

# Travel behaviour change moments

Research indicates that behaviour change is more effectively achieved at a significant change moment such as starting a new job or relocating offices. Such moments provide an opportunity for employees to reconsider how they travel to work, and in some cases may open up improved access to alternative modes of transport. Harnessing the momentum from this change can successfully influence personal travel habits towards safer, greener and more active modes.

## Starting a new job

When someone commences a new job, it is likely to mean a change in their daily commute patterns. The induction process therefore provides a powerful opportunity to influence employee travel behaviours.

If your workplace has some form of **new starter kit**, consider adding a section on travel. This can include information such as nearby public transport options, access to the site by walking and cycling, the availability and location of end-of-trip facilities such as bike parking, showers and lockers, and details of any carpooling programs that may exist.

You could tailor this advice further by providing a **personalised journey plan** from the employee's home address to the work site by cycling, walking or public transport. There are journey planning tools suited to the metropolitan Adelaide area available freely online such as [www.adelaidemetro.com.au](http://www.adelaidemetro.com.au) for public transport and [www.cycleinstead.com.au](http://www.cycleinstead.com.au) for cycling.

More informally, you can draw on the expertise of existing cyclists and public transport users in your workplace and nominate them as **travel friendly staff members** for new – and current – employees to approach with questions around travel.

### Case study: Induction to travel options

The Basil Hetzel Institute for Translational Health Research, located at the Queen Elizabeth Hospital in the Western suburbs of Adelaide, provides all new starters with an orientation and induction booklet, including information on travel options to the site – and for meetings offsite. The booklet describes the location of bike parking, places to store clothes and gear, and showers. For work travel, it encourages researchers to share journeys where possible, or to consider taking public transport from the nearby bus stop. To make this as easy as possible, the booklet provides a link directly to the timetable for this bus stop on [www.adelaidemetro.com.au](http://www.adelaidemetro.com.au).

#### Further information

Visit <http://www.dpti.sa.gov.au/communityprograms>  
Email [DPTI.TravelSmartSA@sa.gov.au](mailto:DPTI.TravelSmartSA@sa.gov.au)



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## Moving offices

An office relocation presents a great opportunity to engage with staff around their travel options. These moments of change can lead to anxiety amongst staff, who may have well established commuting habits. Assisting staff to plan for this change can help to alleviate any anxiety and increase staff wellbeing.

Engage with staff to find out their **travel concerns and needs**, and use this information to work out what the workplace can do to address these. A staff survey can be a good way to capture this information. Talk to us if you are interested in this option – we can help.

Organise **information sessions** on topics of interest to staff. For example, staff may desire more information about public transport to the site, or tips for commuter cycling. They are also likely to want to know what sorts of end of trip facilities will be available, such as car and bike parking, lockers and showers.

Offer **personalised journey plans** showing how staff can get from their home to the new office by cycling, walking or public transport. This will allow staff to make an informed judgment about their commuting options prior to the move, and thus feel confident to handle it once it occurs.

### Case study: Moving to the CBD

When the Department for Transport, Energy and Infrastructure (DTEI) relocated 800 staff from suburban Walkerville to the Adelaide CBD, many staff were concerned with their travel options. DTEI surveyed staff about their travel concerns and needs, then offered group sessions, one-on-one consultations and tools to help staff overcome their personal travel barriers. One of the best-received services was information about car parking locations and costs; this information encouraged many staff to decide that driving every day to work was not going to be cost effective, and to take up other modes such as public transport, cycling and walking. Now, over 100 staff regularly use the CBD building's bike parking and locker facilities to support them cycling or walking to work.



For more information and other case studies, visit <http://www.dpti.sa.gov.au/communityprograms/programs/smartertravelatwork>.

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