

**Monitoring** your employees'  
travel to work



**The plan.**  
**Alive &**  
**kicking?**

# The plan. Alive & kicking?



Monitoring is an essential part of any sustainable initiative process. It enables you to see whether your sustainable initiatives have been successful, review the progress towards your objectives and targets, and to update your way forward as necessary.

## Why should I monitor my Travel Plan?

Monitoring is important and being able to demonstrate success will help maintain momentum and allow you to best focus your resources into specific measures.

This sheet covers all elements of the monitoring process.

## The Review Process

Travel plans are 'living documents' - to stay relevant, and remain effective, they need to be regularly updated as part of an iterative process.

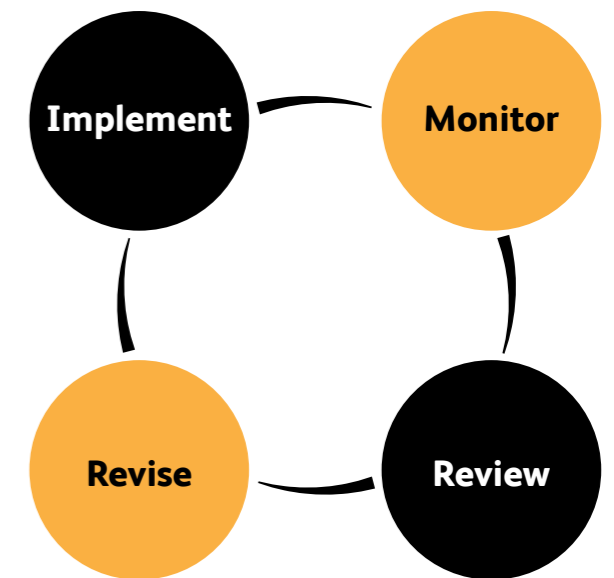
## What indicators and tools should we use to monitor our sustainable initiatives?

Monitoring indicators are the data / information which you will collect in order to measure the success towards your targets and objectives. Possible indicators include:

- Mode share data - the percentage of people accessing the site by walking / cycling / public transport / car share / car on their own;
- Demand for car parking spaces;
- Business travel mileage claims;
- Participation in sustainable initiatives – for example, the number of people signed up to car share or the number of people who have take up to cycle to work scheme;
- Carbon emissions from transport; and
- Passenger numbers for work buses;

### A range of monitoring tools can be used obtain the indicator data:

- Travel questionnaires or surveys;
- Multi-modal trip Traffic Counts – checking how many people arrive and leave the site by different modes (such as walking, cycling or by car);
- Business travel audit – looking at: mileage claims, requests for public transport tickets, cycle mileage claims, types of vehicles used, number of staff in car parks, distances travelled;
- Occupation survey of car park / cycle parking;
- Accessibility assessment – looking at the site and its surrounding areas to see how accessible it is for all modes of transport; and
- Carbon emissions – measuring how much carbon is used based on mode of travel, miles and efficiency of vehicles.



## How often do we need to carry out monitoring?

Whichever monitoring tools and indicators are identified, you will need to establish your baseline to benchmark your progress against. In the case of these voluntary sustainable initiatives, a baseline travel questionnaire is often a key part of developing your monitoring.

Following implementation of your initiatives, monitoring needs to take place at regular, agreed intervals over a period of time. It is advised that monitoring is initially carried out annually. Usually the easiest and most robust way to monitor progress is by carrying out an annual 'snapshot' survey, with full questionnaires carried out every 2 to 5 years.

A 'snapshot' survey is carried out on a particular day (preferably mid-week) where each staff member is greeted on arrival and their mode of transport to work that day is noted. This is sufficient for a quick update on the progress of the initiatives. A more detailed travel survey (such as the initial survey carried out at baseline conditions) can be carried out every 2 to 5 years to monitor the progress in more detail.

Monitoring should be carried out at the same time each year. It is suggested that surveys are carried out during the spring and autumn and that school holiday periods are avoided. It is also recommended that the format of questionnaires or surveys are kept the same (or very similar) to ensure that the results are comparable from year to year.