

# Employee Travel Survey 2019

Little Island , Cork

smartertravel >>>  
>>> workplaces



12<sup>th</sup> September 2019

# Introduction

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- Survey conducted in June 2019.
- 2,089 people responded to the Little Island travel survey.
- This represents a response rate of 23% based on 8,915 staff (census2018)
- This response rate is lower than what would be typically desirable for a surveyed partner (30%)
- Response rates for the five largest (i.e. highest no. of employees) for the park were quite high (ranging between 30-68%)

# Locations staff responding

Location*		
EastGate Retail Park	27.2%	526
Little Island Industrial estate	24.9%	482
EastGate Business Park	18.5%	357
Wallingstown Industrial Estate	14.0%	270
Euro Business Park	5.9%	114
Other (please specify)	5.8%	112
Sitecast Industrial Estate	1.8%	35
Little Island Business Park	0.7%	13
Inchera	0.5%	10
Gb Business Park	0.3%	5
Courtstown Industrial Estate	0.2%	4
Rohan Industrial Estate	0.2%	3
Harbour Point Park	0.1%	1
Waterfront Business Park	0.1%	1

*\*Based on 1,933 responses to this question.*

# Workplaces responding

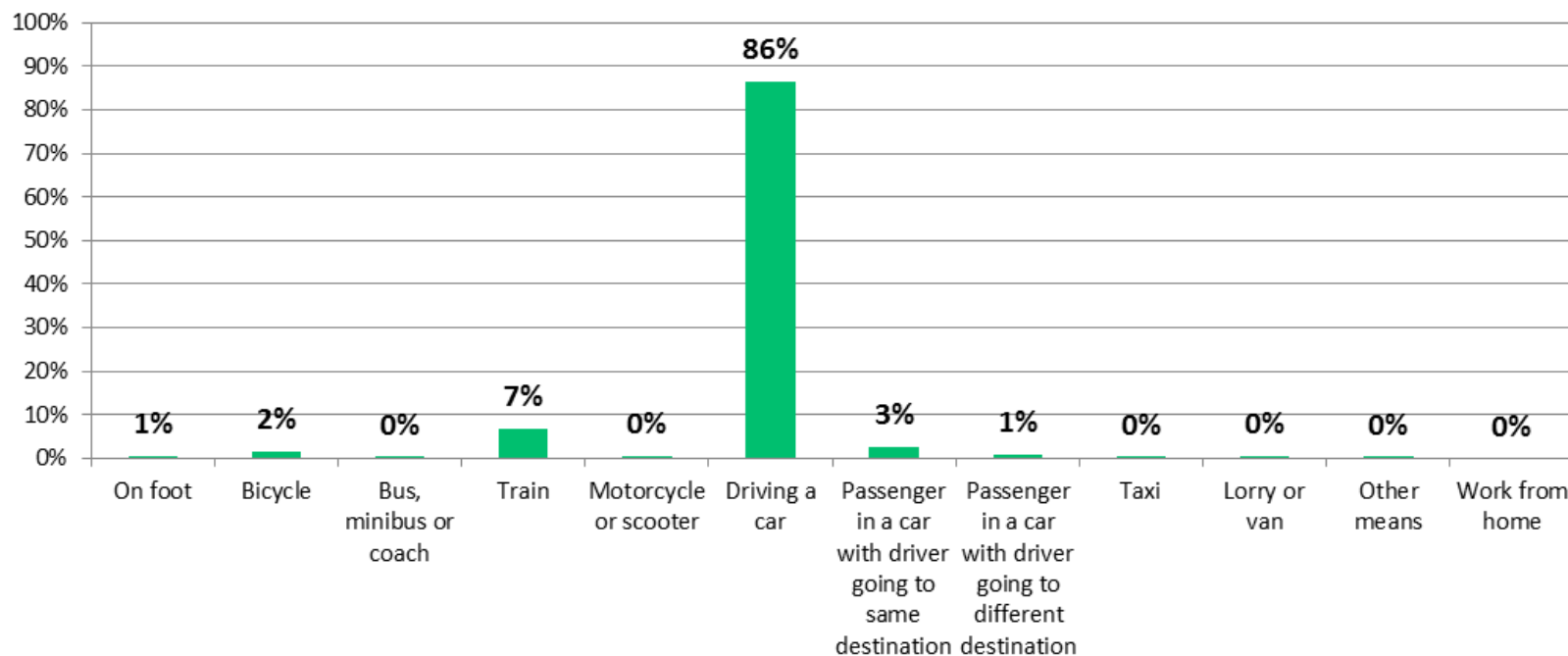
Workplace (N 1852)	Responses	Workplace (N 1852)	Responses
PepsiCo	349	Petrochem Pipeline Supply Ltd.	12
Eli Lilly	285	Accord Healthcare	11
Pfizer/Upjohn	178	Arachas	11
Layahealthcare Care	167	Jones Engineering Ltd	11
Janssen Pharmaceutical Sciences	162	Fingleton White	9
DPS Group Global	82	CPi Technology Ltd	9
MACOM Technology Solutions Ltd	60	Chris Mee Group/CMSE	8
NeoDyne Ltd.	57	ALS Life Sciences	7
FMC International	48	Foltech Engineering Ltd	7
ESBI	44	J.B.Barry & Partners Ltd	7
Dornan Engineering	41	John paul Construction	7
Mott MacDonald Ireland Ltd.	41	Metabolomic Diagnostics Ltd.	7
Cata Partners	34	Cuddy, O'Leary & Foley	6
LEO Pharma Cork	31	Texas Instruments	6
Compliance and Risks Unit 9	28	PGCS Little Island	5
FROSH CTM	19	Solvotrin Therapeutics	5
BAM Contractors	16	OTTO car parts ltd	4
BASF Ireland.	14	Process Automation Solutions Ltd	4
Kinsale Bay Food Co.	13	Gemu Ireland	3

# Workplaces responding

Workplace (N 1852)	Responses	Workplace (N 1852)	Responses
ISS Facility Services	3	portfolio conc.solutions	1
JB Barry and Partners	3	Radisson blu	1
NRG Xpress Gym	3	Self Employed	1
BMD & Co. Ltd.	2	Slidesystems	1
ctmtravel	2	Sodexo	1
Eastern Electrical	2	Substruck Ltd	1
JNJ	2	TDP	1
Lehane Environmental	2	The Chris Mee Group	1
Pakform Ltd	2	The Conrete Manufacturing Company of ireland	1
Rossmore Civils Ltd	2	The Logiskills Group	1
Safefood	2	Touchdown Partners LTD	1
C&R	1		
COLF	1		
Dupont	1		
Fastnet The Talent Group	1		
Food Flav Plant	1		
H A O' Neil	1		
Logiskills	1		
Manufacturing	1		

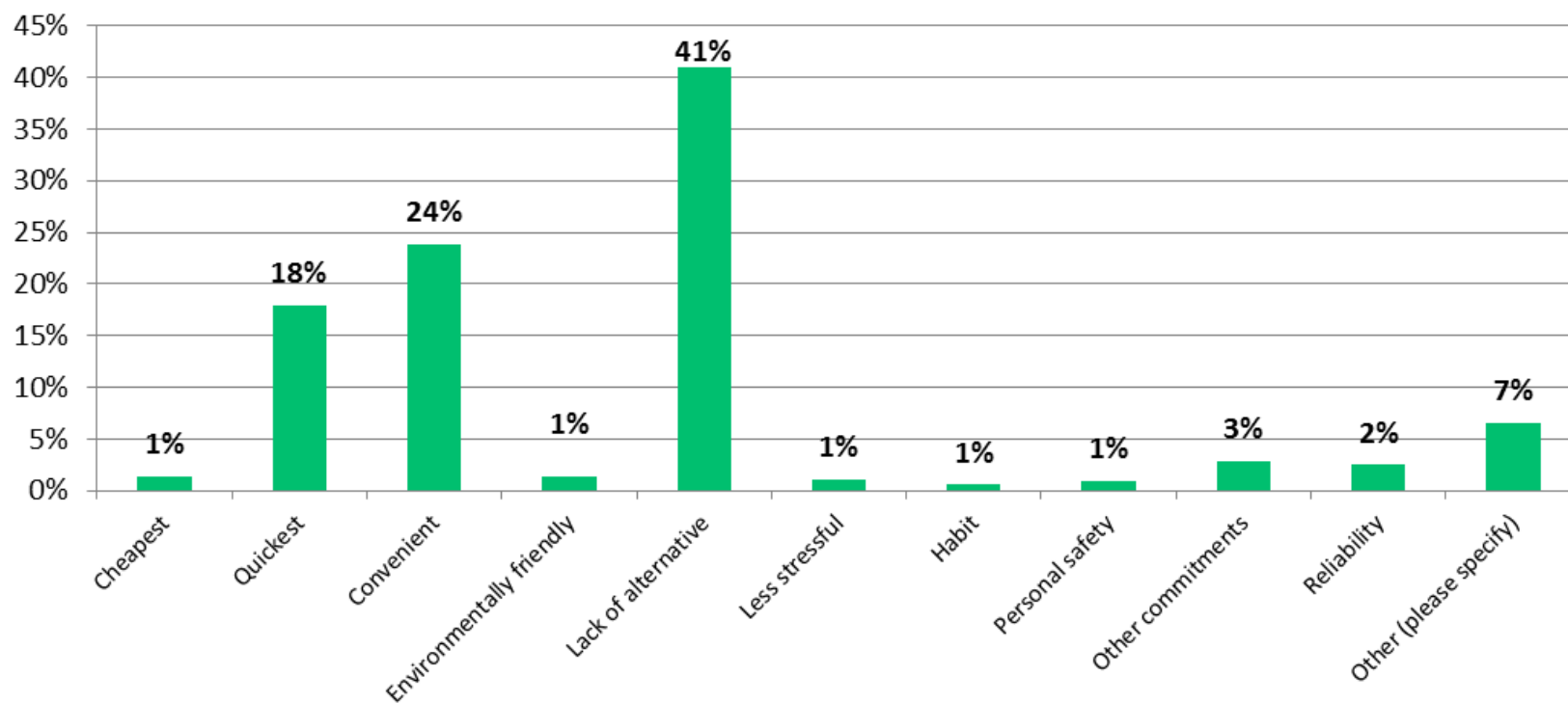
# Modal split - usually

How do you usually travel to work? Pick one option only, for the longest part, by distance, of your usual journey to work.



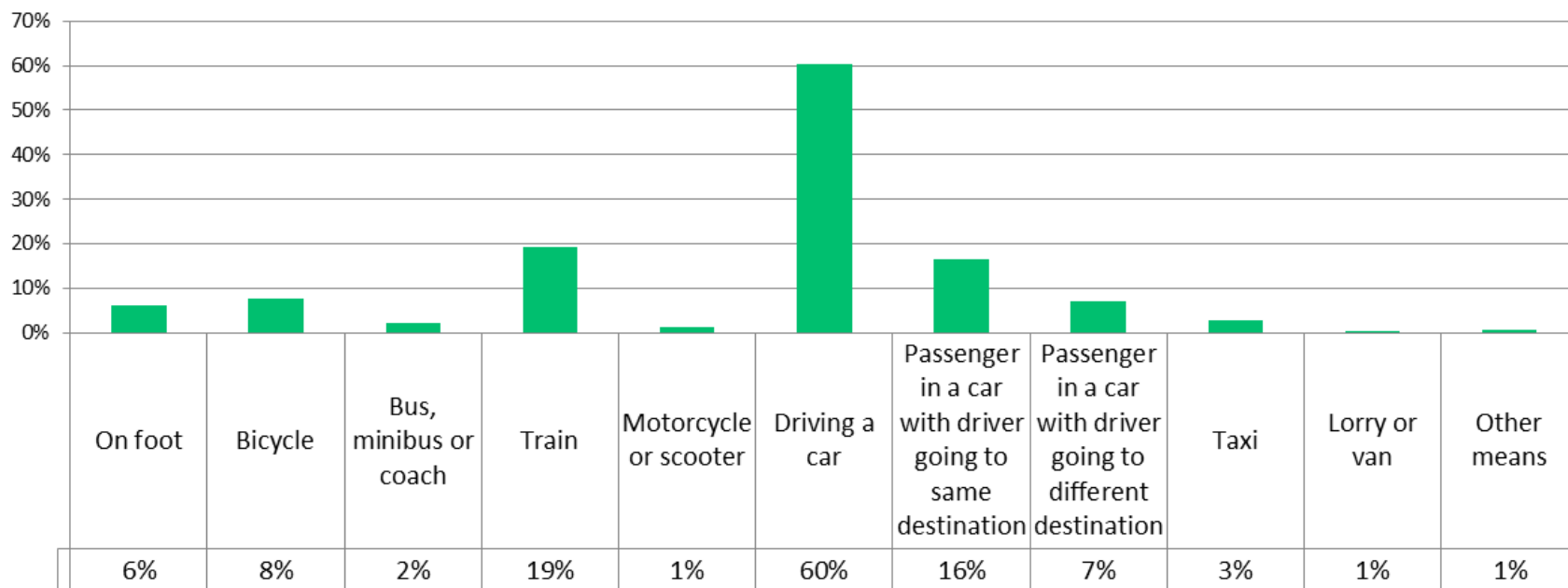
# Reason modal choice

What is your main reason for choosing that mode?



# Modal split - occasionally

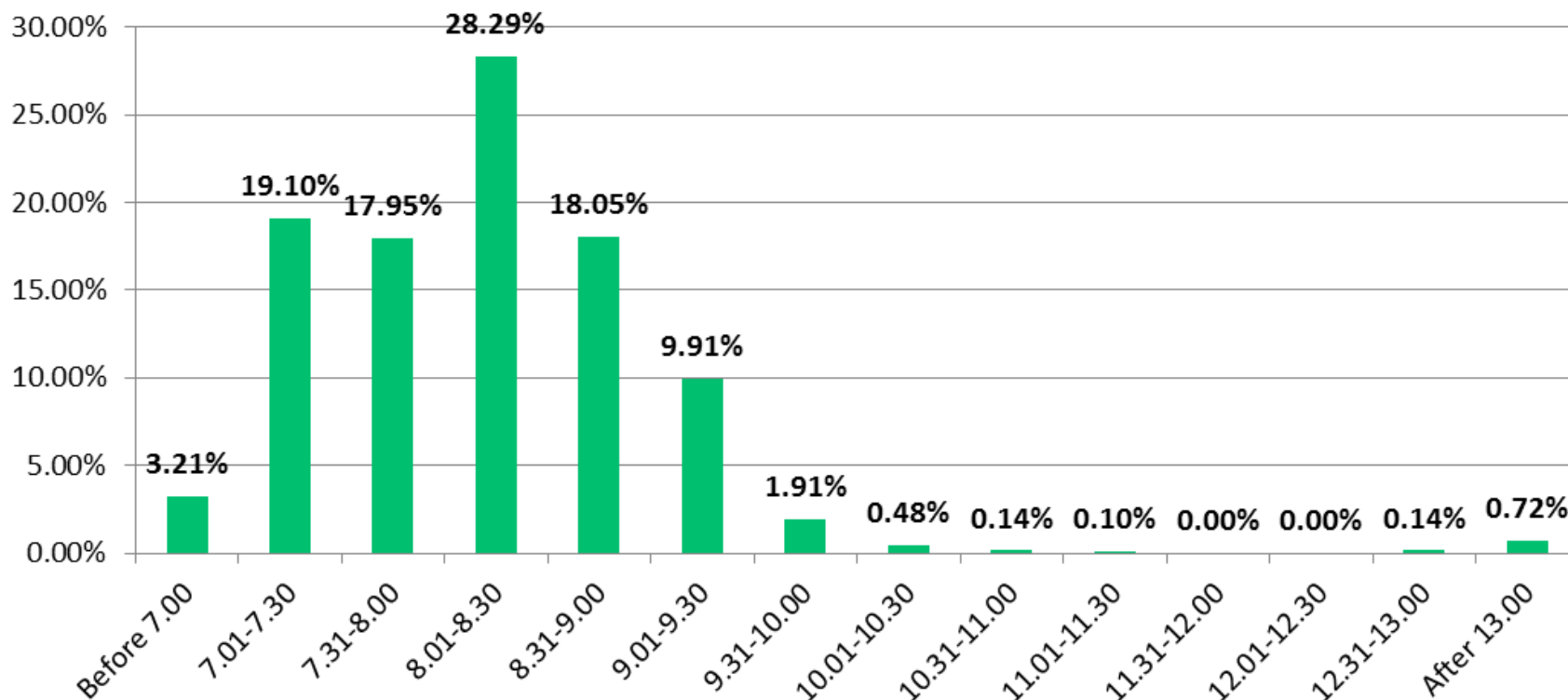
Which modes of travel do you use occasionally to travel to/ from work? Please choose all modes that apply.





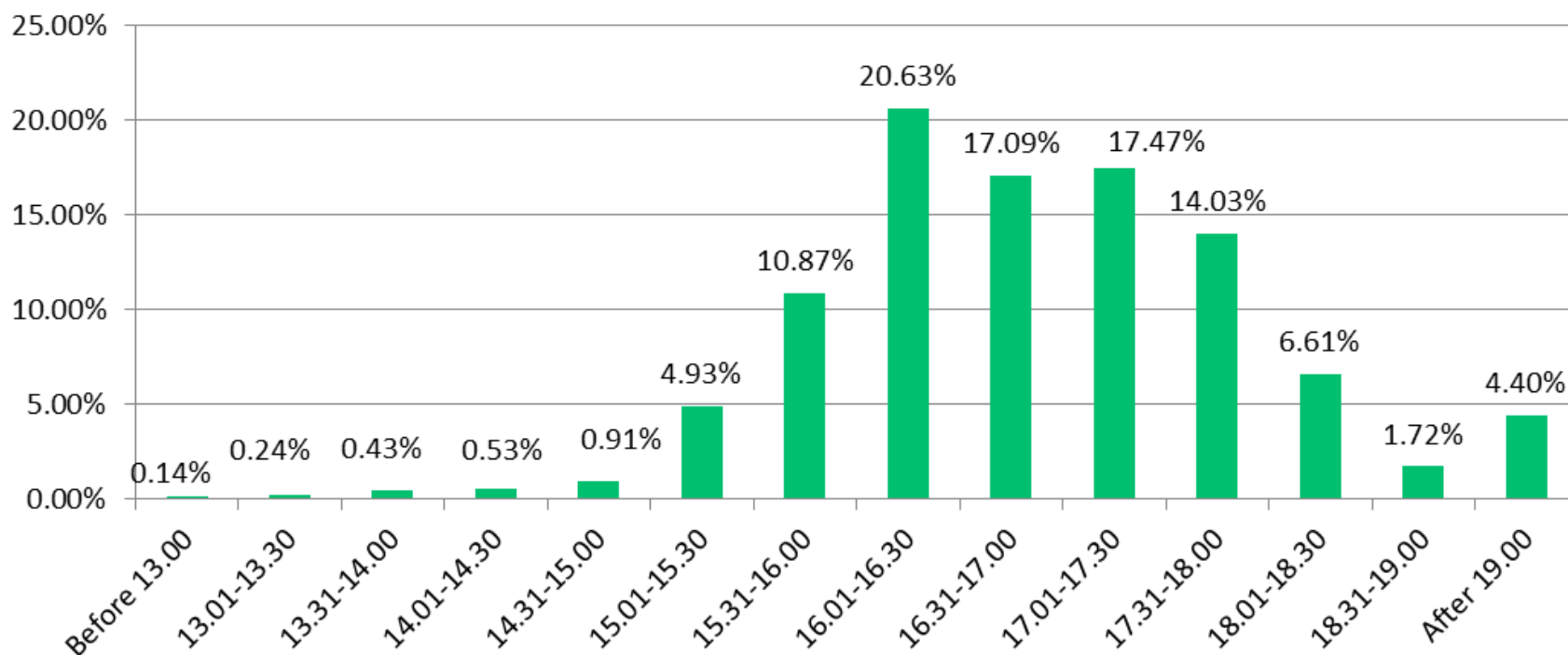
# Workday commence time

What time does your usual working day/shift commence?



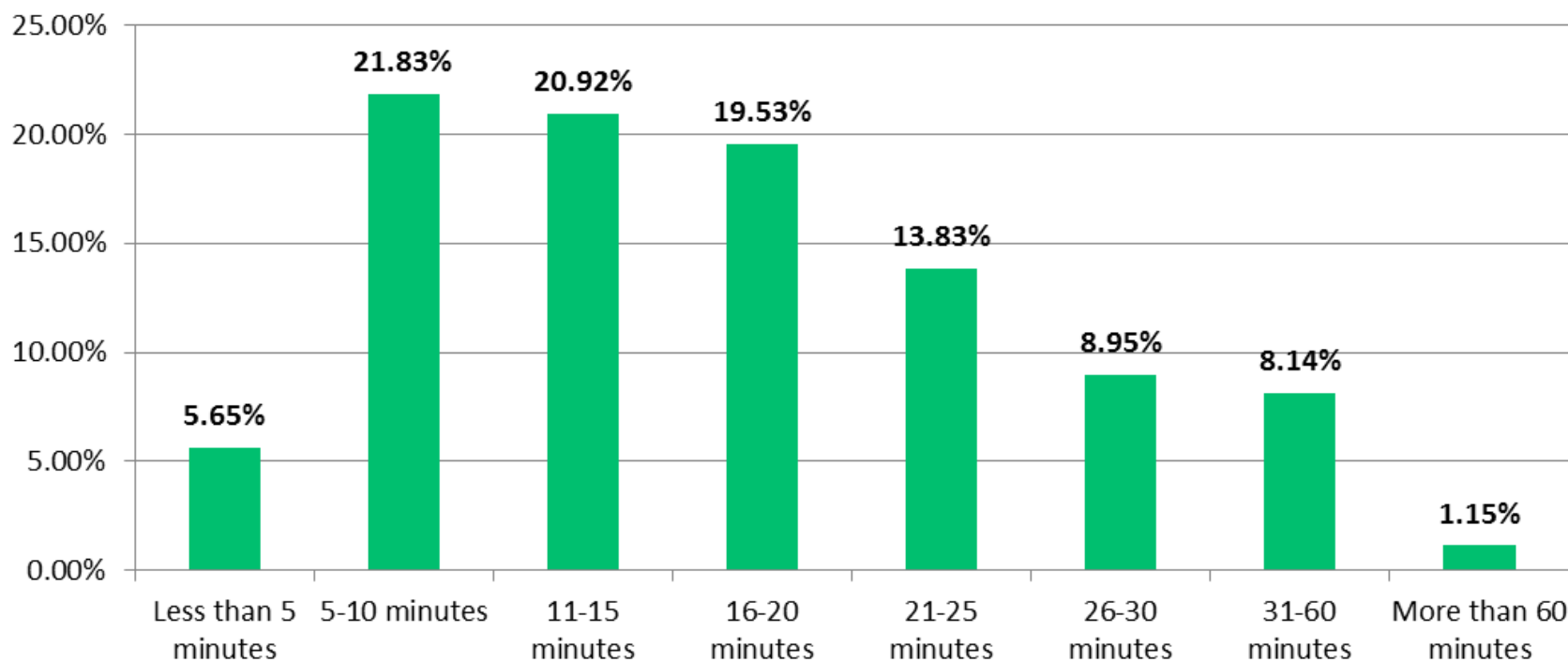
# Workplace depart time

At the end of your work day, what time do you usually leave your workplace?



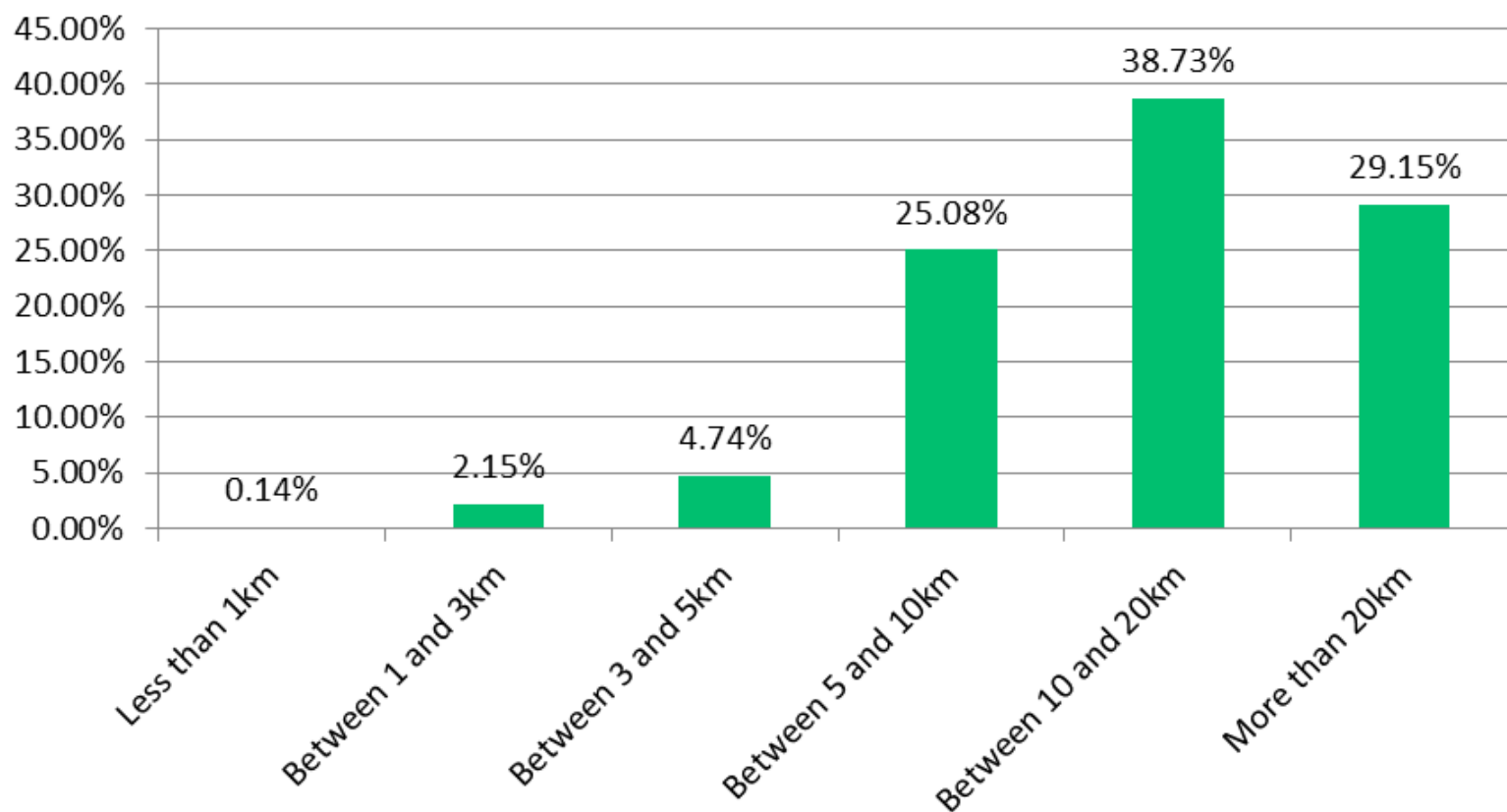
# Time taken to get off Little Island

How long does it usually take you to get off Little Island when you are going home?



# Travel distance

How far do you travel to your workplace?

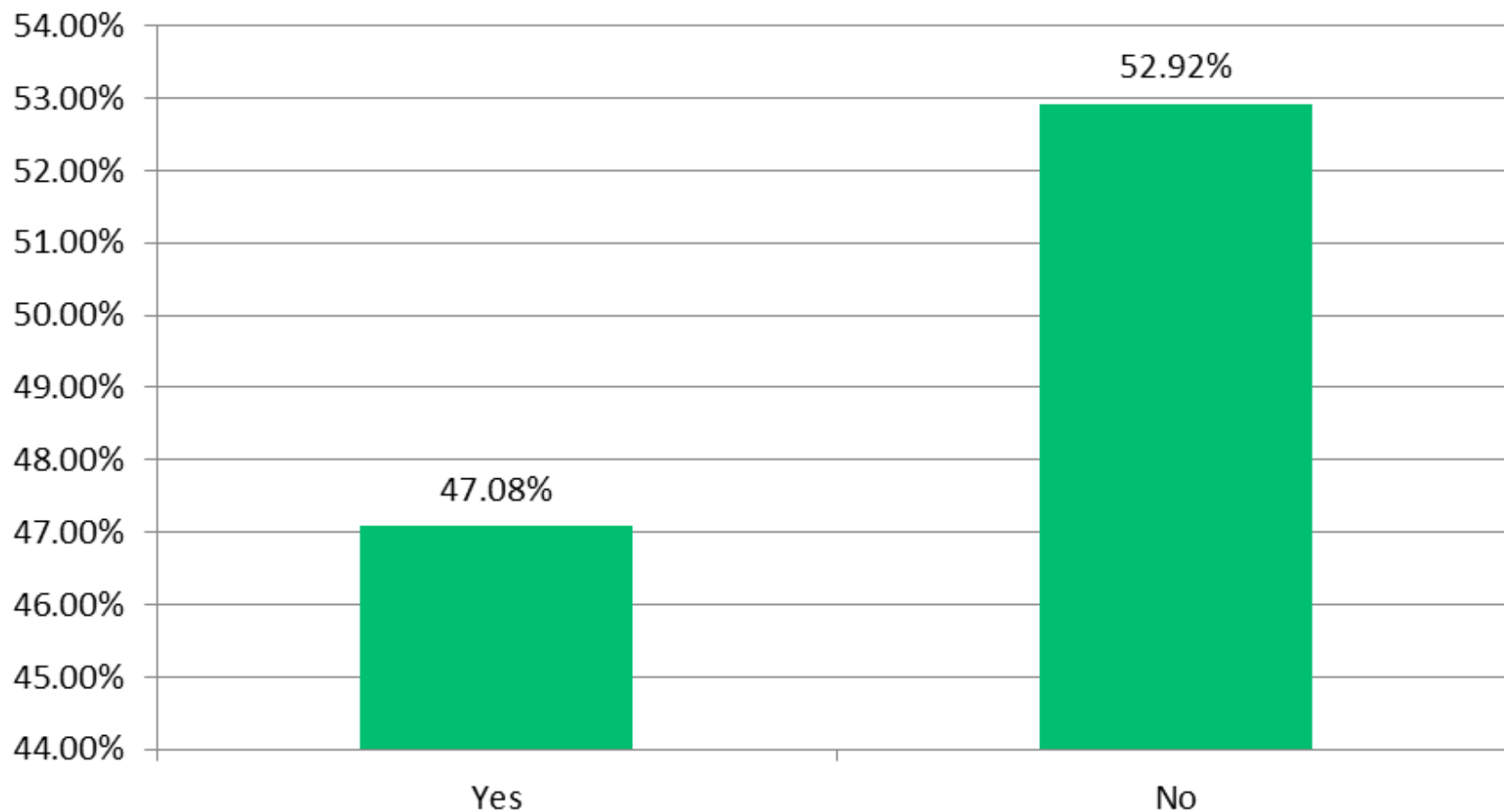


# Agreement statements

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I feel confident cycling my bike to work	38.3%	17.7%	6.2%	3.9%	2.0%
I enjoy walking (all or part of the way) to work	14.2%	11.6%	15.8%	16.1%	6.7%
Public Transport is convenient for my commute	55.7%	20.3%	6.5%	5.1%	2.7%
I try to use sustainable transport when I can	7.2%	13.1%	26.7%	23.9%	11.6%
I travel the way I do out of habit	21.3%	23.0%	17.7%	21.2%	7.8%
I use my car on the commute because I have no alternative	5.8%	7.4%	8.9%	17.5%	53.4%
Driving a car is the most effective way for me to commute	5.9%	2.6%	3.7%	16.6%	66.1%

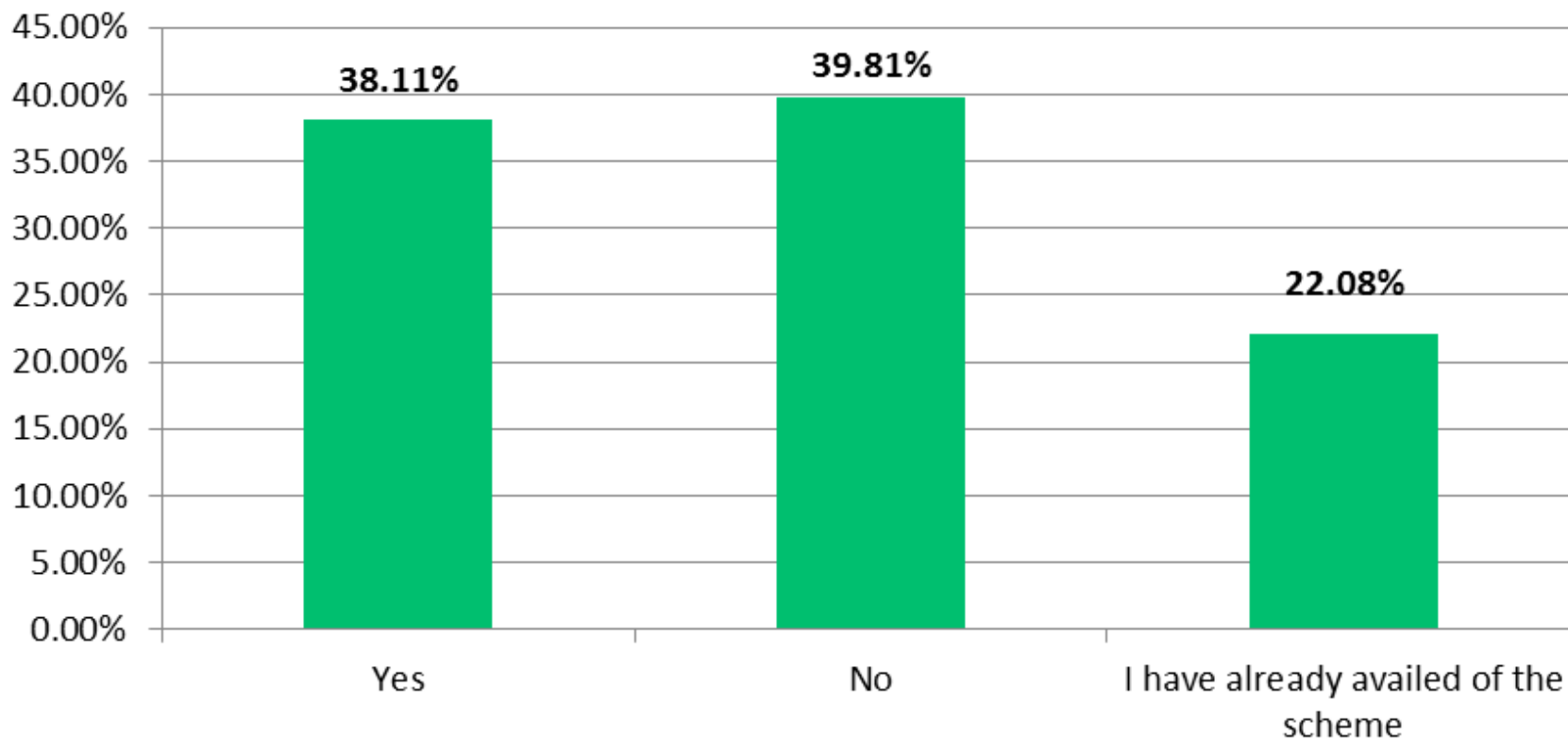
# Bicycle ownership

Do you own a bicycle?



# Interested in Cycle to Work

Would you be interested in purchasing a discounted, tax-free bicycle through your workplace as part of the Cycle to Work scheme?



# Measures that would encourage modal change

	Yes	No	Don't know
Showers provided	41.2%	40.8%	18.1%
Shower areas increased/ improved	41.4%	40.9%	17.7%
Lockers provided	40.8%	41.6%	17.7%
Drying room for gear provided	40.1%	40.7%	19.2%
Cycle parking increased	36.0%	43.7%	20.3%
Cycle parking covered and secure (with access for cyclists only)	38.9%	42.0%	19.0%
Cycle parking moved closer to entrances	32.1%	46.3%	21.6%
Increased security on site	32.3%	46.0%	21.8%
Only if associated with new infrastructure on my route (per next question)	48.0%	32.6%	19.5%
Other (please specify)	41.2%	40.8%	18.1%



# Measures that would encourage change to cycling

	Yes	No	Don't know
Cycle route from Cork City Centre to Little Island	39.0%	46.9%	14.1%
Cycle route from Glanmire/ Glouthane to Little Island	26.1%	56.3%	17.5%
Cycle route from Carrigtwohill/ Midleton to Little Island	23.3%	58.8%	17.9%
Cycle route from Carrigtwohill to Little Island on the old Youghal Road with park and cycle facilities on the route	22.1%	59.6%	18.3%
Segregated cycle tracks throughout Little Island connecting major employment zones within the island and to Little Island train station	46.1%	40.5%	13.4%
Safe cycle crossing at junctions	48.8%	38.9%	12.3%
Lighted cycle routes	46.3%	39.9%	13.7%
Other (please specify)			

# Interest in initiatives to promote walking or cycling

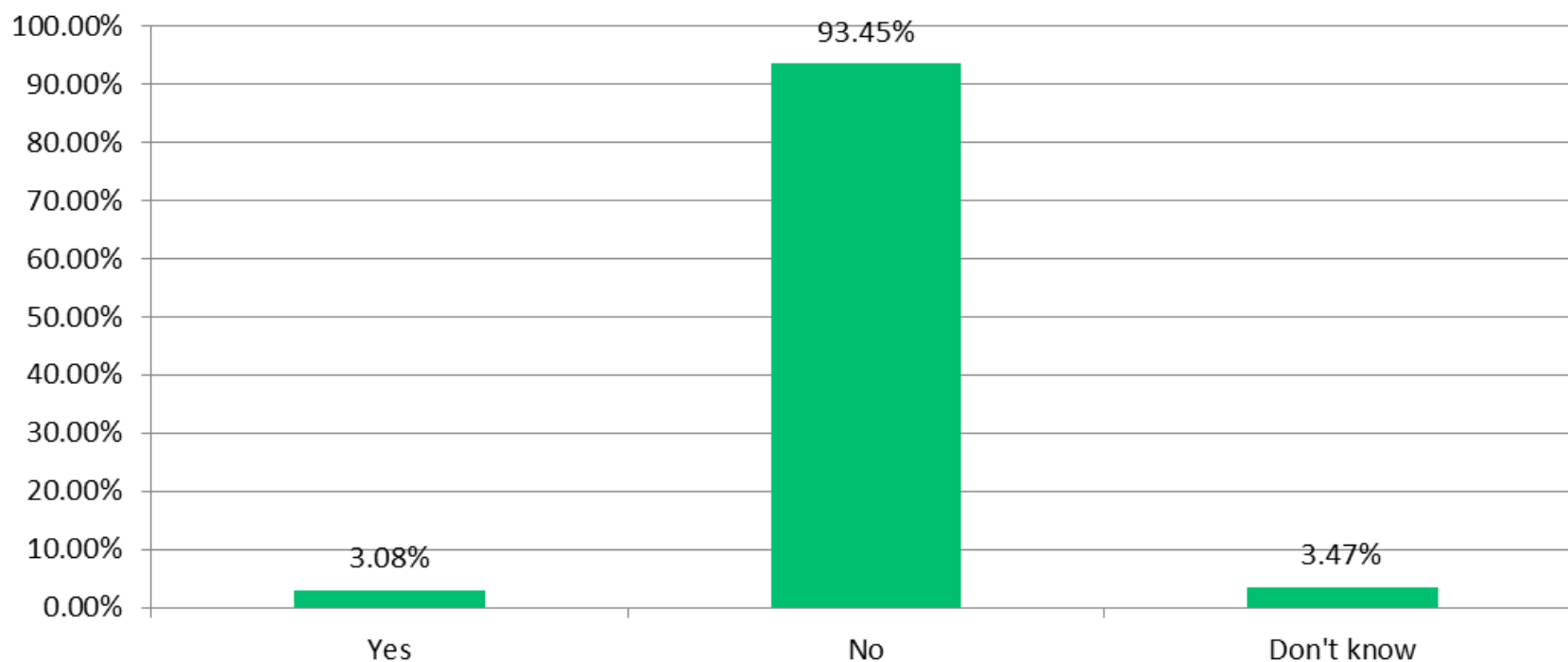
	Yes	No	Don't know	My employer already provides this
<b>Bicycle maintenance class offered by an experienced bicycle mechanic</b>	29.3%	52.0%	18.0%	0.7%
<b>Cycle training/ on-road skills</b>	29.4%	54.7%	15.3%	0.6%
<b>A cyclist's forum (Bicycle Users Group)</b>	22.9%	59.5%	16.8%	0.7%
<b>Lunchtime walking group</b>	32.7%	44.8%	12.9%	9.7%
<b>'Green commuters' coffee mornings ('Green commuters' are cyclists, pedestrians, public transport users and car-sharers)</b>	27.9%	55.0%	16.7%	0.5%
<b>Incentive scheme for 'green commuters'</b>	54.4%	32.4%	12.5%	0.7%
<b>Sli na Slainte walking route marked out in the local area/ on site</b>	48.2%	34.3%	14.2%	3.3%
<b>Information on electric bikes available through the Cycle to Work scheme</b>	46.6%	39.9%	11.9%	1.6%
<b>Information on fold up bikes and/or bike racks (for use by people commuting part of the way on public transport or by car)</b>	44.2%	42.2%	12.9%	0.7%

# Reasons for not using public transport

My home location is not served by bus	39.88%
I would have to change bus or train in the city centre	38.15%
I would have to change bus or train more than once	18.29%
The timetable doesn't match work start and/or finish times	16.71%
The service is too infrequent	20.20%
The service is too unreliable	17.66%
The journey is too long	23.98%
The bus or train is too crowded	3.06%
The fare is too expensive	15.03%
I prefer to use my car/walk/cycle	21.01%
It is too far to walk to/from Little Island station to my place of work	25.04%
Other (please specify)	14.79%

# Proximity direct bus route

Do you live within 400 metres (approx. 6 minutes walk) of a direct bus route to Little Island station?

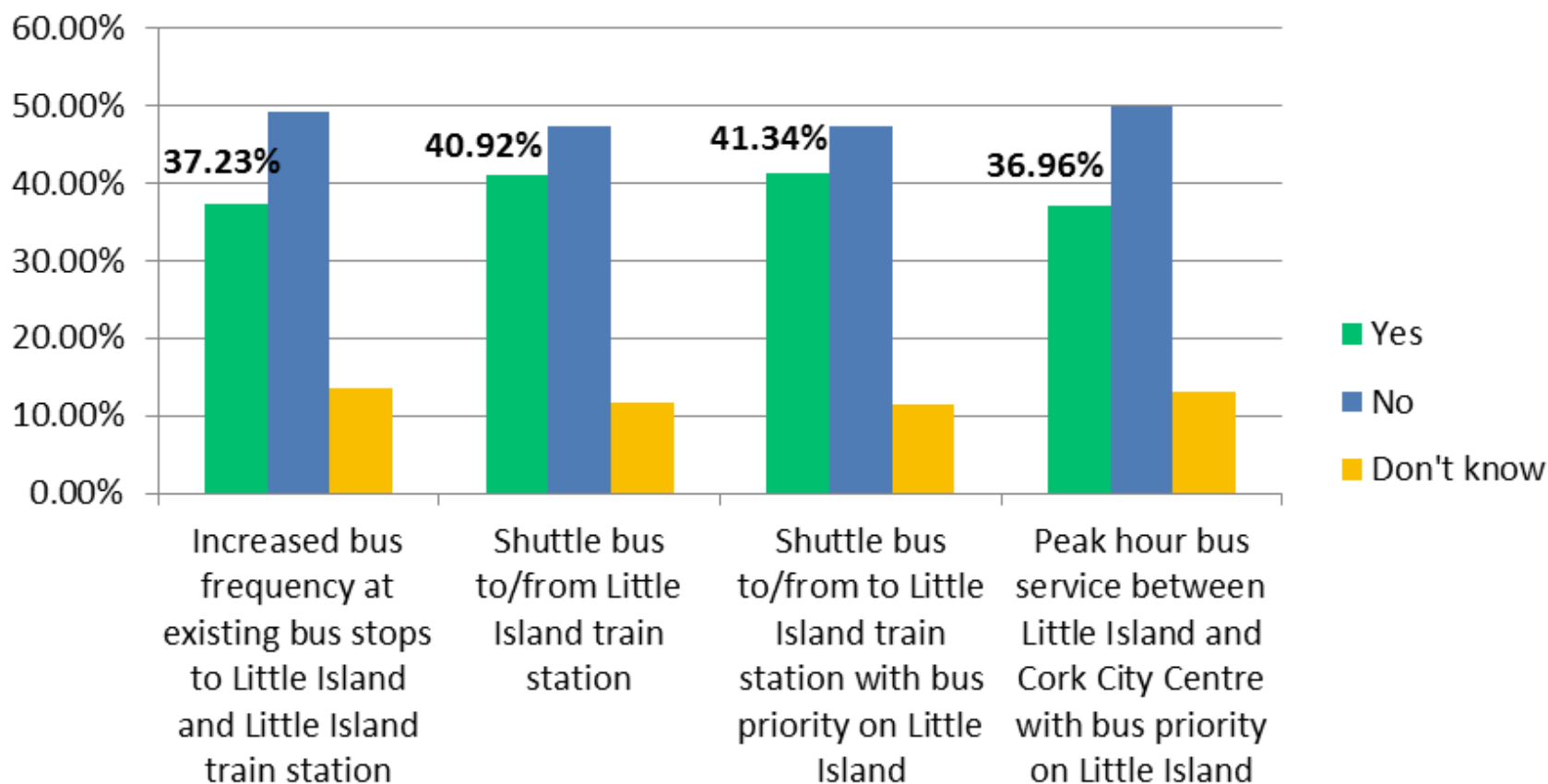


# Incentives to travel on foot

	Yes	No	Don't know
Improved pathways and lighting	34.46%	52.33%	13.21%
Increased pedestrian crossing areas	30.76%	54.99%	14.25%
Shorter waiting time at pedestrian crossings	26.54%	58.05%	15.42%
Slower vehicle speeds	18.63%	64.50%	16.87%
Enhanced environment with Increased plantings/trees along walking routes	28.27%	55.75%	15.98%
Park and walk facility at Little Island train station	34.24%	51.53%	14.22%

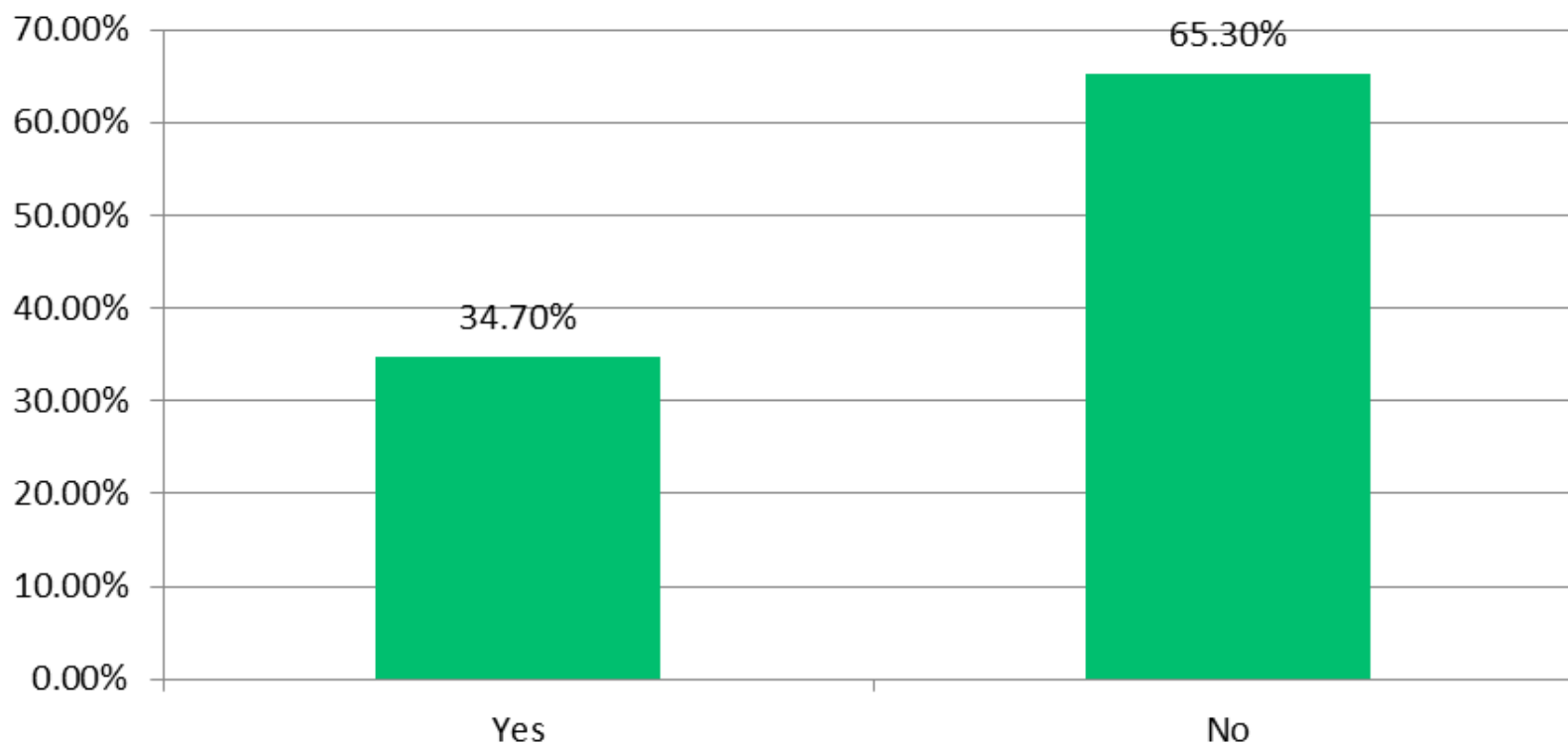
# Incentives to use the bus

Would you be encouraged to use the bus as a commuting option onto/off Little Island if the following was in place?



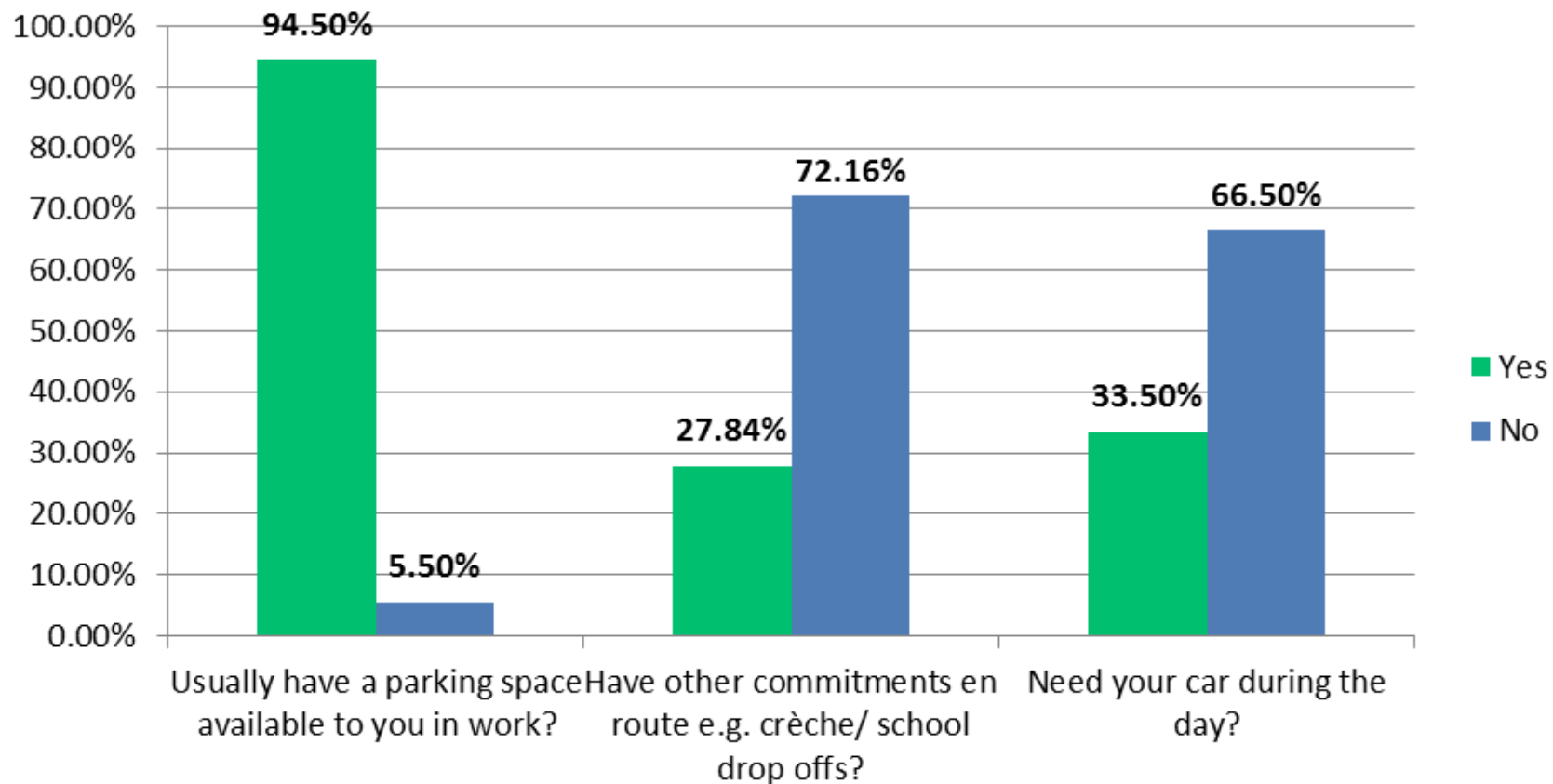
# Interested in carpooling

Are you interested in car-pooling (sometimes known as lift sharing)? This could be as either a lift-seeker in someone else's car, or offering a lift in your car.



# Usual car drivers

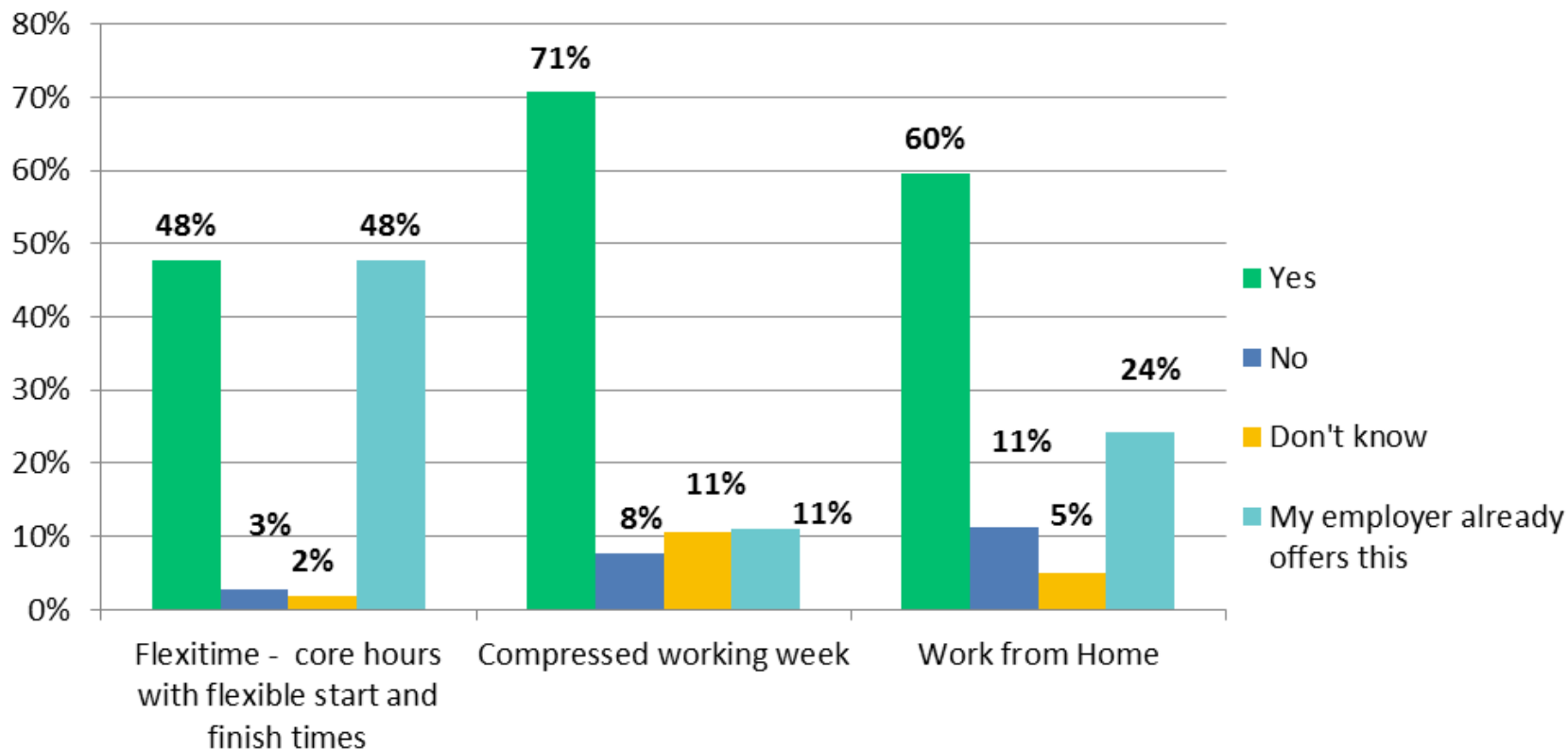
If you usually drive to work, do you:





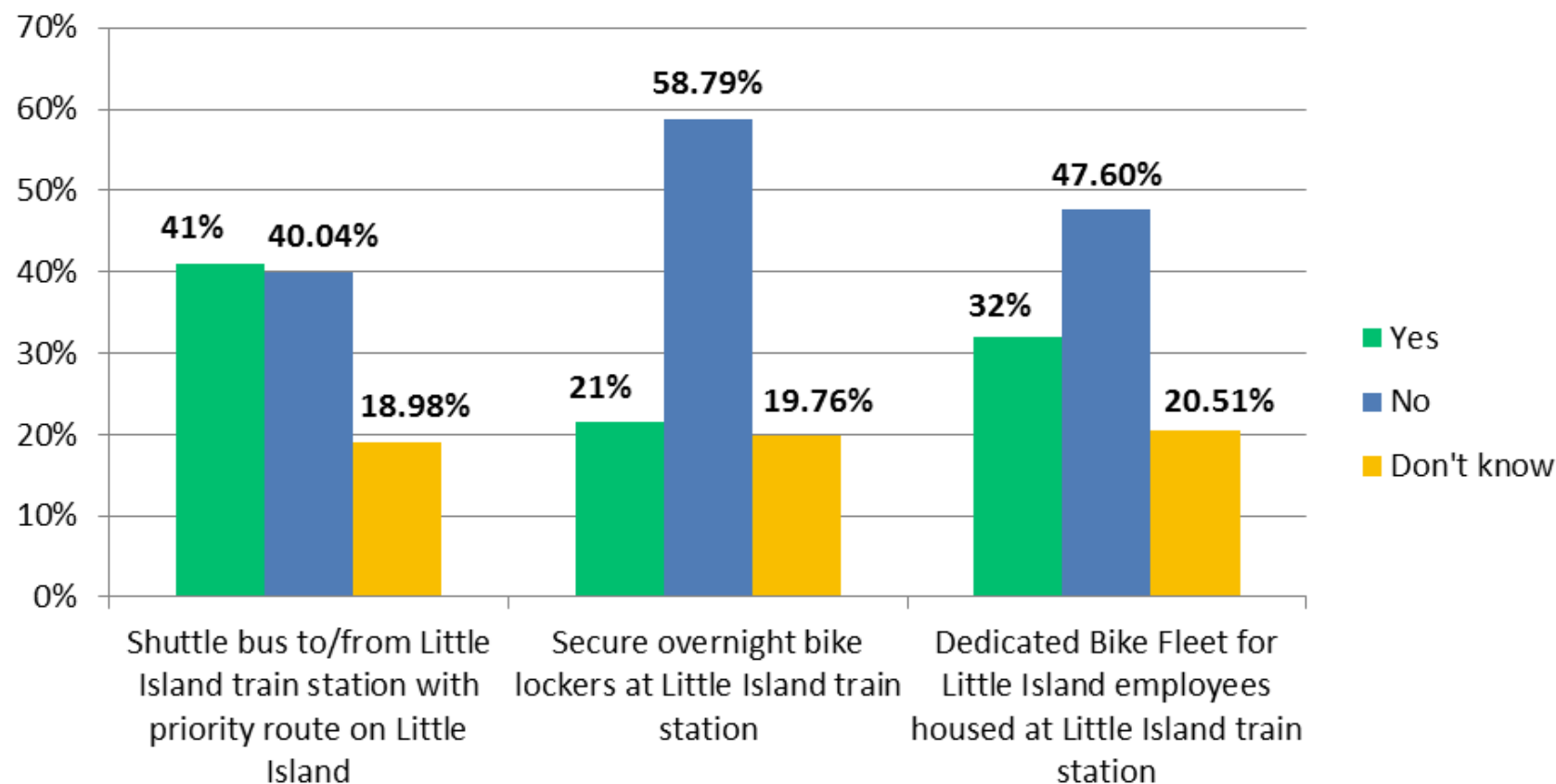
# Interest in alternative working arrangements

If the initiatives listed below were available, would you use them?



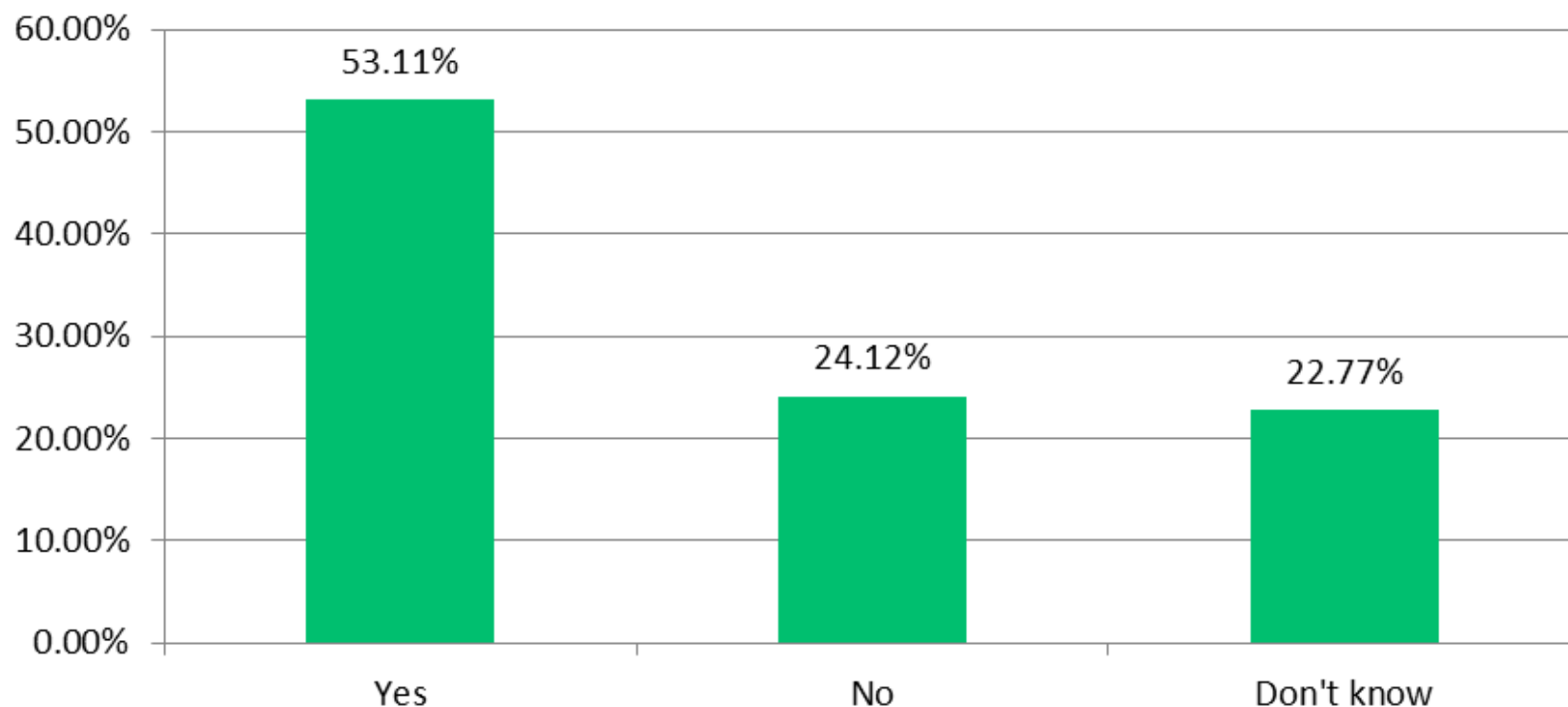
# Interest in mobility initiatives

If the services listed below were available, would you use them?



# Parking north of N25

Should a free and secure car parking area be provided on the northern side of the N25, with direct walking and cycle access to Little Island, would you be likely to use this facility and walk, cycle or utilise a new local connected bus service to complete



# Dunkettle Interchange routing

ANSWER CHOICES		RESPONSES
I take the high-level flyover (N25 east-west)	12.8%	222
I pass through the signalised roundabout and then the Little Island Interchange	21.0%	363
I pass through the signalised roundabout and take the entry/exit to Little Island at Dunkettle (i.e. the 'back road')	35.4%	612
I do not commute via Dunkettle	30.8%	532
TOTAL		1,729

# Suggested actions (1)

- **Car-pooling** 23.4% of commuters car-pool occasionally, with 3.4% usually commuting by car and as such there is scope for a shift in modal share from single occupancy car use to car-pooling options. 35% reported an interest in car-pooling.
- **Cycling** Cycling levels within the Little Island Workplaces Cluster are currently low at 1.5%, with 7.5% of staff occasionally cycling. 6.7% of staff who are regular car drivers reported travelling to work on bicycle occasionally meaning that the majority of occasional cyclists are usual car drivers, which presents potential opportunity for modal change in this area.
- **Walking** 7.3% of staff live within 5km of Little Island. Given the typical “usual” share of those walking to work is 0.6%, with occasional being 6.2% this represents an opportunity for staff members to change modes to a more regular walking habit.

## Suggested actions (2)

- **Compressed working week** – 71% of staff members indicated their interest in a compressed working week, which would result in a reduction in overall number of those commuting to/ from Little Island should workplaces provide it as an option to employees.
- **Working from home** – 60% of respondents indicated their interest in working from home (on occasion), while only 24% of responding organisations supply this as an option and as such there is further opportunity to offer this as an option which would result in less numbers commuting to/from Little Island.
- **Fleet bikes** - 32% of staff expressed interest in a bike fleet to be located at the train station for the use of Little Island employees only, facilitating commuting options to/ from the train station.
- **Shuttle bus on island** – 41% of staff outlined their interested in a shuttle bus to/ from the Little Island train station.

And now for something completely different....

A promotional graphic for Walktober 2019. The left side features a colorful illustration of a diverse group of people walking along a path lined with autumn trees. The right side has a red background with white and yellow text. The word 'WALKTOBER' is written in large, bold, red letters. To its right, the dates '1st-31st OCTOBER 2019' are displayed. Below this, the text 'SIGN UP NOW' is in large white letters, followed by the website 'ACTIVETRAVELLOGGER.IE'. Further down, it says 'TEAMS OF 3-6 GIFT VOUCHERS AND OTHER GREAT PRIZES TO BE WON!' in yellow. At the bottom right, there are logos for 'smartertravel' (with 'workplaces' and 'campus' sub-logos) and 'TFI TRANSPORT FOR IRELAND'.

**WALKTOBER**

**1st-31st  
OCTOBER  
2019**

**SIGN UP NOW**  
ACTIVETRAVELLOGGER.IE

**TEAMS OF 3-6  
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AND OTHER GREAT  
PRIZES TO BE WON!**

smartertravel >>> workplaces  
smartertravel >>> campus

**TFI** TRANSPORT  
FOR IRELAND

# WALKTOBER

- Fun & free annual event to promote walking
- For teams of 3-6 people
- To get people walking for 4+ weeks (habit-forming)
- Tracking steps on a step counter or app
- About encouraging longer term physical activity and modal shift





# Resources Available

- Posters
- Coordinator Guide
- Team Guide
- [www.stepchallenge.ie](http://www.stepchallenge.ie)
- Weekly Competitions
- Weekly Leaderboards
- Weekly email reminders



# Competitions

Week 1	Week 2	Week 3	Week 4	Final
Best team photos	Best team photos	Best team photos	Best team photos	1 <sup>st</sup> – 3 <sup>rd</sup> place on each LB
	Limerick		Limerick	Workplaces/ Campus
Weekly Goal	Weekly Goal	Weekly Goal	Weekly Goal	Team Captains
Top 25 draw	Top 25 draw	Top 25 draw	Top 25 draw	Coordinator
				Walktober story

Organisational results on request  
Further information contact  
[siobhan.hamilton@nationaltransport.ie](mailto:siobhan.hamilton@nationaltransport.ie)

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