



WEST DUNBARTONSHIRE COUNCIL

GREEN TRAVEL PLAN 2006 - 2011

“WESTBOUND”

SEPTEMBER 2006

(text version)

Foreword

Increasing numbers of vehicles on our roads affect us all – the ongoing damage to our environment and health through pollution requires action at local as well as national level. The West Dunbartonshire Travel Plan "WESTBOUND" is about practical alternatives, making sure that everyone has a choice of easy, convenient methods of getting to work.

Reducing congestion and encouraging green or sustainable travel is a major Government priority. The Government seeks to achieve a balanced transport system in the UK, and have identified the development of Travel Plans to reduce single-occupancy car journeys to work, as a key priority. Councils have an important role to play in leading by example and providing assistance to local employers to develop their own Travel Plans.

By changing the way we use our cars and thinking about why we use them and when, we can all begin to make a difference.

Within our Travel Plan we have considered how we all currently travel for work - related journeys and we have explained the travel choices that exist for all Council employees and Councillors. In addition we have outlined what we intend to do over the next 5 years to encourage everyone to consider and hopefully change their travel habits. We have set targets, which we believe to be attainable.

Before you dismiss the idea of changing travel habits with a "but its just not practical for me to use anything other than my car" or even "I'll just let others change", please take a few moments to read on and see what benefits a little change could bring you.

The success of the Plan depends on your commitment towards it and it is now up to all of us to show that together we can all start to benefit from "WESTBOUND".

*Duncan McDonald
Convenor*

*Tim Huntingford
Chief Executive*

September 2006

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1. Introduction

The Scottish Executive, following an earlier lead by Westminster Government, is providing clear policy guidance on the need to increase travel choice and reduce dependency on car travel. Nationally 70% of employees currently travel to work by car. It is vital that businesses, developers and other organisations, take responsibility for their travel needs and seek to manage them to minimise their operating costs and adverse environmental impact.

West Dunbartonshire Council is taking the lead role within its operational area, to develop this Green Travel Plan, which will be used as a framework for other local employers and major new developments.

A Travel Plan is a general term for a package of measures tailored to the needs of individual companies and aimed at promoting greener, cleaner travel choices and reducing reliance on the car.

It involves the development of a set of mechanisms and targets that together, can enable an organisation to reduce the impact of travel and transport on the environment. It can also bring a number of other benefits to an organisation as an employer and to staff.

Keys to Success

A successful Travel Plan will:

- have senior management support;
- be based on current travel patterns to each site;
- have clear objectives;
- include a comprehensive package of measures ("carrots and sticks");
- have staff time allocated;
- include marketing;
- set clear targets;
- have staff involvement; and
- be monitored

A Travel Plan can bring a number of benefits to an organisation, its local community and local environment as a whole. These can be summarised as:

Benefits for an organisation :

- ❖ increased productivity from a healthier, motivated workforce
- ❖ potential cost savings
- ❖ reduced congestion
- ❖ reduced demand for parking and improved access

Benefits for staff :

- ❖ cost and time savings
- ❖ improved health
- ❖ better quality of life

Benefits for the environment :

- ❖ cleaner air
- ❖ lower noise levels
- ❖ a reduction in the country's contribution to global warming

A Travel Plan is a dynamic process that will grow and develop with time and in accordance with the changing circumstances of the organisation and the environment in which it works. It is not a one-off event to be undertaken and completed, nor is it a document to be produced and put on a shelf. It is the start of a new and better way of living and working, a process of evolution not revolution. It is a continuous improvement process for all the travel-related activities of an organisation and its employees.

The main elements typically covered by a Travel Plan are commuter journeys, business travel, visitor travel, incoming goods and services, and company vehicle fleet operations.

The approach initially to travel planning will be determined by the size of the organisation. The Plan will be unique to the organisation or group and should consider:-

- size
- location
- nature of business
- reasons for developing a Plan
- staff attitudes which can and must be influenced
- resources available

The preparation of the Plan will need to determine the current situation, suggest practical programmes for change, set achievable objectives and recommend a monitoring programme.

Organisations introduce Travel Plans for various reasons, for example :

- Early introduction can avert a potential problem.
- Secure planning consent
- Strategic business tool to solve parking problems
- Reduce cost of maintaining parking facilities
- Assist recruitment and employees to commute to company premises
- Reduce employee absence through healthier lifestyles and improve punctuality
- Demonstrate company's environmental credentials
- Reduce cost of operating company vehicles
- Reduce commuting costs for employees

2.0 Existing Travel Patterns by WDC Staff

2.1 Existing Transport Services

Both Clydebank and Dumbarton benefit from a high number of bus and rail services. In terms of rail services, there are two east / west lines running through West Dunbartonshire with stations located at key destination points.

In the case of Rosebery Place, Singer Station is some 5 minutes walk away and Clydebank Station some 3 minutes walk away. For Garshake Road, Dumbarton East Station is some 15 minutes walk and Dumbarton Central some 20 minutes walk.

Bus Services operate at high frequency between Clydebank and Glasgow, Clydebank and Dumbarton and Clydebank to the south side of the River Clyde. Dumbarton is served by lesser frequency of services but there are buses timetabled for every 10 minutes during the working day.

There are also reasonably frequent peak period services to the north from Clydebank (to Faifley, Drumchapel, Bearsden etc). However, there are few evening services in this area.

National Cycle Route No. 7 runs through West Dunbartonshire and links all of the main communities. The main Council offices are located close to this route – Rosebery Place (2 mins) and Garshake (5 mins)

2.2 Staff Survey & Results

To understand the existing travel patterns of staff to the main Council offices, a detailed travel survey was undertaken over a two week period in June 2006 to approximately 1000 staff located in Rosebery Place and Garshake complexes. The survey questionnaire is shown in Appendix A. The full survey results are reported separately.

A total of 216 staff responded to the questionnaire, representing some 22% of staff consulted. This level of responses means that we can have medium confidence that the travel patterns reported are representative of the wider Council staff population, but subsequent surveys will improve on this. The response does however illustrate the level of challenge faced in engaging staff in changing their travel habits, as it can reasonably be assumed that there may be resistance to change in this organisation.

The existing travel patterns identified will form the baseline against which future travel targets will be set and measured.

The headline mode share results from the staff survey indicate that some 78% of staff currently travel to work by car, most as single occupancy drivers. This is higher than the UK average of 70%.

There are also a further 5% of staff who are passengers in a car, 10% that use bus and/or rail and 5% who walk. Cycle and motorcycle proportions are very low at less than 2%.

From postcode data collected in the survey, it has been possible to analyse staff locations by travel mode. There are a large number of car drivers living close to the Council Offices - some 27% of staff live less than 2 miles from their place of work. 10 % of staff live less than 1 mile away.

Parking at Rosebery Place and Garshake is a current problem with regular overspill onto adjacent streets, leading to complaints from local residents. This is particularly acute when large meetings are being held in the buildings. It has been noted by observation that during the school holiday periods there are no problems with parking at either building.

2.3 Key Issues

From the survey and site observations, the following key issues have been highlighted:

- There is a major dominance of single car occupancy use at both buildings.
- Some 84% of those surveyed believed that convenience, cost and shorter travelling time were the three key positive aspects of car use.
- Car sharing and switching to public transport were considered as possible alternatives to driving to work but there were obstacles preventing this.
- The average journey to work time by all modes is 30 minutes and 97% of staff travel less than 1 hour to work.
- There is very little seasonal variation in travel choice.
- There is almost no use of public transport for journeys during the working day.
- Car is said to be "essential to perform the job" for 47% of staff.
- There is a need to publicise green travelling as a very real and worthwhile activity.
- There is a need for a repeat survey in one year
- The next survey should examine visitor travel patterns
- 27% of respondents were prepared to consider carsharing

Amongst the comments received from the survey were :

"The office is easily 'walkable' for lots of us"

"My car is essential. I have to drop my children at nursery and at school on my way in".

"Congestion and driving standards make me very reluctant to cycle"

"Public transport facilities for the disabled seem very limited".

"Improving cycle storage, changing and washing facilities would make a real difference.

"Car sharers should have priority parking spaces"

"We should plan meetings more carefully to avoid unnecessary business travel".

3.0 Green Travel Plan for West Dunbartonshire Council

3.1 Scope of the Plan

The success of a Travel Plan is dependent upon the implementation of a number of initiatives aimed at changing individual travel behaviour. There is no single initiative or measure likely to make a significant change in travel behaviour sufficient to make a practical difference to parking and congestion problems.

West Dunbartonshire Council delivers services from offices located throughout the Council area, with numbers of employees at each location variable. For the purposes of this Travel Plan, the focus will be on the two main Council Offices located at Rosebery Place, Clydebank and Garshake Road, Dumbarton. However, the Plan will be equally valid for other smaller locations, and indeed, many of the proposed actions and measures will have an impact at all Council offices.

3.2 Objectives and Targets

The objectives of the West Dunbartonshire Council Travel Plan are:

- **To provide greater transport choice for all Council Staff and visitors particularly to principal Council Offices.**
- **To reduce the number of single occupancy car journeys to and from Council Offices.**
- **To encourage an efficient use of car parking at the principal Council Offices.**
- **To help reduce on-street parking and improve the local environment.**
- **To encourage staff to choose 'healthy' and sustainable travel choice.**
- **To reduce car use for Council business trips.**

Setting targets for the Plan will help to measure its success. The targets relate to the objectives set out above and have been derived from the travel survey data. Three headline targets have been established against which the Travel Plan will be monitored. These will be met by specific actions to change behaviour for each mode of travel. Using the headline target to measure change over the life of the Plan will allow all initiatives to be promoted equally.

The headline targets of the Plan are:

- **To reduce the proportion of single occupancy car travel to Rosebery Place and Garshake Road, by 10% at each site, 3 years after the Plan is implemented and by a further 5% at each site, 5 years after the Plan implemented.**
- **To increase the number of public transport journeys made to/from Rosebery Place and Garshake Road by 3% per year over the first 5 years.**
- **To increase the number of staff undertaking healthy travel choice (walking and cycling) for journeys to work by 5%, 2 years after the Plan is implemented.**
- **To reduce car use for Council business trips by 10%, 3 years after the Plan is implemented.**

All of these targets will be set against a 2006 baseline.

3.3 Travel Plan Co-ordination

The effective management and co-ordination of the various measures and actions required to achieve these targets, will be critical to the success of the whole Plan. The Council's Sustainable Development Working Group (or any successor group) will undertake overall steering of the project.

A Travel Plan Co-ordinator (TPC) will be nominated with responsibility to implement the Plan and to monitor and disseminate the results of regular reviews and audits.

The TPC will liaise internally and externally with others involved with the delivery of the Plan. The TPC will be committed to the objectives of the Plan, will demonstrate enthusiasm, negotiation skills and effective communication skills with people at all levels.

The key responsibilities of the TPC will be:

- Overseeing the further development and implementation of the Plan;
- Designing and implementing effective marketing and awareness;
- Setting up and co-ordinating working groups as required;
- Acting as a point of contact for all staff requiring information;
- Liaising across departments and external partners to co-ordinate actions;
- Co-ordinating the monitoring programme, setting and reviewing of targets;
- Presenting a business case to seek annual budget for Travel Plan development;
- Assisting external organisations (within WDC area) to develop Travel Plans;
- Liaison with staff from SPT and neighbouring authorities.

3.4 How we will deliver this Plan

In order to meet our targets, there are a number of possible actions. These can be used to a greater or lesser extent according to local conditions, and will be selected to suit the Council's Service and Business Planning processes and available budgets. These actions are as follows :

A PUBLIC TRANSPORT

Public transport has the capacity to move large numbers of people to and from work. In the Staff Travel Survey well over 50% of staff said they would consider switching to public transport when and where the reliability, regularity and comfort of services could be ensured. To encourage this:

We will aim within two years to:

- **Publicise existing local transport services and travel information for staff;**
- **Provide general internet access to public transport information (e.g. Traveline);**
- **Identify opportunities for modal change for business travel and encourage their use;**
- **Identify barriers and opportunities to encourage visitors to travel by sustainable mode;**
- **Start to work with public transport operators and SPT to improve services; review routing; timetabling and information; investigate opportunities for negotiating subsidised fares.**

B CYCLING AND WALKING

Cycling

Cycling is efficient, healthy and very environmentally friendly. Travel costs are low and traffic jams can be avoided, resulting in journey times that are often faster and certainly more predictable. The number of staff already cycling to work is encouraging and many participants in the Staff Travel Survey were responsive to the idea of switching to cycling as their regular means of commuting. To encourage cycling:

We will aim within two years to:

- **Improve secure cycling parking facilities where required;**
- **Improve lockers, showers and changing rooms where required;**
- **Provide cycle route maps;**
- **Investigate opportunities for a cycle loan scheme;**
- **Start up bicycle user groups ("BUGS") if there is an interest;**
- **Promote "bike to work" days;**
- **Provide basic cycle maintenance support;**
- **Identify opportunities for use of cycling for business travel;**
- **Provide cycle milometers for staff to claim mileage in a similar manner to car drivers at an appropriate rate.**

Walking

Nationally one in ten commuter journeys are made on foot. Our travel survey showed that few of our staff walked the major part of their journey, although over 41% of staff live within four miles of their place of work, and 10% live within one mile. To encourage walking:

We will aim within two years to:

- **Publicise the health benefits of walking;**
- **Produce maps showing recommended walking routes from rail and bus stations to offices, with distance and time;**
- **Publicise local walking routes of interest for leisure use;**
- **Provide free pedometers for walkers;**
- **Provide 'foot MOTs' for walkers;**
- **Provide an umbrella 'pool' in the reception areas.**

C TRAVELLING BY CAR

Car sharing:

We recognise that for some travelling by car may sometimes be the only realistic option, especially where there is no public transport alternative. Organising car sharing is one way to reduce the number of cars on the road. There are some advantages to car sharing including the ability to save money and a chance to socialise. In the Staff travel Survey, 27% of staff confirmed they would be prepared to consider car sharing if they had some more information.

While Travel Plans will include elements of all modes of transport, it is worth remembering that people make almost 80% of commuter journeys by car driving alone. This means that car sharing can reduce congestion and demand for car parking as well as making a real difference to the environment. A recent national survey indicated that:

- 34% of people used a car to get to work for convenience.
{WDC figure is 53%}
- 19% of people used a car to get to work due to cost of travel.
{WDC figure is 31%}
- 17% of people used a car to get to work due to lack of an alternative
{WDC figure is 25%}
- 10% of people used a car to get to work due to dropping off/collecting a child. {WDC figure is 25%}
- 3% of people used a car to get to work for health/disability reasons.
{WDC figure is 4%}

Car sharing should also reduce the running costs for those using their cars less. It is usual practice for car sharers to alternate use of their cars, thus sharing running cost savings equally.

Where one sharer is using their vehicle predominately, it is acceptable to ask the other sharer(s) to contribute to the running costs of the journey to work, provided that a profit is not made.

Typical running costs per mile are included in the table 3.1 below. They include costs relating to fuel, depreciation and servicing, and should be divided by the number of people sharing the vehicle including the driver.

TABLE 3.1 TYPICAL CAR RUNNING COSTS (2005 base)

PETROL ENGINE CARS				
Engine Size	<1100cc	1101-1549cc	1550-2000cc	2000-3000cc
Running Cost per mile ¹	30.0p	41.6p	51.5p	80.6p

DIESEL ENGINE CARS				
New Purchase Price	<£11,000	£11,001-£15,000	£15,001-£20,000`	>£20,000
Running Cost per mile ¹	32.5p	42.0p	51.4p	68.4p

¹Average of 10,000 miles per annum

The potential annual savings that could be made from car sharing on the average car are :

Round trip distance	5 miles	10 miles	25 miles	50 miles
Annual saving	£664.33	£697.88	£851.77	£1030.70

Figures from liftshare.org

There are no tax or insurance implications with car sharing under present regulations, although it is suggested that car sharers inform their insurance company that they are registered with a scheme. This should not change premiums.

The practicalities of running a car share scheme usually involve setting up and maintaining a database of interested users. The database would typically hold information such as home postcode, day and time of travel preferences, usual route to work (to establish those that can be collected en-route), and other relevant travel preferences (smoker/non smoker, radio station etc.). The database would be able to "match" potential car sharers and enable them to contact one another.

To encourage car sharing :

We will aim within two years to:

- **Provide and maintain a database of car sharers (dependant on a West of Scotland Regional Scheme);**
- **Provide guaranteed parking spaces for car sharers;**
- **Investigate an emergency "get you home" service;**
- **Provide practical advice on car sharing.**

Car use – general

It is inevitable that many journeys will continue to be made by car. Staff using cars should be aware of the environmental impact of using their vehicle and the cost implications in table 3.1 above, when making their travel choice.

We will aim within two years to :

- **Raise awareness amongst staff of the environmental impact of using cars;**
- **Improve the environmental efficiency of the Council's vehicle fleet;**
- **Introduce more environmentally friendly vehicles to our Council fleet;**
- **Raise awareness of staff to the true costs of car ownership and use**
- **Investigate and profile how visitors access our offices identifying barriers and opportunities for modal shift;**
- **Arrange a day of car exhaust emissions and tyre pressure testing to ensure staff cars are running efficiently.**

D PARKING MANAGEMENT

The TPC will liaise with Corporate Services to ensure that car parks are managed to meet green travel objectives.

We will aim within two years to:

- **Not increase current car park capacities;**
- **Develop priority parking schemes especially for multiple-occupancy/ car share vehicles;**
- **Ensure that car park issues are included as part of the Council's estate strategy.**

E OTHER MEASURES

1. Office relocation

Green travel planning needs to inform any decisions taken on new office locations. Building property managers will consider green travel issues in any plans for office location.

2. Business Travel

Many people regularly need to travel to meetings as part of our work. Such journeys are often made by car. Whilst car use is essential for some business journeys, we want to encourage more car sharing, the use of alternative methods of transport, and better planning of meetings which could minimise the need to travel.

We plan to introduce more effective monitoring of staff business travel costs, the travel methods and possible alternatives. We wish to encourage awareness of the impact of travel as well as the issues of cost, time and convenience for the organisation.

We will aim within one year to:

- **Advise visitors about public transport access to key buildings.**

We will aim within two years to:

- **Develop an effective means of analysing and monitoring a reduction in business travel, including business mileage;**
- **Advise on changes to travel & subsistence policy to encourage green travel;**
- **Promote greater use of public transport for business trips;**
- **Promote business trip car sharing;**
- **Encourage use of greener/smaller cars;**
- **Advise on alternative methods of transport;**
- **Issue guidance on business travel;**
- **Actively promote video and audio conferencing as an alternative to travel and investigate other information technology solutions.**

3. Reducing the Need to Travel

Development of information technology has led to radical changes in working practices, which in turn can significantly reduce the number of journeys to work. We plan to investigate the ways we can change our working practices to minimise our need to travel.

Our award-winning initiatives for younger children- Kerbcraft and Travelling Green, will continue to encourage children and their families to walk and cycle for school-related journeys.

It is hoped that this travel behaviour will continue through teenage and into adult life.

We will use the results of further investigations to initiate trials and issue central guidance at a later date.

We will aim within two years to:

- **Investigate greater variation of attendance patterns including changes to flexi-time systems, "9 day fortnight" etc;**
- **Investigate extending the current homeworking policy, subject to business needs;**
- **Investigate establishing telecentres;**
- **Continue with school travel initiatives.**

3.5 The Way Forward

We are determined to make this Green Travel Plan "WESTBOUND" work. The involvement and commitment of our staff is therefore essential. Every individual contribution is valuable.

In order to make this Plan work, there will be a central team, drawn from the Sustainable Development Working Group, who will have overall responsibility for planning and implementing the green travel initiative: they will also act as a central contact point on all green travel issues.

At a local level, there will be a green travel co-ordinator, who will have overall responsibility for each site. They will work with staff to draw up and implement local plans focussing on local issues and provide regular updates.

We will be using all channels of communication – including the internet/intranet, Westlife, - to keep staff informed of progress on the Green Travel Plan "WESTBOUND".

We will be also be preparing detailed advice on each green travel issue and guidance for those involved in the planning and delivery of new developments.

Above all we want our staff to "own" our Green Travel Plan "WESTBOUND". Its success will be everyone's success.

3.6 Marketing and Information

One of the biggest barriers to greater public transport usage is the availability of relevant information about services. Timetable and other information about local bus and rail services are currently held in main libraries and not otherwise widely distributed.

Bus and rail information should be made more widely available in Council Offices and access to internet sites improved. Information should also be provided in recruitment/induction packs, Council newspaper/newsletters, canteen areas etc.

Successful marketing of the Plan to all staff will assist in achieving the targets. Winning the hearts and minds of those involved will encourage ownership of the Plan and its measures, and promote positive changes to travel habits.

Throughout this process, it is important to emphasise that the Travel Plan is not "anti-car", but is offering greater transport choice and encourage people to use cars more wisely. The health, time and cost benefits of being less reliant on a car are very clear.

3.7 Implementation

Experience has shown that a phased implementation of a Travel Plan is more likely to gain and maintain support from staff. Measures that benefit a wide range of people are likely to be well received and will be implemented in the early stages of the Plan.

The Travel Plan Co-ordinator will be responsible for preparing a phasing programme shortly after the Plan is launched, and this will be integrated to other activities associated with the delivery of Council services, in particular the Regional Transport Partnership for the West of Scotland. (SPT)

3.8 Monitoring and Review

The Travel Plan is a living document, and an on-going process of monitoring and review will ensure that this is the case. The 2006 survey results will form the baseline data for this monitoring.

Ongoing monitoring will take place annually amongst all staff. This will be in the form of a snapshot survey - i.e. a single or two question issued to all staff - that will generate a high response rate and is straightforward to analyse and measure against the targets.

A full survey similar to that undertaken in 2006 for the baseline conditions, will be undertaken at the end of year 1, to provide the opportunity to review the 2, 3 and 5-year actions and targets if necessary.

The results of all surveys will be widely publicised to allow all participants and non-participants to see for themselves the progress being made, and to take ownership of the targets. An annual report will be submitted to Members.

APPENDIX A

West Dunbartonshire Council

Staff Travel Survey 2006