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| Example staff travel survey implementation plan |
| 2.6 – Sustainable transport in health care |
|  |

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# Introduction

This example plan shows a four-month timeline for implementing a successful staff travel survey in a large workplace (over 750 staff).

This approach is recommended for a comprehensive travel plan. It can be pared back for a simple staff travel survey but all staff surveys will need some forward communications and work with site stakeholders to ensure a good response rate and credible sample.

You know your own organisation – to ensure a successful survey, allow for the time you need:

* to coordinate the set-up
* for approvals processes
* for communications and engagement.

# Before the survey

## 15 weeks before

| Activity | People needed, inputs |
| --- | --- |
| Form survey campaign team | Project team, communications representatives |
| Agree online survey platform. Decide whether to use external survey webpage. |  |

## 14 weeks

| Activity | People needed, inputs |
| --- | --- |
| Confirm campaign budget and approach – digital, print, incentives | Comms team cooperation |
| Questionnaire design underway – review template, add locally relevant information. Add or remove questions |  |
| Complete stakeholder engagement matrix – see example in travel plan resources | Stakeholder listsToolkit resource: *Stakeholder engagement matrix* |
| Identify any third-party employers on site to participate in the survey – include in matrix | Site and employer entity lists |
| Agree engagement and communications plan for all employer entities on site | Survey promotion channels (like intercept, email) and engagement (such as staff entry points) |

## 12 weeks

| Activity | People needed, inputs |
| --- | --- |
| If using incentives, agree what and how they will be used | Retailer options, preferences |
| Draft communications copy – use communications copy template as a guide | * Toolkit resource: *Example communications copy*
* Logo and brand guidelines
 |
| Provide draft questionnaire to project team for review and edits | Required sign-offs? |
| Engage graphic designer to create a visual identity or assets for the survey campaign |  |

## 10 weeks

| Activity | People needed, inputs |
| --- | --- |
| Final questionnaire sign-off | Management approval? |
| Finalise communications copy | Management approval |
| Graphic design underway for survey campaign materials (such as digital email footers, intranet banners, print posters, pull-up banner) | Agree any print materials based on engagement or communications plan |
| Confirm email addresses or lists for staff survey mailout |  |

## 8 weeks

| Activity | People needed, inputs |
| --- | --- |
| Final graphics delivered | Required sign-offs? |
| Prepare intranet content based on communications copy | Comms team cooperation |
| Print materials (such as posters, upright desk display cards) ready for production |  |
| Finalise content for stakeholder briefings |  |

## 6 weeks

| Activity | People needed, inputs |
| --- | --- |
| Load survey on online platform |  |
| Complete user testing to get feedback on understanding, completion time and ease | Staff volunteers from all organisations to test  |
| Prepare question and answer packs (for staff questions and frequently asked questions resources) and email responses | Comms team cooperation |

## 4 weeks

| Activity | People needed, inputs |
| --- | --- |
| Finalise online survey programming |  |
| IT systems liaison, including to whitelist domains |  |
| Launch intranet content | Comms team cooperation |

## 3 weeks

| Activity | People needed, inputs |
| --- | --- |
| Key employer and stakeholder briefings and emails | Toolkit resource: *Stakeholder travel survey briefing pack example* |

## 2 weeks

| Activity | People needed, inputs |
| --- | --- |
| Confirm survey week run sheet and activities |  |
| All comms material on site – posters and similar promotional materials on display |  |
| Start pre-survey digital campaign |  |

## 1 week

| Activity | People needed, inputs |
| --- | --- |
| Review response to comms and briefings | Core team |
| Final go or no-go decision | Assess weather and other critical influences |

## Survey week

| Activity | People needed, inputs |
| --- | --- |
| **Go live** |  |
| Stakeholder pre-launch email |  |
| Final pre-launch meeting |  |
| Project team briefs to Nurse Unit Manager and executive meetings |  |
| Intercept team member briefing |  |
| Car park and data collection begins  | Car park teams and operators |
| Go-live collateral installation and distribution (by agreed helpers (in project team or in hospital areas) |  |

## Survey day

| Activity | People needed, inputs |
| --- | --- |
| Survey goes live |  |
| Send email | Comms team cooperation |
| Track survey response rates |  |
| Entrance activations to encourage participation |  |
| Bicycle, site audit starts |  |
| End-of-day review |  |

# After the survey

| Timeframe | Activities | People needed, inputs |
| --- | --- | --- |
| Day after | * Employee travel survey reminder email
* Final day to complete survey
* End-of-day review
 | Comms team cooperation |
| 2 days after | * Thank you email
* Incentives, if any, distributed to staff
 | Comms team cooperation |
| 1 week after | Analysis underway |  |
| 2 weeks | Draft analysis and top-line reporting review |  |
| 4 weeks | Reporting available to core team and executive |  |
| 5 to 6 weeks | Results shared with staff and stakeholders |  |

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