose of the snapshot survey is to help you monitor your travel plan as it develops, against the baseline information collected from your Staff Travel Survey.

The snapshot survey consists of a few questions that capture travel information for one day and provides you with a useful picture of staff travel patterns. It should provide you with useful information on where your organisation is in relation to meeting the targets and objectives.

The results of your snapshot survey will quickly give you the proportion of employees travelling by each mode of transport (mode share/ split). By repeating the snapshot survey over time, you will find out whether your organisation is succeeding in persuading fewer people to drive alone to work and which alternatives are proving most successful.

If you are ready/ interested in conducting a snapshot survey please contact GW for assistance.

## **9.2 Follow up Survey**

After the travel plan has been in place for 12–18 months, it is a requirement to undertake an evaluation survey. The purpose of the follow up survey is to see if the travel plan modal shift targets have been met. This is also the time to formally evaluate the effectiveness of the actions and activities implemented through the travel plan.

Although not as in-depth as the baseline staff travel survey, the follow up survey is designed to follow on from the information collected in the baseline survey. The key findings will show how staff travel to work and why. Questions are also included to evaluate the actions and activities specific to the individual travel plan. Scheduling of the follow up survey should be agreed to with the Greater Wellington's Travel Plan team who will work with you through the follow up survey process.

## Appendix 1: Staff Travel Survey with explanations

This survey is all about how you travel to and from work.

Name of Employer] is participating in Greater Wellington's Travel Plan Programme aimed at promoting more sustainable travel choices and reducing dependency on the car for the journey to work. How we travel impacts directly on the environment and also on us personally - in terms of fitness, finance, personal satisfaction, time and quality of life. Changing our travel habits could potentially reduce traffic frustrations, parking hassles, and improve fitness levels.

We're working to develop a travel plan to give us simple and sustainable travel choices. This involves completing the staff travel survey to gather information about how we travel to and from work.

Please complete the survey - it's the first step in finding solutions to transport challenges we're facing. Your responses will help shape the future of travel to and from work.

This survey will take approximately five to ten minutes to complete. All completed surveys with contact details will go in to a draw to win [prizes]. Please be assured, your personal details and survey responses will be kept separate.

Thank you for taking the time to complete this survey.

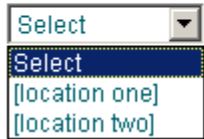
Regards,

If you have any questions, please contact [**Travel Planner**]:  
[**Travel Planner Contact Details**]

The following introduction letter is provided as an example and can be adapted for your organisation when sending out Greater Wellington's Travel Plan Programme staff survey.

## YOUR WORK JOURNEY

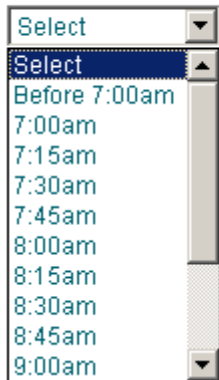
Which [insert company name] office/workplace do you usually work at?



A dropdown menu with a grey arrow pointing down on the right. The menu is open, showing a blue header with the word "Select" in white. Below the header are three options: "Select" (highlighted in blue), "[location one]", and "[location two]".

What time do you **usually arrive** at your workplace?

If your arrival time varies, please select the most common time.



A dropdown menu with a grey arrow pointing down on the right. The menu is open, showing a blue header with the word "Select" in white. Below the header are eight options: "Select" (highlighted in blue), "Before 7:00am", "7:00am", "7:15am", "7:30am", "7:45am", "8:00am", "8:15am", "8:30am", "8:45am", and "9:00am".

### **MULTIPLE WORKSITES**

This question applies for organisations with multiple locations/sites. This is presented as a drop down list with the different locations

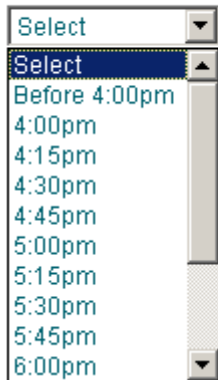
### **MANDATORY for VKT**

This question is mandatory; however the answer options are flexible depending upon the specific needs of the travel plan. The 30 minute morning interval is the typical answer list. The 24 hour clock interval is relevant for organizations that conduct business around the clock.

It is possible to select a subset of the 24 hour intervals to suit your travel plan.

Other modification to this question should only be made in consultation with GW.

What time do you **usually leave** from your workplace?  
If your leaving time varies, please select the most common time.



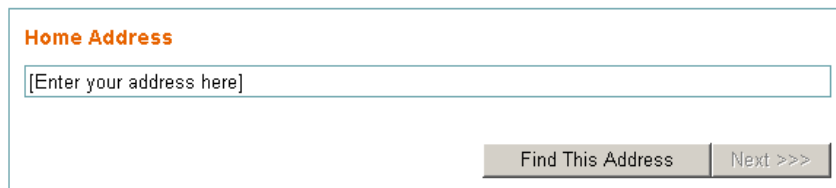
A dropdown menu with a scrollable list of options. The top option is 'Select'. The list includes: Before 4:00pm, 4:00pm, 4:15pm, 4:30pm, 4:45pm, 5:00pm, 5:15pm, 5:30pm, 5:45pm, and 6:00pm.

Please provide your **HOME** address by clicking on the **“PICK ADDRESS”** link below.

[Please follow this link to pick your address](#)

## Greater Wellington's travel plan programme

### Choosing sustainable transport



**Home Address**

[Enter your address here]

Find This Address    Next >>>

#### Tips

Step 1: Enter your street number, street name (including street type), and suburb, then press enter

#### MANDATORY for VKT

This question is mandatory; however the answer options are flexible depending upon the specific needs of the travel plan. The 30 minute morning interval is the typical answer list. The 24 hour clock interval is relevant for organizations that conduct business around the clock.

It is possible to select a subset of the 24 hour intervals to suit your travel plan.

Other modification to this question should only be made in consultation with GW.

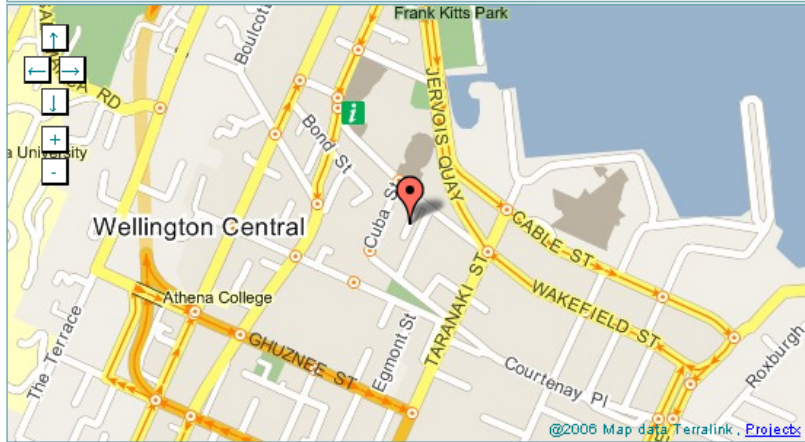
#### MANDATORY

This information is essential to generate VKT (Vehicle Kilometres Travelled) and is required for monitoring to fulfill funding requirements.



### Home Address

142 Wakefield Street, Wellington Central, Wellington, New Zealand



Search again...

Next >>>

### Tips

Step 1: Enter your street number, street name (including street type), and suburb, then press enter

Step 2: Select an item from the list, or modify your address in the text box

Step 3: Is this the correct location?  
**If Yes**, click "Next >>>" to return the survey.

**If No**, click on the map to select the correct location, then click "Next >>>" to return the survey.

## YOUR TRAVEL TO WORK

The questions in this survey relate to your **last full week of work**  
 IF YOUR LAST FULL WEEK OF WORK WAS UNUSUAL, COMPLETE FOR A TYPICAL WEEK OF WORK.

### MANDATORY

This is a mandatory question for showing the reduction in VKT and change in mode share. This question is the most critical for monitoring the effect of workplace travel plans against the New Zealand Transport Strategy objectives.

\*5. Thinking of your last full week of work, please show how you travelled TO work each day and how long it took by selecting from the dropdown list. If you use more than one method of travel, such as bus then walk, select the method you use for the longest distance. (for example: for a 5 km bus trip followed by a 1 km walk you would pick 'Bus').

	*MAIN method of travel TO work (ie. covers the longest distance)	HOW LONG did your journey take (from leaving home to arriving at work)?
Monday	Walked/Ran	Between 15 and 29 minutes
Tuesday	Bus	Less than 15 minutes
Wednesday	Walked/Ran	Select
Thursday	Select	Select
Friday	Cycled	Select
Saturday	Bus	Select
Sunday	Train/Ferry	Select
	Drove alone	Select
	Drove with passenger(s)	Select
	Passenger in a private vehicle	Select
	Motorcycle/Scooter	Select
	Did not travel - worked from home	Select
	Did not work this day	Select
	Other	Select

6. Are your travel arrangements generally the same for your journey home FROM work?

- Yes  
 No

Are your travel arrangements generally the same for your journey home FROM work?

- Yes  
 No

### SUPPLEMENTARY

This question indicates the percentage of staff who travel home a different way. Only respondents who select 'Yes' here will be shown the 'Your travel from work' question on the following page.

What are your reasons for your current arrangements travelling to work? Please pick all reasons that apply and then your main reason

	All reasons (pick all that apply)	Main reason (pick one)
Save time	<input type="checkbox"/>	<input type="radio"/>
Save money	<input type="checkbox"/>	<input type="radio"/>
Public Transport is not available or is unrealistic for my journey	<input type="checkbox"/>	<input type="radio"/>
Need to use car for work purposes	<input type="checkbox"/>	<input type="radio"/>
Drive others / carpool	<input type="checkbox"/>	<input type="radio"/>
Drop off children	<input type="checkbox"/>	<input type="radio"/>
Impairment / disability	<input type="checkbox"/>	<input type="radio"/>
Personal use of car during the day (e.g. shopping)	<input type="checkbox"/>	<input type="radio"/>
Convenience / flexibility	<input type="checkbox"/>	<input type="radio"/>
Reliability	<input type="checkbox"/>	<input type="radio"/>
Maintain/improve health or fitness	<input type="checkbox"/>	<input type="radio"/>
Safer	<input type="checkbox"/>	<input type="radio"/>
Better for the environment	<input type="checkbox"/>	<input type="radio"/>
More enjoyable	<input type="checkbox"/>	<input type="radio"/>
No other realistic alternative	<input type="checkbox"/>	<input type="radio"/>
<input type="text" value="Other (please specify)"/>	<input type="checkbox"/>	<input type="radio"/>

**MANDATORY**  
 This question captures reasons why staff chose to travel the way they do. This can be used to understand the benefits staff perceive about their current mode. This is useful in deciding what actions would be most effective in encouraging sustainable transport options.

## YOUR TRAVEL FROM WORK

Thinking of your last full week of work, please show how you travelled FROM work each day by selecting from the dropdown list.

If the last week was unusual, please use a typical week.

If you use more than one method of travel, such as bus then walk, select the method you use for the longest distance. (For example: for a 5 km bus trip followed by a 1 km walk, pick 'Bus').

MAIN method of travel FROM work (ie. covers the longest distance)	
Monday	Select
Tuesday	Select
Wednesday	Select
Thursday	Select
Friday	Cycled
Saturday	Train/Ferry
Sunday	Drove alone
	Drove with passenger(s)
	Passenger in a private vehicle
	Motorcycle/Scooter
	Did not travel - worked from home
	Did not work this day

### SUPPLEMENTARY

This question is recommended where it is likely that more than 10% of staff travel home a different way. For example, walk in but catch the bus home. Often people who use active modes travel home a different way.

## CAR DRIVERS AND PASSENGERS

Is your vehicle ...

- Company-owned / paid for by your employer
- Owned by you / your household

Some people drive as part of their work, to deliver things or visit clients. In a typical week, how many days do you drive **your car for work purposes**?

*This excludes driving to or from work.*

- None – I do not drive for work
- 1 to 2 days per week
- 3 or more days

In a typical week, how many days do you use **your car during the working day for personal reasons**, such as going to the bank, the doctor, the gym or the shops?

*This excludes driving to or from work.*

- Never / rarely
- 1 to 2 days per week
- 3 or more days

### SUPPLEMENTARY

This question is useful to identify barriers to change, however may not be relevant at some workplaces. The site audit should clarify this.

### SUPPLEMENTARY

This question may be irrelevant for some workplaces. The site audit can determine this. It can be useful in travel planning to determine barriers to mode shift.

### SUPPLEMENTARY

This question can identify a potential barrier to mode change. If relevant it may generate further questions in a follow up survey (e.g. would you be less likely to use your car to drive to work if a company vehicle was available for use during the work day for running personal errands?).

Where do you normally park your car when at work?

- Car park provided by employer
- On-street – Free with time limit less than 3 hours
- On-street – Free and no time limit
- On-street – Paid (meter, coupon, pay & display)
- Off-street - Public carpark (building / lot)
- Somewhere else (please specify):

How much do you usually pay **each day** for parking?

- Nothing – my employer provides a free car park / it's part of my pay package
- Nothing – free parking is available on the street or somewhere else
- \$5.00 or less per day
- \$5.01 – \$10.00 per day
- More than \$10.00 per day

**SUPPLEMENTARY**

This question provides background data for workplace travel planning and may assist in justifying sustainable travel methods if parking is scarce. It will not be relevant for workplaces that provide free car parking for all staff. This would only be useful for monitoring if changes in parking availability are implemented.

**SUPPLEMENTARY**

This question provides background data for workplace travel planning and may assist in justifying sustainable travel methods if parking costs are high. It will not be relevant for workplaces that provide free car parking for all staff. This would only be useful for monitoring if changes in parking charges or availability are implemented.

If you "drive others" on your way to work, who are your passengers?  
Please select all that apply.

- I do not drive others on my way to work
- Child/ren going to childcare or preschool
- Child/ren going to school (primary / intermediate / secondary)
- Spouse / partner
- Colleague travelling to your own work
- Other adult(s) working nearby
- Other (please specify):

If you travel as a car passenger, what best describes your current arrangement?

- I do not travel as a car passenger
- I share a ride with someone else at my workplace
- I share a ride with someone /a family member who then goes somewhere else
- I get a ride from someone /a family member who then goes home
- Other (please specify):

**SUPPLEMENTARY**

This question is used by travel planners to clarify current travel arrangements and identify potential barriers to change (e.g. if many respondents drive children to school, this needs to be addressed before they can make a change in their travel to work). It can also be used for monitoring the impact of the travel plan, as one goal is usually to reduce "solo driver" trips and increase car sharing (other than driving a child to and from school).

**SUPPLEMENTARY**

This question can provide information on the impact of passenger travel on overall VKT – e.g. a ride from a family member who then goes home is the same or worse than driving to work alone; while sharing a ride with a co-worker is a form of carpooling.

## TRAVEL OPTIONS

How likely are you to consider using the following travel options more often?

	Already use this option most days	Very likely	Likely	Not likely
Walk or run	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transport (bus, train, cable car, ferry)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Car pooling/Ridesharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### SUPPLEMENTARY

This question provides an indicator of staff willingness to change. It is a useful indicator of which modes are likely to be more readily accepted by staff.



**TRAVEL OPTIONS - WALK OR RUN**

How likely is it that the following would encourage you to walk or run more often to get to/from work?  
If you already walk or run, what would make this easier?

	Very likely	Likely	Not likely
Information/help planning a suitable route to work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transport home was provided in an emergency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transport was available for personal use during the working day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My work start and finish times were flexible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I had other people to walk or run with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Showers / changing rooms and lockers were available at work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better footpaths/walking routes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More safe places to cross the roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discount to buy running shoes or other equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text" value="Other (please specify)"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**SUPPLEMENTARY**  
This question identifies what actions are likely to be the most effective in encouraging staff to use this mode. The frequency data from this question will identify the most often cited answers selected by staff

## TRAVEL OPTIONS - CYCLE

How likely is it that the following would encourage you to cycle more often to get to/from work?  
If you already cycle, what would make this easier?

	Very likely	Likely	Not likely
Information/help planning a suitable route to work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transport home was provided in an emergency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transport was available for personal use during the working day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If work start and finish times were flexible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I had other people to cycle with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Showers / changing rooms and lockers were available at work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Secure covered parking for cycles at work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better routes for cycling to work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycle training to improve confidence/skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discount to buy a bicycle or other equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text" value="Other (please specify)"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### SUPPLEMENTARY

This question identifies what actions are likely to be the most effective in encouraging staff to use this mode. The frequency data from this question will identify the most often cited answers selected by staff

**TRAVEL OPTIONS - PUBLIC TRANSPORT**

How likely is it that the following would encourage you to catch public transport more often to get to/from work?  
If you already catch public transport, what would make this easier?

	Very likely	Likely	Not likely
Information/help planning a suitable route to work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Subsidised transport / cheaper fares	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flexible work start and finish times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tickets could be purchased at work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transport available for personal use during the working day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transport home was provided in an emergency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Services were more frequent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Services were more reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Less crowded services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better shelters/interchange facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text" value="Other (please specify)"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**SUPPLEMENTARY**  
This question identifies what actions are likely to be the most effective in encouraging staff to use this mode. The frequency data from this question will identify the most often cited answers selected by staff

## TRAVEL OPTIONS - CARPOOLING

**CARPPOOLING** is when people share rides in each others' cars and may share vehicle running costs.  
*(It does not include driving children to or from school but does, for example, include sharing a ride with a spouse.)*

How likely is it that the following would encourage you to carpool more often to get to/from work?  
 If you already carpool, what would make this easier?

	Very likely	Likely	Not likely
Carpooling programme was set up at my workplace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transport home was provided in an emergency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transport available for personal use during the working day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guaranteed ride home if let down by the driver	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reserved car parks available for carpoolers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduced car parking charges for carpoolers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text" value="Other (please specify)"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**SUPPLEMENTARY**  
 This question identifies what actions are likely to be the most effective in encouraging staff to use this mode. The frequency data from this question will identify the most often cited answers selected by staff

## OPTIONS FOR CHANGING WORK ARRANGEMENTS

Some people **WORK FROM HOME** one or more days per week. This usually requires a quiet area in your home to use as an "office" or workspace.

Is it practical for you to consider working from home?

- I already work from home
- Not at all practical
- Not very practical
- Practical
- Very practical

A **COMPRESSED WORK WEEK** is where you might work 4 longer days and have a 3 day weekend. Or, on a fortnightly basis, you might work 9 slightly longer days and have one long weekend per fortnight.

Is it practical for you to consider compressing your work week?

- I already work a compressed work week
- Not at all practical
- Not very practical
- Practical

### **SUPPLEMENTARY**

Consultation with the human resources department is recommended when deciding whether to include this question.

### **SUPPLEMENTARY**

Consultation with the human resources department is recommended when deciding whether to include this question.

**FLEXIBLE WORKING HOURS** is where you can start earlier and finish earlier, or start later and finish later.

Is it practical for you to consider flexible working hours?

- I already work flexible hours
- Not practical at all
- Not very practical
- Practical
- Very practical

### FINAL QUESTIONS

Are you...

- Male
- Female

What is your age group?

- 15 - 19    45 - 49
- 20 - 24    50 - 54
- 25 - 29    55 - 59
- 30 - 34    60 - 64
- 35 - 39    65 plus
- 40 - 44

**SUPPLEMENTARY**

Consultation with the human resources department is recommended when deciding whether to include this question.

**SUPPLEMENTARY**

This question is needed to create a profile of people who are likely to shift travel modes.

**SUPPLEMENTARY**

This question is needed to create a profile of people who are likely to shift travel modes.

What best describes your working hours?

Select

- Select
- Fulltime, standard (e.g. 9AM – 5PM)
- Fulltime, non-standard (e.g. night shift, call centre)
- Part-time, standard (e.g. Mon – Wed; 9AM – 5PM)
- Part-time, non-standard (e.g. Fri – Sat; 4PM – 12AM)
- Flexible working hours
- Other (please specify):

**MANDATORY**  
The gathers data on the current working hours of staff which is used to build a regional picture of working hours.

Is there anything else you'd like to add or suggest regarding improving travel to work? All comments and suggestions are appreciated.

**SUPPLEMENTARY**  
This question is used to solicit potential qualitative comments, suggestions, or ideas.

## MOVING FORWARD

Are you thinking about changing the way you travel to work? Please select the option below you most agree with.

- I have no intention of changing the way I travel to work in the next six months
- I have been thinking about changing the way I travel to work in the next six months
- I have a plan of action or have tried getting to work a different way

If you would like to enter the prize draw or are happy to be contacted by your travel planner please select the correct options below then enter your name.

Select as many as apply.

- I would like to enter the prize draw
- I am happy to be contacted by the travel planner about the options and support available to me. *(If you are thinking about changing the way you travel we would like to offer you a personalised service).*
- I give permission to the travel planner to read my responses to this survey. *(To enable the travel planner to provide tailored support or reply to your questions or comments you need to click here)*

Please enter you name here if you wish to enter the prize draw or have selected any of the options above.

Note: If you have only indicated that you wish to enter the prize draw and are happy to be contacted by the travel planner your name will remain separate from your responses to this survey. By indicating that you would like a response to your comments or questions you are giving permission for the travel planner to see your name next to your responses to this survey.

**NOTE: Clicking the 'Finish Survey' button below will complete and submit your survey. Surveys must be completed and submitted to be eligible for the prize draw.**

### SUPPLEMENTARY

This set of questions provides the travel planner with a list of names of people intending to change how they travel.



## **Appendix 2: Analysing Your Staff Travel Survey**

### ***Interpreting and using the survey results.***

This section discusses what you should do with the results from your survey analysis. You might find it helpful to go back and review the data as questions arise and suggestions are made. For instance, if an action such as carpooling is suggested, you may want to go back and look to see whether the people who supported the idea live in close enough proximity to make it likely to work.

### ***How people get to work.***

The proportion of people who use different modes to get to work (the ‘modal share’) will be one of the main interests. You can use the current modal share breakdown to help you formulate actions and targets about the modal split that you could practically achieve.

### ***What types of people and their travel modes.***

The modal share for different groups, e.g. people in different age groups, the type of job they do, fulltime/ part-time staff, shift workers etc., can tell you about which actions and measures you might want to consider to target different groups of people. In addition, the modal share for people living at different distances from work can tell you how far people are prepared to walk or cycle and whether an area with a good bus route is attracting more people to use passenger transport. It can also highlight where there are car users who live close to work or close to good passenger transport routes, who could be targeted to use more environmentally friendly modes of transport.

Cross comparison of the modal share with the reasons why staff choose to use a car (e.g. to carry heavy items to work, to use the car for personal errands during the day, to drop children off at school etc.) can also help to identify to what extent these groups might change their travel behaviour, and what kinds of actions might be successful in encouraging them to do so. For instance, the provision of pool cars or pool bicycles might enable some staff to leave their cars at home and use the pool cars or bikes for work trips during the course of the day.

### ***How long it takes staff to get to work.***

Looking at the time it takes to get to work based on the distance travelled and the mode used can be enlightening. It is not unusual to find that cyclists often get to work much faster than passenger transport users and, even quicker than by car.

### ***Who is willing to change their travel behaviour?***

Your survey may identify the proportion of staff who consider it feasible that they might change to more environmentally friendly transport modes. Depending on the location of the workplace, there will be differences in the proportion who might consider changing to the different modes. Some living close by might say they could walk, while some living three or more miles away might say that they could cycle. The feasibility for changing to passenger transport will depend greatly on how well the workplace is currently served but other factors may be important too, for example, costs, condition of waiting facilities etc.

### ***What would encourage people use different modes?***

You will need to identify which actions would be likely to get people to change their travel behaviour. These stated actions should be looked at for different groups such as gender, age group etc. which will tell you whether some actions might be effective for certain groups but not others, and whether some measures might be effective for those who travel longer distances, for example.