Who we are

Sustainable Transport

Climate Change Policy

Freight Policy and Road Haulage

An Roinn Iompair
Turasóireachta agus Spóirt

Department of Transport,
Tourism and Sport

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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.

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Our Sustainable Transport Programmes

- Smarter Travel Areas

- National Cycle Network

- Active Travel Towns

- Promotional Programmes ; green schools, workplace travel, bike week

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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.

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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.

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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.

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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.

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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.

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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.

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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.

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Irish Sports Monitor

	Overall	Men	Women
Sport/Activity	32.6%	33.1%	32.2%
Walking (T)	34%	31.6%	36.2%
Cycling (T)	7.9%	10.9%	5.1%

Location	Urban	Rural
S/A	33.3%	31.4%
W	39%	24.8%
C	7.7%	8.3%

Social Level	ABC1	C2DEF
S/A	39.2%	29.7%
W	32.1%	34.4%
C	8%	7.9%

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Irish Sports Monitor

	illness/disability	no illness/disability
S/A	24.2%	36.2%
W	30.3%	35.5%
C	5.4%	9%

	50 – 64 years	65 + years
S/A	34.5%	29.9%
W	33.4%	34.9%
C	10.1%	4.5%

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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.

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Policy Evaluation

Measuring the right things.

- Outputs and outcomes.

- Unforseen positives and negatives.

- Matching benefits and costs.

- Measuring customer satisfaction levels.

Behaviour Change

- Attitudes / knowledge.

- Activities/ lifestyle.

- Restriction of choice.

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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 ?

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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 ?

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