Who we are

Sustainable Transport
Climate Change Policy
Freight Policy and Road Haulage
What we do

Sustainable Transport and Climate Change Policy

• **Sustainable Transport**: Delivery of actions set out in Smarter Travel policy, with aim of reducing private car use, congestion and carbon emissions.
  - Reduce the need to travel.
  - Provide more sustainable alternatives.

• **Climate Change**: Develop climate change and energy policy for Transport Sector

• **Ambition**: By 2020, to improve the quality of life for citizens.
Our Sustainable Transport Programmes

• Smarter Travel Areas

• National Cycle Network

• Active Travel Towns

• Promotional Programmes; green schools, workplace travel, bike week
Sustainable Transport Funding

• €65 million was granted for delivery of Smarter Travel programmes for the period 2012-2016.

• An additional €10.26m was awarded under Stimulus funding in 2014 for the delivery of greenways.

• €38 million approx. has been spent to date, with a further €12 million expected to be spent by end 2015.

• €2.3m has been spent to date under Stimulus.
Smarter Travel Areas

3 towns, **Limerick, Dungarvan and Westport** awarded funding of €23m in 2012 to transform their towns into Smarter Travel Areas.

- Demonstrate potential for reshaping travel patterns.
- Move away from Car-based transport.
- Increase modal share of walking and cycling.
- Improve health and lifestyles, streetscapes and environment.
- Reduce harmful transport emissions.
National Cycle Network

- Funding programme to support Local Authorities to provide high quality cycle routes and Greenways.
- €24 million allocated to projects nationwide up to 2016.
- National Cycle Policy Framework.
- Cycling Standards

- CITY BIKES schemes
  - Dublin City bikes, very successful, 4 million trips to date.
  - Similar schemes in Galway, Cork and Limerick.
Active Travel Towns

• **9 towns** awarded funding of **€6.6m** under 3 year programme for the provision of infrastructure and other measures to promote sustainable transport.

• Towns awarded: Cavan, Clonmel, Thurles, Claremorris, Ennis, Birr, Sligo, Tralee and Wexford.

• Develop walking and cycling strategies and provide infrastructure support.

• Behaviour Change interventions

• Works to be completed by **mid 2016** in order that an evaluation can be undertaken before end of that year.
Awareness

• Smarter Travel Workplaces – targeted promotion of sustainable travel, initially for 100 large employers, then extending to SME’s and third level campuses.
• Gains in productivity.
• Green Schools Travel – promotion of non car travel options to primary and secondary schools.
• Bike Week – 100’s of community based cycling events held annually in the third week of June.
• Gains in health, fitness and wellbeing.
Accessibility

• Important for ALL users of transport services – commuter, leisure, tourist - if we are to encourage modal shift.
• Many busses are now easier to use – including stops, stations and regional “reach” is improving.
• Many trains are easier to use – travel information and interchange is better.
• Smart ticketing, real time information, route planning, is improving.
• Taxi services are better and more interactive.
• Technology has the power to provide greater choice to transport users in using sustainable alternatives.
Accessibility

BUS - Capital / Regional City fleets, 100% accessible.
  Rural stops still a challenge.
  Audio / Visual messaging and signage.

Rail - Improving rolling stock accessibility.
  Station facilities upgrades.
  Passenger Assistance 24 hrs notice.

Luas - 100% accessible.

Taxi - Grant aid for “accessible” vehicles.

Consider:
Who uses What and Why.
<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>Men</th>
<th>Women</th>
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<tbody>
<tr>
<td>Sport/Activity</td>
<td>32.6%</td>
<td>33.1%</td>
<td>32.2%</td>
</tr>
<tr>
<td>Walking (T)</td>
<td>34%</td>
<td>31.6%</td>
<td>36.2%</td>
</tr>
<tr>
<td>Cycling (T)</td>
<td>7.9%</td>
<td>10.9%</td>
<td>5.1%</td>
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<tr>
<td>Location</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Urban</td>
<td>S/A</td>
<td>33.3%</td>
<td>31.4%</td>
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<tr>
<td></td>
<td>W</td>
<td>39%</td>
<td>24.8%</td>
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<tr>
<td></td>
<td>C</td>
<td>7.7%</td>
<td>8.3%</td>
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<tr>
<td>Social Level</td>
<td></td>
<td>ABC1</td>
<td>C2DEF</td>
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<tr>
<td>S/A</td>
<td>39.2%</td>
<td>29.7%</td>
<td></td>
</tr>
<tr>
<td>W</td>
<td>32.1%</td>
<td>34.4%</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>8%</td>
<td>7.9%</td>
<td></td>
</tr>
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</table>
### Irish Sports Monitor

<table>
<thead>
<tr>
<th></th>
<th>illness/disability</th>
<th>no illness/disability</th>
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<tbody>
<tr>
<td><strong>S/A</strong></td>
<td>24.2%</td>
<td>36.2%</td>
</tr>
<tr>
<td><strong>W</strong></td>
<td>30.3%</td>
<td>35.5%</td>
</tr>
<tr>
<td><strong>C</strong></td>
<td>5.4%</td>
<td>9%</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>50 – 64 years</th>
<th>65 + years</th>
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<tbody>
<tr>
<td><strong>S/A</strong></td>
<td>34.5%</td>
<td>29.9%</td>
</tr>
<tr>
<td><strong>W</strong></td>
<td>33.4%</td>
<td>34.9%</td>
</tr>
<tr>
<td><strong>C</strong></td>
<td>10.1%</td>
<td>4.5%</td>
</tr>
</tbody>
</table>
Tourism

What makes a Visitor Destination?
Behaviour is influenced by ease of:

• GET IN
• GET AROUND
• GET HOME

Consider:
Travel Information.
Travel Experience.
No connectivity Limbo.
Policy Evaluation

Measuring the right things.
• Outputs and outcomes.
• Unforeseen positives and negatives.
• Matching benefits and costs.
• Measuring customer satisfaction levels.

Behaviour Change
• Attitudes / knowledge.
• Activities/ lifestyle.
• Restriction of choice.
The Challenges

• Start by making best use of existing capacity to lead development in a context of growing transport demand.
• Develop measures that deliver sustainability, give the customer what they want, are good value for money.
• What data should we use in assessing the complex costs and benefits relationship?
• How do public use ITS to meet their travel needs – does it deliver Customer Satisfaction?

Consider:
• Can we make a difference?
• Can we improve quality of life?
• How do we engage with client research to improve such policy development?
The Challenges

Supply and Demand doesn’t always work.

- Availability, Accessibility, Affordability ( ? ).
- ACCEPTABILITY ! – influences mode choice, route choice and time of travel.

What influences ACCEPTABILITY ?

- “ getting a seat”, Information, Incentives, Marketing, “need to travel “.
- HABIT.

Can these be influenced ?

Can TILDA data help to reveal behavioural trends that can aid in targeting policy to customer need ?