



# Smarter Travel Adamstown Personalised Travel Planning Pilot Project March 2010





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# EXECUTIVE SUMMARY

## INTRODUCTION

The National Transport Authority (formerly the Dublin Transportation Office) commissioned South Dublin County Council to deliver Personalised Travel Planning (PTP) in Adamstown in 2009 on a pilot basis. The pilot was supported by Dublin Bus and the Adamstown Developers. The primary objective of the PTP pilot was to test the effectiveness of Personalised Travel Planning in promoting more sustainable travel choices in an Irish context.

## POLICY CONTEXT

The Department of Transport's Smarter Travel policy document entitled "Smarter Travel – A Sustainable Transport Future 2009-2020" sets out goals and targets for sustainable travel to 2020 and includes 49 smarter travel actions that are currently being implemented. Action 9 is to "implement a programme to promote Personalised Travel Plans aimed at citizens in areas served by public transport". The National Transport Authority has been tasked with developing research and potential in this area.

## BACKGROUND AND APPROACH

Adamstown Strategic Development Zone (SDZ) is a developing urban district situated 16km west of Dublin City Centre on the Dublin - Cork rail corridor. The first residents moved into Adamstown in 2006 and there are now over 1100 homes occupied.

Sustainable travel underpins the vision for Adamstown. Key components of the vision are compact urban form, mix of uses, access to public transport and a connected and permeable urban environment. Notwithstanding this, research in 2008 indicated surprisingly high levels of private car usage among residents<sup>1</sup>. It also emerged that residents were still evaluating their travel options and would consider change, highlighting the potential for measures that influence behaviour. It was agreed that the National Transport Authority (NTA) would provide funding and support to South Dublin County Council to enable the delivery of Personalised Travel Planning in Adamstown on a pilot basis. It was agreed that the pilot would be delivered in four key stages - Stage One Preparation; Stage Two Initial Engagement; Stage Three Monitoring; and Stage Four Evaluation & Reporting.

The aim of the Smarter Travel Adamstown PTP pilot was to develop a community based travel-planning toolkit to help embed sustainable travel behaviour into new residential developments in Ireland, in particular Adamstown SDZ. The main objectives of the pilot were - to deliver personalised travel planning in Adamstown; monitor the impact of personalised travel planning on travel attitude and behaviour; and to produce a report on the effectiveness of PTP techniques used, including lessons learned.

## METHODOLOGY

The National Transport Authority (NTA) commissioned JMP Transport Planning Consultants to provide high level steering advice on setting up a residential travel pilot. JMP recommended initiatives such as programme branding; a focus on new and recent movers; sales staff training; distribution of travel packs; personalised journey planning; distribution of customised maps/route planner stickers; events based around sustainable travel; web site development and other longer term initiatives such as car clubs, pool bikes and car sharing. The following initiatives were undertaken:

- The Adamstown Travel Programme was branded "Smarter Travel Adamstown" and a logo was designed.
- Smarter Travel Adamstown was formally launched at a community event in May 2009.
- South Dublin County Council launched a "Smarter Travel Adamstown" link on the Adamstown website [www.adamstown.ie](http://www.adamstown.ie) in May 2009.

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1. Details of research carried out in 2008 is contained in Section 3.2.

- A multidisciplinary steering committee was established to steer the pilot in August 2009. The steering group comprised community, town planning and transport planning expertise from within the Council and representation from the NTA.
- An in-house travel team comprising staff from South Dublin County Council's Planning Department was established in August 2009 to undertake Personalised Travel Planning. The team comprised six planners in total.
- South Dublin County Council undertook a PTP project in Adamstown between August 2009 and February 2010. The agreed approach was to offer personal door-to-door travel advice, resources and incentives to households in a target area comprising 800 households. The pilot encompassed four distinct stages as summarised in the table below.
- Specialised training was provided to the Adamstown PTP Steering Group and Travel Team over two days in September 2009 by JMP Travel Planning Consultants.
- Travel resources were sourced or developed in-house during August/September 2009. The resources consisted of the following: Household Engagement Questionnaire; Travel Packs; Public Transport Tickets; Pedometer and Journey Logger Challenges; Monitoring Questionnaire; and Smarter Travel Adamstown notification letter and compliment slip. The travel packs comprised customised maps; route planner stickers, branded shopping bags, Tax Saver Scheme information, Cycle to Work Scheme information and leisure route information.

<b>Pilot Stages</b>	
<b>Stage 1:</b>	Preparation involved research and development of methodology, resources and training.
<b>Stage 2:</b>	Initial Engagement focused on offering travel advice to households within the study area. Advisors had travel conversations and provided tailored advice, travel resources and incentives to a total of 213 households and 275 residents, during initial engagement.
<b>Stage 3:</b>	The monitoring and evaluation stage focused on calling back to participating residents to address queries that had arisen since the initial contact and to complete a monitoring questionnaire. The Travel Team made contact with 231 of the initial 275 participants during the monitoring phase, representing an 84% response rate.
<b>Stage 4:</b>	Data analysis, report writing and presentation were undertaken in the final stage.

## **INITIAL ENGAGEMENT PHASE – SUMMARY OF FINDINGS**

Section 5 outlines findings from the Initial Engagement Phase of the pilot. Findings derived from the Initial Engagement phase include the following:

- There is an average of 1.43 cars per household.
- Over 62% of participants use the car as the main mode of travel for work/school/college (National figure 63%; GDA figure 34%. Source: Census, CSO 2006). 20% use the bus and 7% use the train.
- The percentage of bicycle ownership per household is surprisingly low, with 56% of households not owning an adult bicycle.
- Approximately 20% of residents travel to the City Centre for work/school/college. The daily destination is variable for a significant portion of participants (13%) and a high portion of participants (38%) travel to destinations that are dispersed throughout Dublin City and neighbouring counties.

## MONITORING PHASE – SUMMARY OF FINDINGS

Section 6 outlines findings from the Monitoring Phase of the pilot. Findings derived from the Monitoring phase include the following:

- 84% of all respondents completed the monitoring questionnaire.
- Personalised contact has been highly effective in securing behavioural change with 59% of respondents reporting increased use of sustainable modes. 54% of respondents indicated that they intend to continue using sustainable modes more frequently as a result of the project; 35% on a regular basis and 19% on an occasional basis. 41% of respondents reported a reduction in car usage during the pilot period.
- Public transport tickets were offered to participants whose main mode of transport was by car, where the travel advisor felt that the participant would benefit from using public transport on a trial basis. There was a focus on those who had never used the public transport services available in Adamstown or who had not used public transport in some time. 55% (151) of overall participants received complimentary public transport tickets to trial; 118<sup>2</sup> received bus tickets and 36 received train tickets. 55% of bus ticket users used the bus instead of the car during the trial and 74% of these indicated that they will continue to use the bus more often. 67% of train ticket users used the train instead of the car during the trial and 67% of users indicated that they will continue to use the train more often.
- A number of challenges were devised to actively encourage participation in the pilot and to prompt participants to consider their travel behaviour. The Journey Logger and Pedometer Challenges have been instrumental in prompting participants to evaluate and focus on their travel behaviour, particularly walking as a mode of transport. 39% of respondents took part in the Pedometer Challenge; 92% of these reported more awareness of activity levels and 98% indicated that they will continue to walk to destinations.
- The inclusion of leisure route and recreational information has been very useful in increasing activity levels.
- The pilot examined the aspects of the programme most effective in generating awareness and behavioural change. Personal contact ranked highest, followed by the Information Pack as the most effective aspects in generating travel awareness. The Ticket Trial and Pedometer Challenge were also key aspects of the programme.
- Findings reveal that the main reasons participants would consider alternatives to the car are reduced travel times, convenience and reliability.

## FINDINGS AND RECOMMENDATIONS

Section 7 outlines the main findings of the pilot; recommendations for similar initiatives in other areas; and recommendations for Smarter Travel initiatives and transport provision in the Adamstown study area.

The Smarter Travel Adamstown Personalised Travel Planning Pilot tested the effectiveness of Personalised Travel Planning techniques in prompting attitude and behavioural change in favour of sustainable modes of travel in an Irish context. The overall response to the pilot has been very positive and generated a shift in travel behaviour, with walking and the bus ranking highest in terms of alternative modes trialled. Findings reveal that people used their cars less to travel, mainly to work/school/college and to local services/facilities; and that activity levels increased.

The delivery of the Smarter Travel Adamstown PTP directly by staff of South Dublin County Council has proved very beneficial. This approach has allowed the Local Authority to steer the project and to utilise established knowledge of the area. This approach has also built capacity and skills within the Local Authority and first hand knowledge of travel patterns within the study area.

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2. Three participants received both bus and train tickets to trial and this accounts for overlap in terms of percentage usage.

# 1. INTRODUCTION

Adamstown was identified as a potential location to trial Personalised Travel Planning in 2008. The National Transport Authority (formerly the Dublin Transportation Office) commissioned South Dublin County Council to develop and implement a PTP pilot in Adamstown in 2009. The National Transport Authority (NTA) provided funding, mentoring and support during the pilot. The other supporting partners, Dublin Bus and the Adamstown Developers, provided resources and support during the pilot.

One of the primary objectives of the PTP pilot was to test the effectiveness of Personalised Travel Planning in promoting more sustainable travel choices in an Irish context and to report on the pilot with findings.

The Adamstown pilot used a direct marketing approach, which involved direct conversations between members of the community and a trained travel advisor and the provision of personalised travel information and incentives to promote sustainable travel. This is the first example of PTP in Ireland.

Members of the Smarter Travel Adamstown team called to 800 households during the initial engagement and monitoring phases of the pilot and had travel conversations with 213 households and 275 residents during this time.

The purpose of this document is to report on the Smarter Travel Adamstown Personalised Travel Planning pilot.



Personalised Travel Planning - Door Step Visits

## 2. POLICY CONTEXT

### 2.1 SMARTER TRAVEL

The Department of Transport's National Sustainable Travel Office has overarching responsibility for promoting sustainable travel and addressing existing unsustainable transport and travel patterns. In 2009 the Department of Transport launched a Smarter Travel policy document entitled:

***“Smarter Travel – Sustainable Transport Future - A New Transport Policy for Ireland 2009-2020”***

The policy document sets out the Government's vision of achieving a sustainable transport system by 2020 and reducing the health and environmental impacts of current unsustainable trends while at the same time improving quality of life. The document sets out goals and targets for sustainable travel and includes 49 smarter travel actions that are currently being implemented. The actions focus on a wide spectrum of areas, including legislation, policy and fiscal measures; infrastructure and public transport improvements; and mobility management.

**Action 9** is to *“implement a programme to promote Personalised Travel Plans aimed at citizens in areas served by public transport”*. The document states that Personalised Travel Plans aim to encourage individuals to take alternatives to car travel where these are available. International experience demonstrates that such Plans must be accompanied by good targeted marketing and involve incentives to encourage people to use alternatives to the private car. The National Transport Authority (NTA) has been tasked with developing research and potential in this area.

Personalised Travel Planning (PTP) is a relatively new transport planning tool and is still at quite an early stage internationally. Notwithstanding this, there is a large and growing evidence base of PTP projects across the UK, such as the Smarter Travel Sutton and Darlington examples. To date, over 300,000 households have been targeted by PTP projects in the UK.

PTP has been reported to reduce car driver trips typically by 11% (amongst the targeted population) and to reduce the distance travelled by car by 12% (Department for Transport UK, 2007. *Making Personal Travel Planning Work Summary Report*, UK). Other reported benefits include increased walking and cycling, with associated health benefits; increased public transport use, making services more feasible and profitable; increased viability of local shops and businesses; more sociable and 'liveable' neighborhoods; stronger partnerships between the agencies and organisations involved; and improved local air quality and reductions in carbon emissions.

While the areas of Work Place Travel Planning and School Travel Plans have expanded significantly in Ireland over the past number of years through the “Smarter Travel Workplaces Programme” (NTA) and the “Green Schools Travel Programme” (An Taisce supported by the NTA), Personalised Travel Planning has not been tested in an Irish context to date.

The Adamstown Pilot is the first example of Personalised



### 3. BACKGROUND AND APPROACH

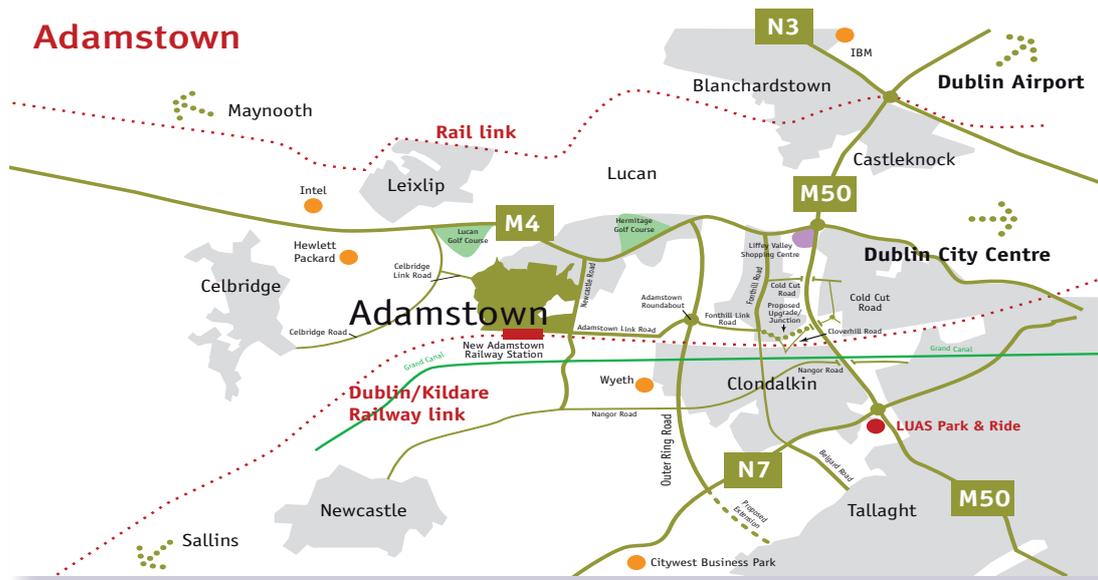
This section sets out the context to Adamstown, a developing urban district in west Dublin; background information on the personalised travel planning pilot; and the aims and objectives of the pilot.

#### 3.1 ADAMSTOWN – STRATEGIC DEVELOPMENT ZONE

Adamstown Strategic Development Zone (SDZ) is a developing urban district situated 16km west of Dublin City Centre on the Dublin - Cork rail corridor.

Adamstown was designated as a Strategic Development Zone in 2001 for the purpose of delivering housing and associated infrastructure and facilities. The Adamstown SDZ Planning Scheme was adopted by South Dublin County Council in June 2003 and approved by An Bord Pleanála in September 2003. The Planning Scheme sets out a detailed framework for the delivery of up to 10,000 new homes, with supporting infrastructure, services and facilities in Adamstown. The first residents moved into Adamstown in 2006 and there are now over 1,100 homes occupied. Supporting infrastructure and facilities include a new train station, a new Bus Route and Quality Bus Corridors, two primary schools, a secondary school, a neighbourhood park and local shop.

Sustainable travel underpins the vision for Adamstown. Key components of the vision are compact urban form, mix of uses, access to public transport and a connected and permeable urban environment. Public transport infrastructure has been delivered from the outset and will be expanded at key stages in its development. Walking and cycling is facilitated through good urban design and the provision of services locally. A network of safe and direct links are emerging for pedestrians and cyclists, linking communities, public transport, shops and other local facilities. When the development is complete walk times to the train station will not exceed 15 minutes and walk times to bus services or local centres will not exceed 10 minutes.



Adamstown in context of Greater Dublin Area

## 3.2 BACKGROUND TO PILOT

The National Transport Authority (NTA) and South Dublin County Council identified Adamstown as a potential location to trial residential travel planning in June 2008.

As part of a parallel process, South Dublin County Council engaged Amárach Research to carry out a survey of all households in Adamstown in September 2008 to collect information that would inform the implementation of the Adamstown SDZ Planning Scheme. The National Transport Authority assisted South Dublin County Council and Amárach Research in developing the survey's travel section to inform any future pilot.

It emerged that despite the significant investment in public transport from the outset and an urban form that promotes walking and cycling, private car usage among residents was high. More positively it emerged that residents were still evaluating their travel options and would consider change, highlighting the potential for measures that influence travel behavior. The Adamstown Developers commissioned a separate Travel Survey of Adamstown Residents in 2008 which confirmed the levels of car usage and the demand for travel advice. A summary of findings from the Adamstown Household Survey (2008) is outlined below:

- Private car usage for commuting trips is high at 57%. This is similar to the National Average. 26% of respondents indicated that they travel by bus, while 11% travel by train.
- Higher use of public transport was reported for non-commuting trips, with 63% of respondents indicating that they use the 151 Bus, 63% indicating that they use the Train and 53% indicating that they use the 25X service on a daily, weekly, monthly or less frequent basis. Reported daily usage is more limited with just 13% using the 151 daily and 12% using the train.
- A high level of satisfaction was reported for all public transport services. The 151 bus route ranked highest.
- Almost two thirds of those who drive to work indicated that they would consider using public transport. Buses and the train rate as the most popular alternatives. Discounted tickets; personalised information; and improved routes and frequency of services were reported as popular initiatives to encourage a modal shift from private car.

The full survey report can be viewed or downloaded on the Adamstown website [www.adamstown.ie](http://www.adamstown.ie).

Based on the outcome of the research it was agreed that Adamstown would be a suitable location to pilot Personalised Travel Planning in Ireland, given the availability of public transport, the travel patterns of the population and the potential for change due to the populations continued evaluation of travel options.

### 3.3 PILOT COMMISSION

It was agreed that the National Transport Authority (NTA) would provide funding and support to South Dublin County Council to enable the delivery of Personalised Travel Planning in Adamstown, on a pilot basis. South Dublin County Council entered into an agreement with the National Transport Authority in August 2009 in relation to managing and implementing a residential travel plan pilot in Adamstown. The NTA made funding of up to €18,000 available for the purposes of managing the project, to cover staff, project management and resource costs. Travel resources included bags, stickers, maps, public transport tickets and prizes.

In addition to the €18,000 made available for the project, the NTA funded production of travel maps (value c. €5,000); Dublin Bus provided 100 x 1 Day Bus tickets and 50 x 10 Journey tickets (value c. €1500); Training was delivered by JMP Transport Planners and funded by the NTA. Bags, stickers, bus & rail tickets and prizes were funded by the project fund. Other travel resources were produced in-house by South Dublin County Council reducing production costs significantly.

It was agreed that the pilot would be delivered in four key stages as follows:

<b>Stage One:</b> Preparation
<b>Stage Two:</b> Initial Engagement
<b>Stage Three:</b> Monitoring
<b>Stage Four:</b> Evaluation & Reporting

### 3.4 AIMS & OBJECTIVES

The principle aim of the Adamstown pilot was to develop a community based travel-planning toolkit to help embed sustainable travel behaviour into new residential developments in Ireland, in particular Adamstown SDZ.

The key objectives were to:

- 1 Deliver personalised travel planning in Adamstown;
- 2 Monitor the impact of personalised travel planning on travel attitude and travel behaviour; and
- 3 Report on the effectiveness of the personalised travel planning techniques used, including lessons learned.

## **4. METHODOLOGY**

### **4.1 TRAVEL PLAN SET UP**

The National Transport Authority (NTA) commissioned JMP Transport Planning Consultants in December 2008, to provide high level steering advice on setting up a residential travel plan. Following analysis and based on experience of projects in the UK such as Smarter Travel Sutton and Darlington, a range of interventions were suggested, as follows:

#### **4.1.1 BRANDING**

Branding is an important part of the marketing tool and strengthens all promotion.

#### **4.1.2 FOCUS ON NEW AND RECENT MOVERS**

UK research identified that travel issues are considered at various stages of residential relocation and the extent of consideration is high – “87% of participants considered travel issues at some point during the relocation process, with 57% reporting a change in main mode for at least one of the regular household journeys” (Stanbridge & Lyons, 2006. *PhD Travel Behaviour Considerations During the Process of Residential Relocation*, University of the West of England, Bristol, UK).

#### **4.1.3 SALES STAFF TRAINING**

Sales staff can play a valuable role in promoting sustainable travel by introducing sustainable travel options early in the relocation process.

#### **4.1.4 TRAVEL PACKS**

Travel Packs containing a range of travel resources with information on travel options and promotional material such as key rings, travel stickers etc. are a useful way of providing focused travel information and prompting residents to consider their options.

#### **4.1.5 PERSONALISED JOURNEY PLANNING**

Personalised Journey Planning is an effective social marketing tool. The depth of Personalised Journey Planning is likely to be based on the available budget. It may involve providing tailored journey advice to individuals in person or by phone, with follow up. A more cost effective alternative may be to issue travel packs to new & recent movers, with a possible call back to ascertain the effectiveness of the pack. This was done by Sales Agents in the Smarter Travel Sutton example.

#### **4.1.6 CUSTOMISED MAPS AND ROUTE PLANNER STICKERS**

Customised maps and stickers that combine and simplify details of local services and facilities, transport connections, timetables etc. are useful information resources. Maps can be uploaded on-line, included in travel packs and distributed freely to residents, employees and visitors. Maps can also be circulated to local business so that they have a better understanding for deliveries.

#### **4.1.7 EVENTS BASED AROUND SUSTAINABLE TRAVEL**

Events aimed at promoting sustainable travel in a fun way have a broader, though less focused impact.

#### **4.1.8 WEB SITE**

A web site is a good marketing tool and provides easily accessible information on sustainable travel thereby promoting the pilot.

#### 4.1.9 OTHER INITIATIVES

Other initiatives such as car clubs, pool bikes, car sharing could be considered at later stages.

## 4.2 SMARTER TRAVEL ADAMSTOWN

### 4.2.1 BRANDING & FORMAL LAUNCH

The Adamstown Travel Programme was branded “Smarter Travel Adamstown” and a logo was designed for use on all associated publications. The Smarter Travel Adamstown logo can be see in Appendix 2.4 on page 55. Smarter Travel Adamstown was formally launched on May 24th 2009 on the day of the inaugural Adamstown 8K Road Race. The presence of the Smarter Travel Adamstown team and stand on this occasion raised considerable awareness in advance of field work to follow. It is anticipated that Smarter Travel Adamstown will grow to become an all encompassing Travel Programme for Adamstown after the initial pilot is complete.

### 4.2.2 WEB LINK

South Dublin County Council launched a “Smarter Travel Adamstown” link on [www.adamstown.ie](http://www.adamstown.ie) the Adamstown website. The link went ‘live’ in May 2009 to coincide with the formal launch of Smarter Travel Adamstown. The web link hosts travel information and links to other travel web sites, including Irish Rail, Dublin Bus and the Department of Transport’s Smarter Travel website and is continuously updated and improved.

### 4.2.3 STEERING COMMITTEE

A multidisciplinary steering committee was established in August 2009. The steering group comprises community, town planning and transport planning expertise from within the Council and the NTA.

### 4.2.4 TRAVEL TEAM

An in-house travel team comprising staff of the Planning Department was established to undertake the Personalised Travel Planning pilot. The team comprised six planners in total.



## 4.3 ADAMSTOWN PERSONALISED TRAVEL PLANNING

South Dublin County Council undertook a Personalised Travel Planning project in Adamstown between August 2009 and February 2010.

### 4.3.1 APPROACH

The approach taken in the Adamstown Personalised Travel Planning Pilot was to offer personal door-to-door travel advice to households in Adamstown. An area comprising 800 households that is adjacent to the Train Station and Bus Services was selected as the focus for the pilot (see map in Section 5.1). Residents in this area received an initial letter to introduce and explain the concept. All households in the focus area were targeted by a trained travel advisor through door-knocking. Where contact was made the travel advisor discussed current travel behaviour with the resident/household and offered information and incentives to prompt a change in attitude and travel behaviour, in favour of sustainable modes. The travel advisors called back to participating residents after a number of weeks, to address any queries arising since the initial contact and to complete a monitoring questionnaire.

### 4.3.2 STAGES

The pilot encompassed four distinct stages as follows:

<b>Stage One:</b> Preparation	<p>The preparation phase involved research and development of methodology in order to ascertain what approach, tools and resources would be best suited to the Adamstown pilot. Promotional materials were sourced from external sources and new resources and tools were developed by the travel team, to support the pilot. Travel advisors were given specialised training on delivering travel advice over two days.</p>
<b>Stage Two:</b> Initial Engagement	<p>The initial engagement phase, from 21st September 2009 to 19th October 2009, focused on offering personal travel advice to households within the study area. All households in the area received an initial letter to introduce and explain the concept (see Appendix 3). This proved beneficial at door-knocking stage, as there was advanced recognition of the pilot in most cases.</p> <p>All households in the focus area were targeted by a trained travel advisor through door knocking. Where contact was made the travel advisor discussed current travel behaviour with the resident/household and offered information, resources and incentives to prompt a change in attitude and travel behaviour in favour of more sustainable modes. Resources such as travel maps and route planner stickers were given to all participants. Residents were encouraged to sign up to a Pedometer Challenge and Journey Logger Challenge that were developed specifically for the pilot. Complimentary public transport tickets were also given to 55% of participants to trial.</p> <p>All households in the target area received a minimum of three door knocks and advice slips were left at households where contact was not made, so that all residents had an opportunity to participate in the pilot. Travel teams operated morning, afternoon and evening shifts that ran between 9am and 9pm, so that a representative sample of residents had the opportunity to participate. For efficiency one advisor targeted each door, in general, but for safety purposes a minimum of two advisors stayed within close proximity at all times. Door-knocks took an average of 5 minutes per house. Travel conversations took approximately 30-40 minutes. Travel advisors also needed time to refocus between conversations, follow up queries, gather resources and log data.</p> <p>Advisors had travel conversations and provided travel resources to a total of 213 households and 275 residents during the initial engagement phase.</p>

<p><b>Stage Three:</b> Monitoring</p>	<p>The monitoring and evaluation phase, from 9th November to 14th December 2009, focused on calling back to participating residents to address queries that had arisen since the initial contact and to complete the monitoring questionnaire (so that the impact of the initiative could be measured).</p> <p>Contact during the monitoring phase was by telephone initially. This involved over 400 phone calls and resulted in 162 responses (70% of overall respondent group). Where contact was not made by phone, door-knocks were carried out. This involved over 154 house visits and resulted in 64 responses (28% of overall respondent group). The travel team issued an e-questionnaire at the end of this phase in an attempt to contact all outstanding participants. This resulted in 5 email responses (2% of overall respondent group). A total of 2 travel advisors conducted the Monitoring Phase of the programme.</p> <p>The Travel Team made contact with 231 of the initial 275 participants during the monitoring phase, representing an 84% response rate.</p>
<p><b>Stage Four:</b> Evaluation &amp; Reporting</p>	<p>The data analysis and reporting phase took place in January and February 2010. Collected data from the Initial Engagement Phase and Monitoring Phase was inputted into an Access database and analysed using both Access and Excel tools. There are a range of data base programmes that could have been used for the data analysis. The Access and Excel databases were chosen due to availability and the team's prior knowledge of this programme.</p>

A summary of Programme Delivery can be seen in Appendix 4.

## 4.4 WORKSHOPS & TRAINING

Specialised PTP training was provided to the Adamstown PTP Steering Group and Travel Team over two days in September 2009. JMP Consultants led the session explaining the theoretical basis for PTP, providing information on previous experience of PTP and sample conversation sheets covering a range of scenarios and role play on how to conduct personalised travel planning in an effective and professional manner.

A 10 house pilot was also undertaken ahead of the main pilot. This pilot was monitored by the JMP trainers to ensure that travel advisors were ready for the next phase. The pilot also provided an opportunity to test resources and technique ahead of the main pilot and allowed the travel team to refine resources and technique accordingly.

## 4.5 RESOURCES

Travel resources were devised by the South Dublin County Council Travel Team and the Steering Group in August 2009. The resources developed for the pilot consisted of the following:

### 4.5.1 THE HOUSEHOLD ENGAGEMENT QUESTIONNAIRE

The questionnaire comprises a set of standard questions and topics to be covered by travel advisors during the initial engagement conversation. The questionnaire will steer the travel conversation and form the basis for information gathering. It is important that the questionnaire is short (1 page) with tick box questions, where possible, for ease of data collection and analysis.

### 4.5.2 TRAVEL PACKS

The travel packs comprised customised non-technical travel maps, route planner stickers with Adamstown public transport timetables, branded stickers and shopping bags, tax-saver scheme information, bike to work scheme information and leisure route information. Resources in the travel packs assisted travel advisors in advancing travel conversations and provided information and resources for the residents after the advisor had gone.

### 4.5.3 ADDITIONAL TOOLS

Following the initial 10 house pilot, a gap in the travel resources was noted. Additional tools were needed to engage residents who already used public transport but had potential for further modal shift; to prompt residents to think about their travel patterns; and to increase walking among residents who used the car for short trips. Pedometer and Journey Logger Challenges were developed and local leisure route information was compiled.

### 4.5.4 THE MONITORING QUESTIONNAIRE

The Monitoring Questionnaire comprises a set of standard questions to be addressed at monitoring stage to ensure consistent information feedback. It is important that the questionnaire is short (1 page) with tick box questions, where possible, for ease of data collection and analysis.

### 4.5.5 SUPPLEMENTARY MATERIAL

Smarter Travel Adamstown notification letters and compliment slips were compiled and circulated as appropriate.

See Section 8, Appendix 2 for details of Resources and Supplementary Material.

PTP Resources



# 5. INITIAL ENGAGEMENT PHASE - ANALYSIS

Section 5 sets out the findings derived from the Initial Engagement phase of the PTP process. All information in this section is based on data recorded during the Initial Engagement Phase, unless otherwise stated.

## 5.1 PARTICIPATION RATE & VISITS REQUIRED

A target area comprising 800 households was identified for door-knocking. Households in the target area received a minimum of three door-knocks. A total of **213 households** and **275 individuals** signed up to the pilot. This uptake was the result of 364 visits and call backs to these specific households.

Smarter Travel Adamstown PTP - target areas for door knocking



## 5.2 HOUSEHOLD TYPE

In analysing the household types that participated in the pilot, 8 household categories were identified. These categories are based on Census categories.

Results indicate the breakdown of household type subscribing to the pilot as follows:

Adamstown Personalised Travel Planning Pilot	
<b>Summary:</b> Of the 275 participants the breakdown of household type is as follows:	
Percentage Breakdown	
42%	Married/cohabitating couples with child/children
25%	Married/cohabitating couples
15%	Unrelated Adults
5%	Single Occupancy
4%	Parent and Children
3%	Extended Family
3%	Other
3%	Not stated

## 5.3 NUMBER OF CARS PER HOUSEHOLD

Adamstown Personalised Travel Planning Pilot	
<b>Summary:</b> There are 305 cars associated with the 213 participant households	
Average number of cars per household - <b>1.43</b>	
Breakdown based on cars per household	
49%	1 car per household
38%	2 car per household
6%	3 or more cars per household
6.5%	No car in household
0.5%	Not stated

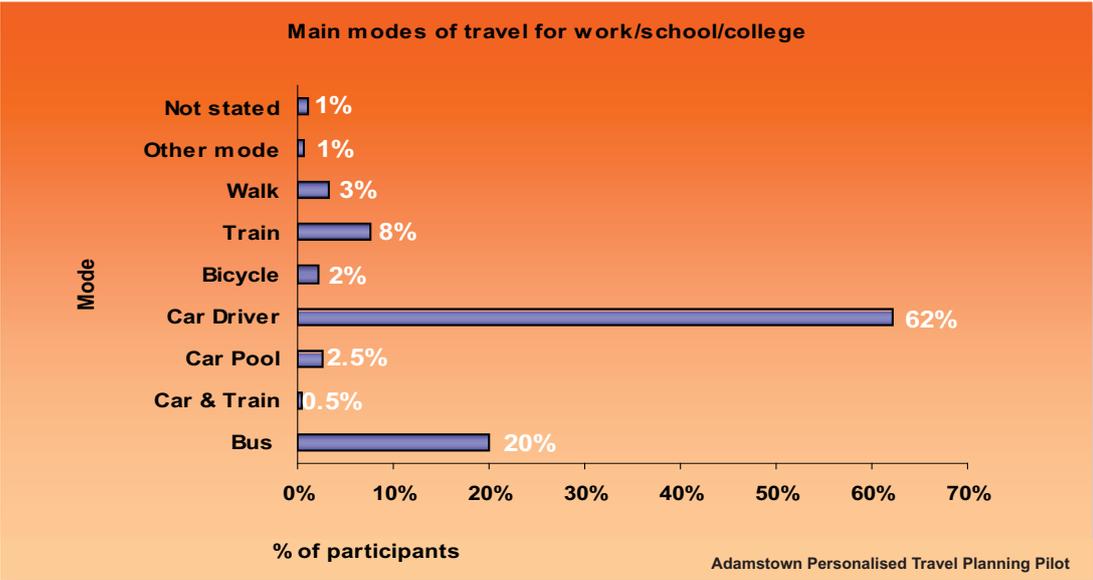
## 5.4 NUMBER OF BIKES PER HOUSEHOLD

Adamstown Personalised Travel Planning Pilot	
<b>Summary:</b> There are *146 bicycles in the 213 participant households	
* refers to adult bicycles only	
Average number of bicycles per household - <b>1.459</b>	
Average number of bicycles per participant - <b>0.531</b>	
Breakdown based on bicycles per household	
27%	Households with 1 bicycle
12%	Households with 2 bicycles
5%	Households with 3 or more bicycles
56%	Households with 0 bicycles

### 5.5 USUAL MODE OF TRAVEL TO WORK/SCHOOL/COLLEGE

Adamstown Personalised Travel Planning Pilot			
<p><b>Summary:</b> Each of the 275 participants was asked to list the usual mode of travel to work/school/college. The response is as follows:</p>			
Adamstown PTP Area		Greater Dublin Area (GDA)	
		<i>Source: CSO, Census 2006 Theme 11 Commuting – Means of Travel to Work</i>	
%	Mode	%	Mode
62%	Car driver	34%	Car Driver
20%	Bus	16%	Bus
8%	Train	6%	Dart & Train
3%	Walk	20%	On Foot
2.5%	Car Pool	11%	Car Passenger
2%	Bicycle	4%	Bike
0.5%	Car & Train	<i>no comparison %</i>	<i>no comparison category</i>
1%	Other modes	5%	Other
1%	Not stated	2%	Not Stated

The percentage of Car Drivers in the Adamstown PTP pilot study (62%) is almost double the figure for that of the GDA (34%). Bus and train usage as a main mode ranks marginally higher than the GDA average for these modes. See comparison percentages in the table above.



## 5.6 DISTANCE TRAVELLED TO WORK/SCHOOL/COLLEGE

### Adamstown Personalised Travel Planning Pilot

**Summary:** Each of the 275 participants was asked to indicate the distance travelled to work/school/college/or other primary destination.

The most frequently stated distances are as follows:

31%	15-20 Km
15%	10-15 Km
13%	Distance varies
12%	5-10 Km
10%	1-5 Km
8%	Not specified
7%	20-30 Km
4%	30+ Km



## 5.7 LOCATION OF WORK/SCHOOL/COLLEGE

### Adamstown Personalised Travel Planning Pilot

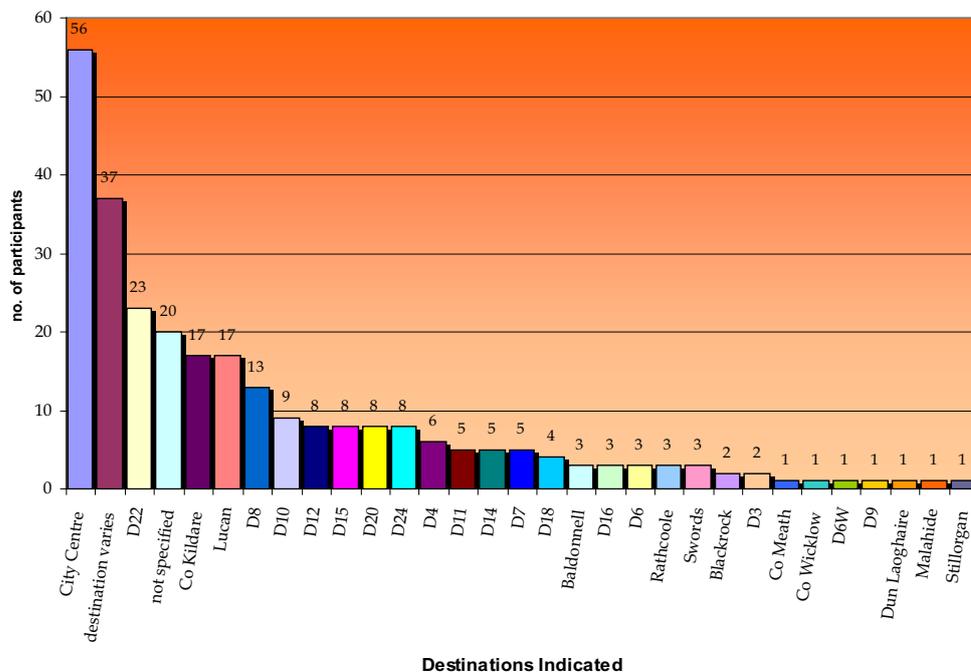
**Summary:** Each of the 275 participants was asked to indicate the location of work/school/college/or other primary destination.

The most frequently reported destinations are as follows\*:

20%	City Centre
13%	Varying destination
8%	D22
7%	Not specified (20) - did not specify any particular destination
6%	Co Kildare
6%	Lucan
5%	D8
3%	D10
3%	D12
3%	D15
3%	D20
3%	D24
20%	Remaining locations account for 20% of locations indicated*.

\* The figures listed in this table indicate the top 12 locations only. All recorded locations are provided on the chart below

**Most Popular Destinations**



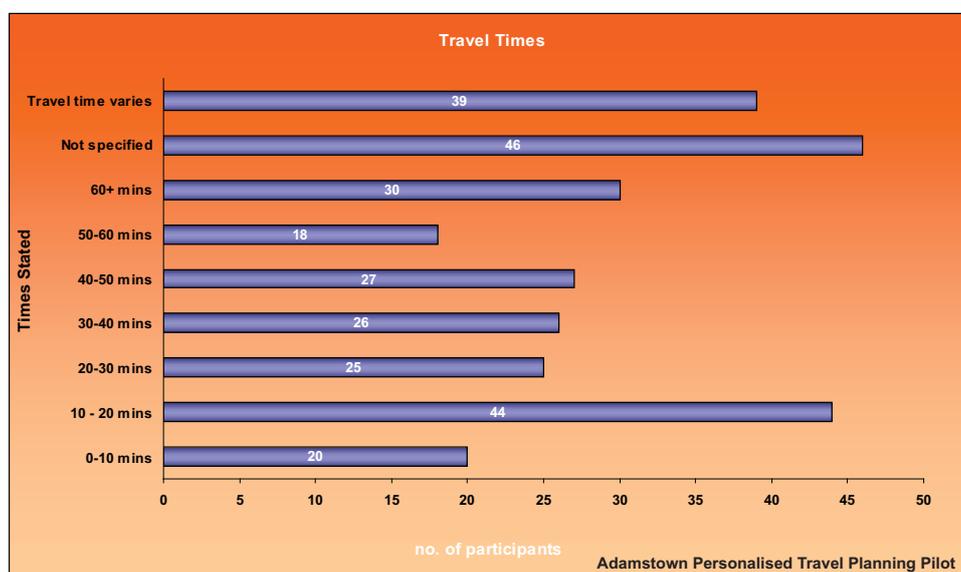
Adamstown Personalised Travel Planning Pilot

## 5.8 JOURNEY TIMES

Adamstown Personalised Travel Planning Pilot	
<b>Summary:</b> Each of the 275 participants were asked to indicate the journey time to work/school/college/ or other primary destination. The response is as follows:	
%	Journey Time
7%	0-10 mins
16%	10-20 mins
9%	20-30 mins
9%	30-40 mins
10%	40-50 mins
7%	50-60 mins
11%	60+ mins
17%	Not specified
14%	Travel Time Varies

The table below outlines comparison figures with those of the Greater Dublin Area (GDA) for Journey Time Travelled to Work. Due to the difference in the comparison times, the percentages do not correspond directly but can be compared in ½ hour slots. 32% of participants in the Adamstown PTP pilot take up to 30 mins (½ hour) to travel to work compared to 51% in the GDA. 26% of participants take between 30 and 60 mins compared to 28% in the GDA. 11% of participants take in excess of 1 hour to travel to work which is equal to the GDA.

Journey Time Travelled for Greater Dublin Area (GDA)	
<i>Source: CSO Census 2006 Theme 11 Commuting – Journey Time Travelled to Work</i>	
%	Journey Time
23%	under ¼ hour
28%	¼ hour - under ½ hour
20%	½ hour - under ¾ hour
8%	¾ hour - under 1 hour
8%	1 hour - under 1½ hours
2%	1½ hours and over
9%	Not stated



## 5.9 PUBLIC TRANSPORT TICKETS

As part of the pilot, public transport tickets for bus and rail services were offered to participants whose main mode of transport was by car; where the travel advisor felt that the participant would benefit from using public transport on a trial basis; and the participant committed to trialing the ticket during the pilot. Focus was placed on those participants who had never used the public transport available in Adamstown or had not used public transport in some time.

A total of 190 tickets were available for the pilot. Dublin Bus supplied 100 x 1 Day Bus tickets and 50 x 10 Journey Bus tickets. 40 x 3 Day Short Hop Bus & Rail tickets were purchased through pilot funding.

168 tickets were distributed to 151 participants. Participants in some cases received more than one ticket to trial, therefore, the number of tickets distributed is greater than the number of participants in the ticket trial.

In total 55% of the entire study group were given public transport tickets to trial, broken down as follows:

- 76% (115 participants) received bus tickets;
- 22% (33 participants) received rail tickets; and
- 2% (3 participants) received a mixture of bus and rail tickets.

A full breakdown of ticket combinations distributed to participants is summarised below:

Adamstown Personalised Travel Planning Pilot	
<b>Summary - Public transport tickets/combinations distributed</b>	
70 participants received 1 x 1 Day Bus ticket	70
32 participants received 1 x 10 Journey Bus ticket	32
1 x participant received 1 x 10 Journey Bus + 1 Day Bus ticket	1
11 x participants received 2 x 1 Day Bus tickets	11
33 participants received 3 Day Short Hop tickets	33
3 x participants received 3 Day Short Hop Bus & Rail + 1 Day Bus ticket	3
1 x participant received 3 x 1 Day Bus tickets	1
124 x participants did not receive public transport tickets	124
<b>Total Study Group</b>	<b>275</b>

## 5.10 CHALLENGES

Two challenges were devised to actively encourage participation in the pilot and to prompt participants to consider their travel behaviour. These were a Pedometer Challenge and a Journey Logger Challenge.

### THE PEDOMETER CHALLENGE

In conjunction with the NTA, South Dublin County Council devised a Pedometer Challenge tailored to the Adamstown PTP pilot. The Pedometer Challenge is a walking challenge where participants are asked to wear a pedometer/step counter and to record their daily step count. During the Initial Engagement Phase, each participant was advised about the positive aspects of walking and the usefulness of the challenge in raising awareness about daily activity levels. The challenge was aimed at those who could realistically incorporate walking as a mode of transport into their daily routine.

Each participant who signed up to the challenge was encouraged to aim for a total of 10,000 steps per day, over a four week period (19th October - 15th November 2009). Each interested participant received a pedometer and step recorder sheet to record the number of steps taken on a daily basis. To incentivise, the challenge participants were entered into a prize draw for a €150 One4All voucher, upon successfully completing the challenge.

#### Summary

**Out of the total number of participants (275) in the pilot, 227 participants (83%) signed up during the Initial Engagement Phase to partake in the Pedometer Challenge.**

### THE JOURNEY LOGGER CHALLENGE

The Journey Logger is an on-line tool developed by the NTA. Journey Logger is an online diary where participants can log and track daily journeys by sustainable modes, while also keeping track of petrol and carbon savings and calories burned.

The Journey Logger is available to the general public and to large companies or organisations under the “Smarter Travel Workplaces Programme” to promote awareness of travel patterns. As part of the pilot, the NTA set up Adamstown as a user group and set up a points system whereby the points accumulated by Adamstown participants could be calculated. Each non car-based journey logged is worth 2 points and the challenge was to accumulate a minimum of 20 points over a four week period (19th October – 15th November 2009).

Participants were encouraged to take part in the challenge. Those interested in taking up the challenge were shown how to register on-line. To incentivise, participants who successfully completed the challenge were entered into a prize draw for a €150 One4All voucher, upon completion of the challenge.

#### Summary

**A total of 201 participants (73%) indicated an interest during the Initial Engagement Phase to take part in the Journey Logger Challenge.**

## 5.11 COMMENTS

As part of the pilot, participants were invited to make comments in relation to travel and transport related matters that are of particular relevance to them. A range of topics were covered. All comments received through the PTP pilot have been summarised into categories and are available in Section 8, Appendix 5.

# 6. MONITORING PHASE - ANALYSIS

Section 6 sets out the findings derived from the Monitoring phase of the PTP process. All information in this section is based on data recorded during the Monitoring Phase, unless otherwise stated.

A total of 213 households and 275 participants signed up to the pilot at the initial door step engagement. The 275 participants were targeted by the travel team during the monitoring phase.

To add clarity to this section, the terms of reference are set out below:

- **Participants** - refers to the total number of residents (275) who signed-up/engaged in the project at Initial Engagement Phase.
- **Respondents Group** – refers to the overall respondent group i.e. those who completed the follow-up questionnaire at Monitoring Stage (231).
- **Ticket Recipients** – refers to those who received public transport tickets to trial (bus, rail or both).

## 6.1 RESPONSE RATE

Out of the 275 participants who signed up to the pilot during the Initial Engagement Phase, 231 responded to the follow-up survey during the Monitoring Phase. This demonstrates an **84%** response rate.

Adamstown Personalised Travel Planning Pilot		
Response to Monitoring Survey	Participants	%
Participants Signed Up at Initial Engagement Phase	275	100%
Respondents at Monitoring Phase	231	84%

The remaining **16%** - accounting for non-responses, is broken down into two areas – those who were not contactable at the time of monitoring and those who did not wish to participate at the follow-up stage. **4%** (11) did not wish to be involved in the pilot at the monitoring stage, while the remaining **12%** (33) were not contactable at monitoring stage.

The monitoring questionnaire was designed to assess the impact of the overall initiative and of individual aspects of the pilot such as the challenges; ticket trial; information and advice; and to see if PTP can bring about a shift in travel behaviour in favour of sustainable modes.

The significant response rate to the pilot is in itself a very positive outcome, representing a general willingness to consider alternatives to usual modes of travel and to engage with PTP.

## 6.2 SHIFT TOWARDS MORE SUSTAINABLE FORMS OF TRAVEL

Respondents were asked if they used sustainable modes more often as a result of receiving the PTP travel pack and advice. **59%** of respondents replied positively representing a significant modal shift to sustainable modes.

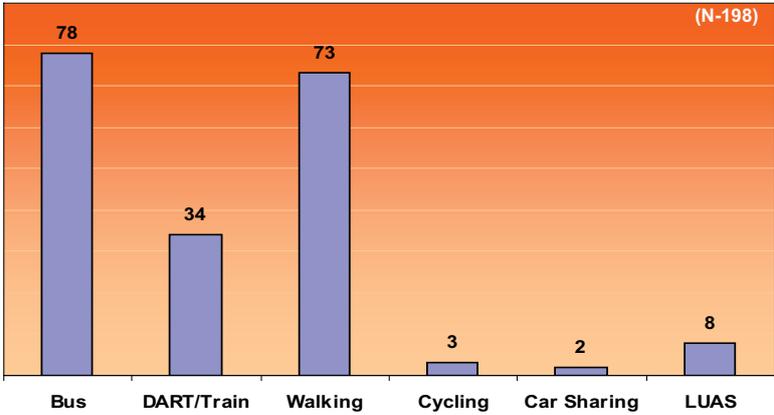
Adamstown Personalised Travel Planning Pilot		
Summary - Use of sustainable modes more frequently		
Response	no. of responses	% respondent group
Used sustainable modes of transport more often	137	59%
Did not use sustainable modes more often	94	41%
	<b>231</b>	<b>100%</b>

The 137 respondents who indicated that they had used sustainable modes more frequently were asked to select the modes that were used more often. Some respondents selected more than one mode. 198 mode choices were indicated. The results are detailed below.

Adamstown Personalised Travel Planning Pilot		
Summary - Most frequently used modes		
Mode	no. of responses	% of mode choices
Bus	78	39%
DART/Train	34	17%
Walking	73	37%
Cycling	3	2%
Car Sharing	2	1%
LUAS	8	4%
	<b>198</b>	<b>100%</b>

The overall response indicates a significant positive shift in travel behaviour with the Bus, Walking and Dart/Train ranking highest in terms of alternative modes adopted. The Luas, Cycling and Car Sharing were less popular modes of choice.

Modes used more frequently as a result of PTP



Adamstown Personalised Travel Planning Pilot

Respondents who indicated that they used sustainable modes more often as a result of the pilot (137) were asked if they are likely to continue to use such modes more in the future. As a percentage of the overall respondent group over **54%** indicated that they are likely to continue using sustainable modes; 35% on a regular basis; and 19% on an occasional basis.

Adamstown Personalised Travel Planning Pilot			
Summary - Likely to continue using sustainable modes in the future			
Response	no. of responses	% of respondents (137)	% of overall respondent group (231)
Yes - Regularly	81	59%	35%
Yes - Occasionally	44	32%	19%
No	5	4%	2%
No response	7	5%	3%
	<b>137</b>	<b>100%</b>	<b>59%</b>

Only a small portion of respondents (2%) indicated that they would not continue to use sustainable transport options as a means of travel.

Respondents who indicated that they used sustainable modes more often as a result of the pilot (137) were asked if they took sustainable modes instead of taking the car. Over two thirds stated that they actively chose alternatives to the car. This equates to **41%** in terms of the overall respondent group.

Adamstown Personalised Travel Planning Pilot			
Summary - Actively chose sustainable modes instead of the car			
Response	no. of responses	% of respondents (137)	% of overall respondent group (231)
Yes	95	69%	41%
No	21	15%	9%
Not a car user	9	7%	4%
Don't know	8	6%	3%
No response indicated	4	3%	2%
	<b>137</b>	<b>100%</b>	<b>59%</b>

### 6.3 VIEWS & ATTITUDES

In order to assess if the pilot was successful a set of questions were included in the monitoring questionnaire to obtain the views and experiences of participants.

#### AWARENESS OF TRAVEL BEHAVIOUR

The 231 respondents were asked if the Smarter Travel programme had prompted them to think more about how they travel. 78% (180) of respondents indicated that the programme has prompted them to think more about how they travel, while 8% did not know.

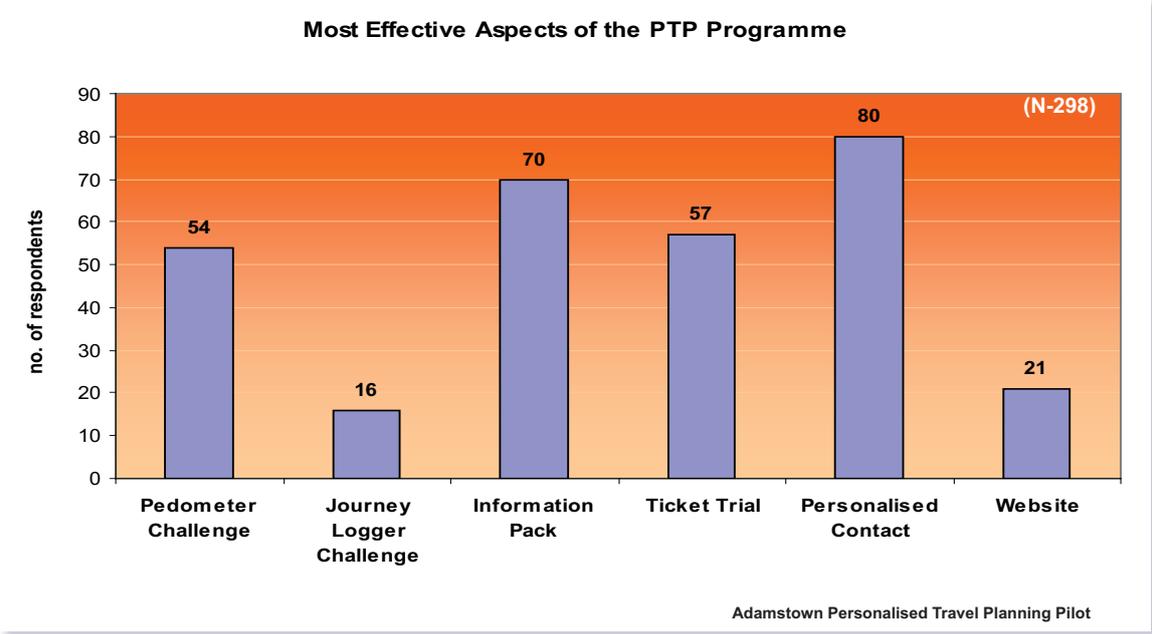
Adamstown Personalised Travel Planning Pilot		
Summary - Has the STA programme prompted you to think more about how you travel		
Response	no. of responses	% of overall respondent group (231)
Yes	180	78%
No	27	12%
Don't Know	20	8%
No response	4	2%
	<b>231</b>	<b>100%</b>

#### EFFECTIVE ASPECTS OF THE PROGRAMME IN GENERATING AWARENESS

In order to assess what aspects of the programme were most effective in focusing awareness on travel behaviour, respondents who indicated that they had become more aware of their travel behaviour (180) were asked to choose which component(s) of the programme they considered most effective. The main aspects of the programme are as follows:

- Journey Logger Challenge
- Pedometer Challenge
- Information Pack
- Ticket Trial
- Personalised Contact & Travel Advice
- Smarter Travel Adamstown Web Link

Some respondents selected more than one aspect of the programme and 298 choices were recorded. The results are detailed below.



The response to this aspect of the questionnaire is significant, demonstrating that **Personalised Contact** ranked highest followed by the **Information Pack**, as the most effective aspects in generating travel awareness. Next were the **Ticket Trial** and **Pedometer Challenge**.

While all aspects of the programme were ranked differently, it is apparent that a programme such as this must appeal to a broad range of people. While the Web Link and Journey Logger were not as popular, their inclusion in the programme is considered important in terms of adding variety for participants and for long term engagement.

**SUSTAINABLE MODES – INCENTIVE TO USE**

All respondents (231) were asked to indicate what would attract them to using sustainable modes more frequently. Some respondents selected more than one option. 328 options were selected. The results are detailed below.

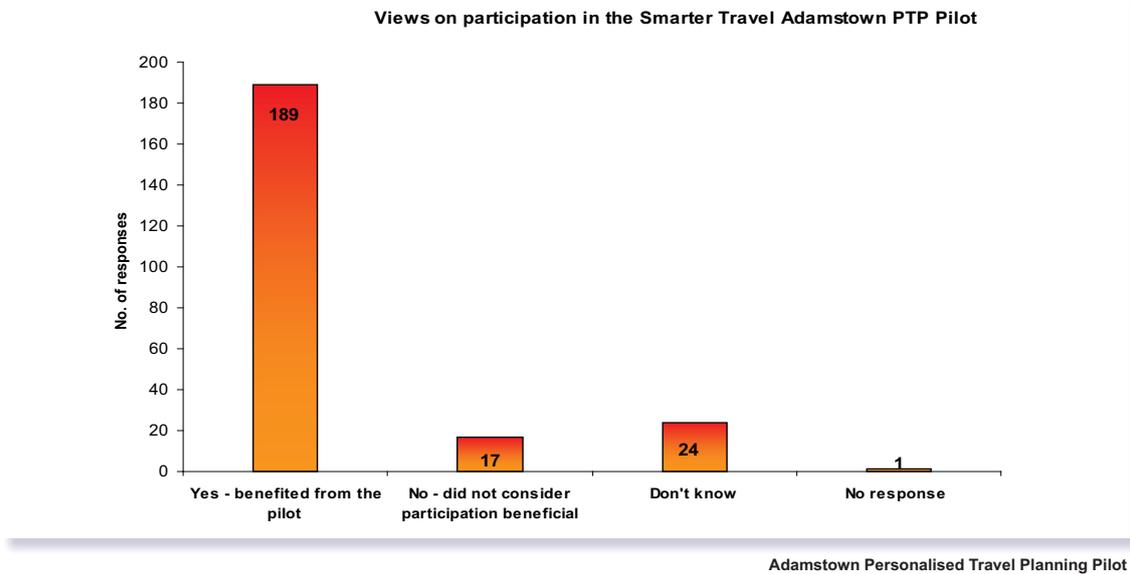
Adamstown Personalised Travel Planning Pilot								
Summary - What would attract you most to using sustainable travel modes more frequently								
	use it frequently already	a more regular service	convenience	cost savings	reduced travel time	environmental reasons	increase fitness/activity levels	Total
No. of responses (328)	82	48	53	41	65	14	25	328
% of responses (328)	25%	15%	16%	12%	20%	4%	8%	100%

While a considerable portion of respondents already use sustainable modes, results indicate that reduced travel time, convenience, regular service and cost savings are leading factors in prompting increased use of sustainable modes.

## 6.4 BENEFITS FROM INVOLVEMENT IN THE STA PTP

Respondents were asked if they felt that they benefited from being involved in the Smarter Travel Adamstown PTP programme. **82%** (189) of respondents considered involvement in the pilot beneficial.

Adamstown Personalised Travel Planning Pilot		
Summary - Did respondents benefit from involvement in the PTP Pilot		
Response	no. of responses	% of overall respondent group
Yes	189	82%
No	17	7%
Don't Know	24	10%
No response	1	1%
	<b>231</b>	<b>100%</b>



7% (17) of respondents indicated that they *did not* benefit from the programme. The reasons indicated are detailed below. The extent of negative response to this question is very low.

Adamstown Personalised Travel Planning Pilot			
Summary - Reasons why respondents felt no benefit in programme			
Response	no. of responses	% of respondents (17)	% of overall respondent group (231)
Too busy to give the programme attention	3	18%	1%
Uses sustainable transport modes anyway	1	6%	0.5%
Did not look at the pack	1	6%	0.5%
No reason indicated	12	70%	5%
	<b>17</b>	<b>100%</b>	<b>7%</b>

**SMARTER TRAVEL WEB LINK**

The Adamstown website [www.adamstown.ie](http://www.adamstown.ie) has a section devoted to Smarter Travel where information on and about the PTP pilot programme is posted. To assess the significance of the web link for participants, those who responded during monitoring phase were asked if they had an opportunity to visit the Smarter Travel Adamstown web link. Over one third (81) responded positively. The result is detailed below.

This measure reflects a notable portion of IT users amongst the respondent group and is indicative of the level of interest in the programme.

Adamstown Personalised Travel Planning Pilot		
Summary - Did participants visit the Smarter Travel Adamstown weblink		
Response	no. of responses	% of overall respondent group
Yes	81	35%
No	150	65%
	231	100%



## 6.5 CHALLENGES

The inclusion of both the Pedometer and Journey Logger Challenges were found to be key tools in prompting participation in the programme, both on a practical and on a fun level. Both challenges assisted travel advisors in engaging with participants while at the same time actively encouraged modal shift to sustainable forms of transport. The outcome for both challenges is detailed below.



### PEDOMETER CHALLENGE

#### PARTICIPATION RATE

90 respondents took part in the Pedometer Challenge, representing 39% of the overall respondent group.

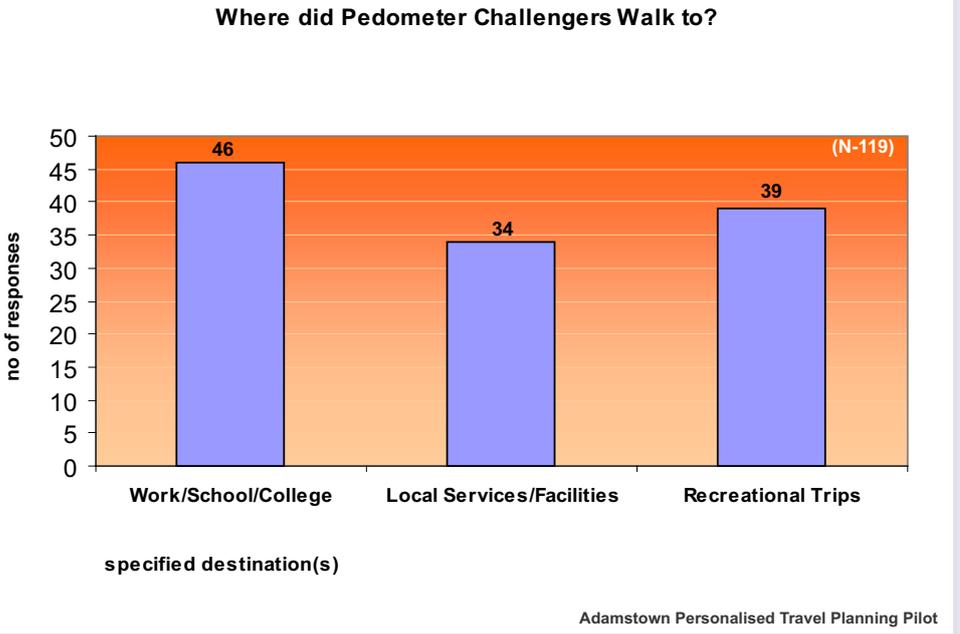
#### AWARENESS OF ACTIVITY LEVELS

Participants were asked if participating in the challenge made them more aware of their activity levels. The results are detailed below.

Adamstown Personalised Travel Planning Pilot		
Summary - Did participation in the pedometer challenge make you more aware of activity levels		
Response	no. of responses	% of challenge participants
Yes	83	92%
No	6	7%
Don't Know	1	1%
	<b>90</b>	<b>100%</b>

#### WHERE DID PEDOMETER CHALLENGERS WALK TO MOST DURING THE CHALLENGE

Participants were asked to indicate which destinations they walked to most during the challenge. Some indicated more than one choice. 119 choices were recorded. The results are detailed below.



## WALKING TO DESTINATIONS AS A MODE OF TRANSPORT

The 90 respondents who took part in the Pedometer Challenge were asked if they were likely to continue to walk to their destination(s). 98% (88) of respondents indicated that they are likely to continue to walk, 78% (70) on a regular basis and 20% (18) on an occasional basis. The results are detailed below.

Adamstown Personalised Travel Planning Pilot		
Summary - Are you likely to continue to walk to destinations		
Response	no. of responses	% of challenge participants (90)
Yes - on a regular basis	70	78%
Yes - on an occasional basis	18	20%
No	2	2%
	<b>90</b>	<b>100%</b>

## CAR USAGE

The 90 respondents who took part in the Pedometer Challenge were asked if they walked instead of taking the car during the Challenge. 68% (61) of respondents indicated that they walked instead of taking the car. The results are detailed below.

Adamstown Personalised Travel Planning Pilot		
Summary - Did you walk instead of taking the car during the Pedometer Challenge		
Response	no. of responses	% of challenge participants (90)
Yes	61	68%
No	15	17%
Not a car user	10	11%
No response	4	4%
	<b>90</b>	<b>100%</b>

## NON-PARTICIPATION IN THE CHALLENGE

185 (60%) of those who expressed an interest in the Pedometer Challenge during Initial Engagement did not part-take. The main reasons cited for lack of uptake in the challenge are as follows:

- (38) Too busy with other things to give it the time
- (31) Just didn't bother doing it
- (27) No reason given
- (10) Pedometer didn't work correctly
- (9) Forgot about it
- (7) Did the challenge for a short time, but didn't complete it
- (5) Illness
- (4) Pedometer lost
- (2) Out of the country
- (2) Pedometer too uncomfortable to wear
- (1) No pedometer in pack
- (1) Family bereavement
- (48) Not contactable or no reason given

## JOURNEY LOGGER CHALLENGE

### PARTICIPATION RATE

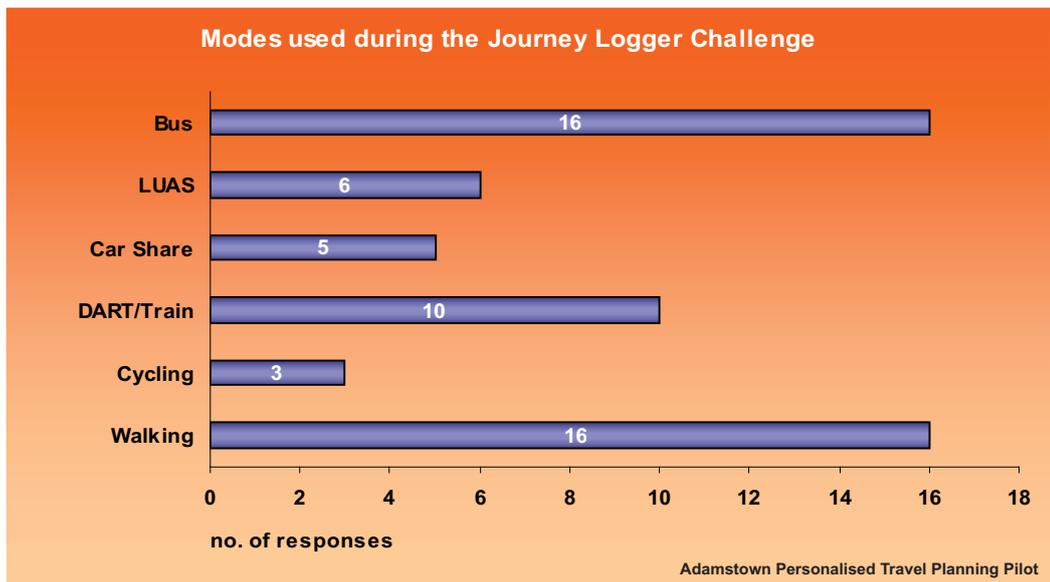
A total of 30 respondents indicated that they logged onto the Journey Logger website and registered their involvement in the challenge. This represents 13% of the overall respondent group (231).

### JOURNEY LOGGER - ENCOURAGEMENT OF SUSTAINABLE MODES

The 30 respondents who took part in the Journey Logger Challenge were asked if it encouraged them to try sustainable modes more often. 26 (87%) respondents indicated that the challenge had prompted them to try sustainable modes.

### MODES USED

Challenge participants logged a variety of modes<sup>3</sup> over the course of the challenge, as listed in the graph below. The most popular sustainable modes used by respondents were Walking and Bus with 16 challenge participants selecting each of these modes. Dart/Train followed with 10 challenge participants choosing this option.



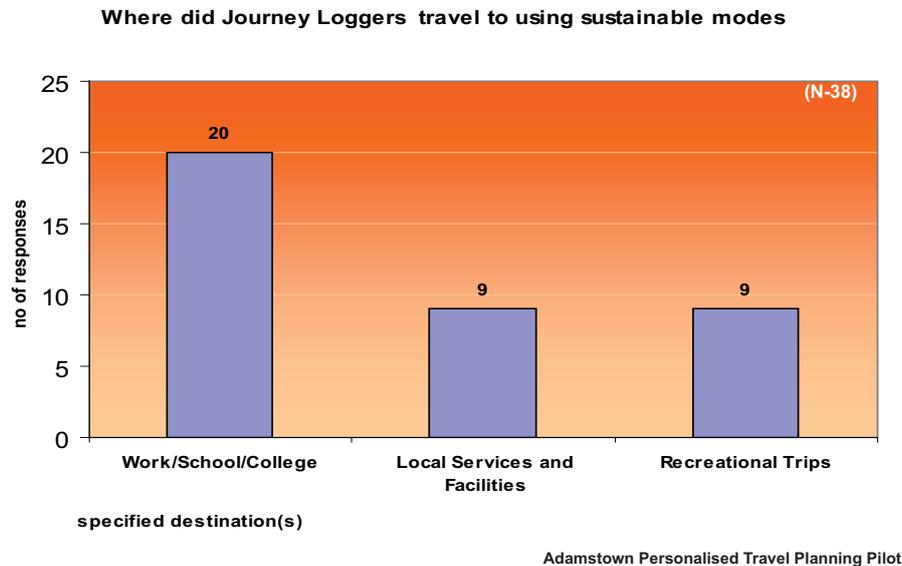
### NON-PARTICIPATION IN THE CHALLENGE

171 (85%) of those who expressed an interest in the Journey Logger Challenge during Initial Engagement did not take part. The main reasons indicated for not taking part in the challenge are detailed below:

- (40) Too Busy
- (23) No reason indicated
- (15) Not interested
- (14) Just didn't do it
- (13) IT difficulties
- (4) Health reasons
- (3) Forgot about it
- (3) Didn't know how to do it
- (56) Not contactable or no reason given

3. Journey Logger promotes the use of several modes of sustainable transport; therefore participants could select more than one mode.

Journey Logger participants were asked to indicate which destinations they travelled to most during the challenge. Some participants indicated more than one choice. 38 choices were recorded. The results are detailed below.



The competition draws for the Journey Logger and Pedometer Challenge took place on Monday 13th December 2009. The winners of each challenge were presented with a One4All voucher worth €150 by a member of the Smarter Travel Team.

Both challenges significantly broadened the scope of the pilot which meant that participants who did not suit the criteria for ticket trials could be engaged and monitored at the follow-up phase. It was found that the combination of challenges and ticket trials were very complimentary, providing a variety of modal options (not just public transport) to engage a wide range of people.

*“Due to the lack of direct public transport to my work I had to rely on cycling as an alternative to driving. The roads have been upgraded to include cycle lanes which is a big improvement. So now I can cycle most days to which there are huge exercise benefits, as opposed to sitting in traffic. Also, travelling into town has become cheaper by train and LUAS as parking has become expensive.”*

(quote from Mr Gary Friel winner of the Journey Logger Challenge, 2009)

*“It is far easier than you think to leave the car at home. Before the challenge, I thought I would never have time to hand over my two children to a minder and get to the train station in time to catch a train in the morning but with a bit of organisation and effort, it is quite easy.*

*When I think back to the time spent sitting in my car in traffic, that barely moved. I find one of the nicest things about catching a train and walking the distance to work is you are constantly moving and feel like you are getting somewhere. It feels healthier too. Now that I know how simple it can be, more and more of my journeys are done without using my car.”*

(quote from Ciara Hudson winner of the Pedometer Challenge, 2009)

## 6.6 TICKETS

For the purposes of the pilot, travel advisors offered tickets for public transport to participating residents where the travel advisor felt that the participant would benefit from using public transport on a trial basis; and the participant committed to trialling the ticket during the pilot. Combinations of tickets were given out depending on the individual’s existing travel behaviour and their specific circumstances. During the Initial Engagement Phase 151 participants, equating to 55% of the study group, were given public transport tickets to trial. Tickets were distributed as follows:

- 76 % (115 participants) received bus tickets,
- 22% (33 participants) received train tickets; and
- 2% (3 participants) received a mixture of bus and rail tickets.

A detailed summary of ticket distribution is outlined in Section 5.9 and in Appendix 6.

### TICKET USAGE

77% (116) of ticket recipients successfully used the public transport tickets supplied. This equates to half of the overall respondent group. A summary of ticket usage is detailed below.

Adamstown Personalised Travel Planning Pilot	
Summary - Ticket Usage	
Response	% of ticket recipient group (151)
1 Day Bus Ticket (70)	46.5%
10 Journey Bus Ticket (26)	17%
Train - 3 Day Short Hop (20) <sup>5</sup>	13.5%
Did not use tickets (18)	12%
Not contactable (17)	11%
	100%

5. 20 combined bus and rail ticket were used, 2 were used for the bus service only.

### REASONS INDICATED FOR NON-USE OF BUS TICKETS

- (14) Not contactable during Monitoring Phase
- (8) Had not used the tickets at the time of Monitoring
- (2) Decided not to participate in the pilot
- (2) Gave ticket(s) to someone else (also a participant)

### REASONS INDICATED FOR NON USE OF 3DAY SHORT HOP BUS & RAIL TICKETS

- (4) Too busy
- (4) Non-contactable during Monitoring Phase
- (2) Found the train timetable incompatible with work schedule
- (1) No reason indicated
- (1) Illness
- (1) Out of the country
- (1) Gave ticket away
- (1) Had not used ticket at the time of monitoring

## 6.7 APPRAISAL OF BUS USAGE

118 (51%)<sup>6</sup> of the overall respondent group (231) received bus tickets and had the opportunity to trial the bus.

Of the 118 bus ticket recipients, 98 (83%) successfully trialled bus services.

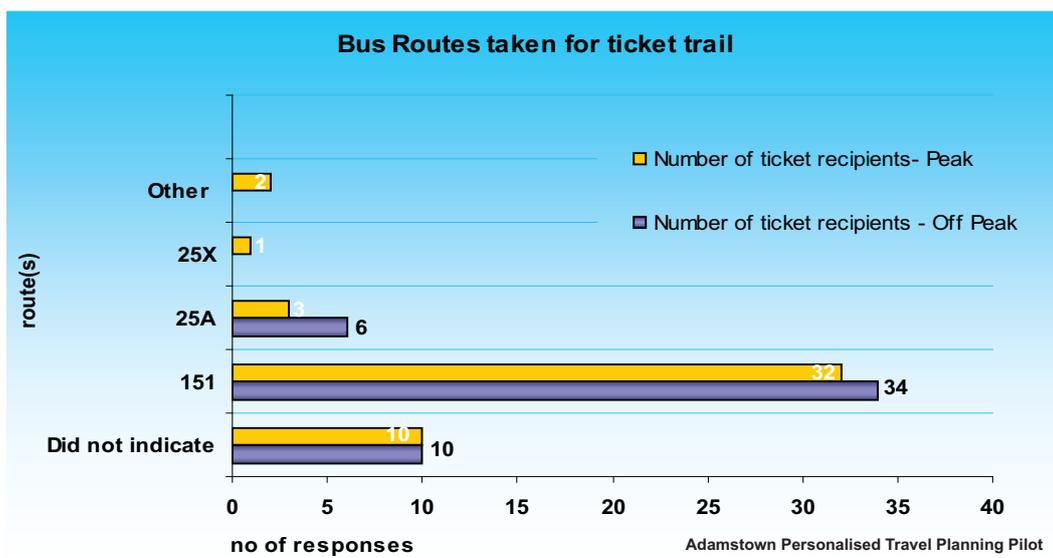
70 people successfully trialled 1 Day Bus tickets;

26 people successfully trialled the 10 Journey Bus ticket; and

2 people successfully trialled the 3 Day Short Hop Bus & Rail ticket for the bus only.

### ROUTES

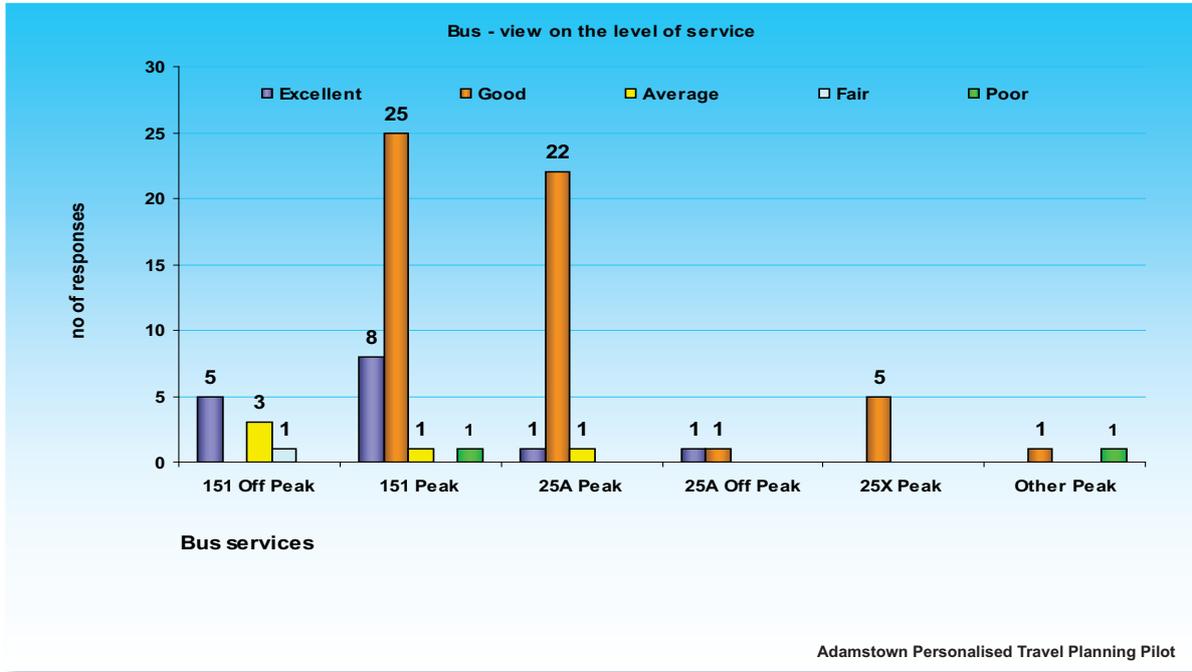
The most frequently used bus route was the 151, with 66 participants using this service. Generally times of travel were spread evenly between peak and off peak times. 9 participants used their tickets on the 25A service mainly at off peak times. It is noteworthy that the pilot was focused in the southern area of Adamstown, at a distance from the 25A bus route. Other bus routes taken included the 33A, 13A, 39, 46, 48, 66, 7 and 10 routes.



6. 118 refers to the 116 participants who used their bus tickets plus 2 bus and rail ticket recipients who used the tickets for bus only.

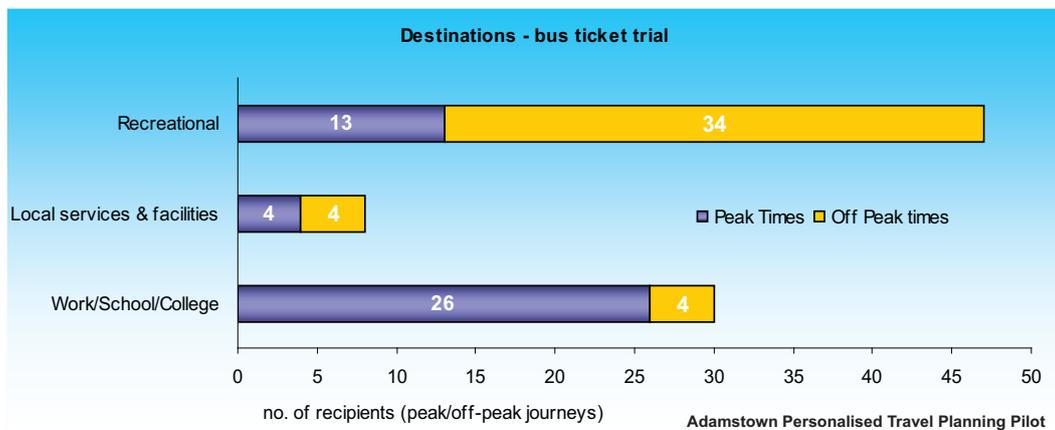
## LEVEL OF SERVICE

Bus ticket recipients were asked how they found the level of service on the routes taken during the trial. The 151 service was considered 'Good' insofar as it is regular, though the length and round-about nature of the route was considered inefficient. Other participants reported that the 151 bus should start running earlier in the morning to allow those with an early start get to work on time. The 25 service was considered 'Good' insofar as it offers a fast and direct route to the city, though the frequency was considered limited.



## DESTINATIONS

Bus ticket recipients were asked to indicate the destinations travelled to using the bus ticket(s)<sup>7</sup>. Recreational trips ranked highest with 47 bus ticket recipients selecting this option. Trips to work/school/college also rated high with 30 bus ticket recipients selecting this category. Most journeys were undertaken during peak times. Bus journeys to local services and facilities did not rate highly with just 8 bus ticket recipients selecting this category. This is perhaps due to some of the other measures undertaken as part of the pilot which advocated other modes.

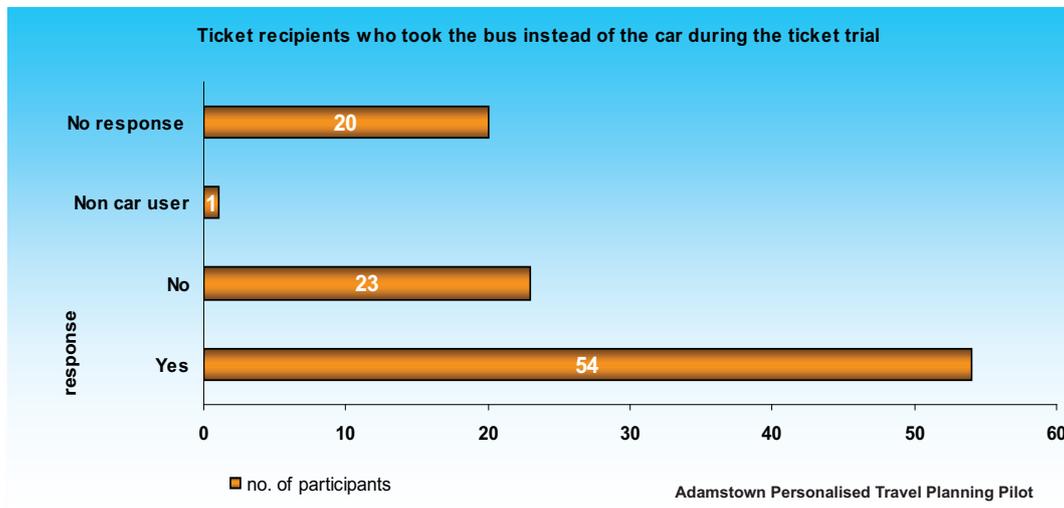


7. Some respondents indicated more than one destination option.

## MODAL SHIFT

Bus ticket users (98) were asked if they used the bus instead of the car during the trial. 54 bus ticket users responded positively, equating to **55%** of bus ticket users. This outcome indicates a positive modal shift from car to bus for the purposes of the pilot.

Adamstown Personalised Travel Planning Pilot			
Summary - Did you use the bus instead of the car during the trial			
Response	No. of participants	% of ticket users (98)	% of overall respondent group (231)
Yes	54	55%	23%
No	23	24%	10%
Non car user	1	1%	0.5%
No response	20	20%	7%
	<b>98</b>	<b>100%</b>	



Bus ticket users (98) were asked if they would continue using the bus more often as a result of the pilot. **74%** (72) of ticket users indicated that they intend to incorporate more frequent and continued use of the bus service in the future, some on a regular basis (37%), and others on an occasional basis (37%). The results are detailed below.

Adamstown Personalised Travel Planning Pilot			
Summary - Are you likely to continue using the bus more often			
Response	No. of bus ticket users	% of bus ticket users (98)	% of ticket recipients (151)
Yes - Regularly	36	37%	24%
Yes - Occasionally	36	37%	24%
No	11	11%	7%
Don't know	15	15%	9%
	<b>98</b>	<b>100%</b>	

## COMMENTS

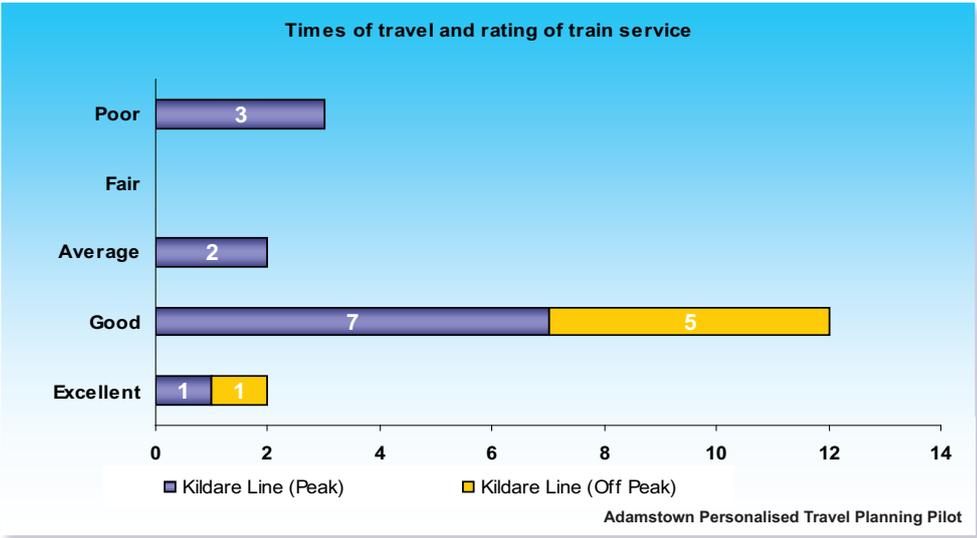
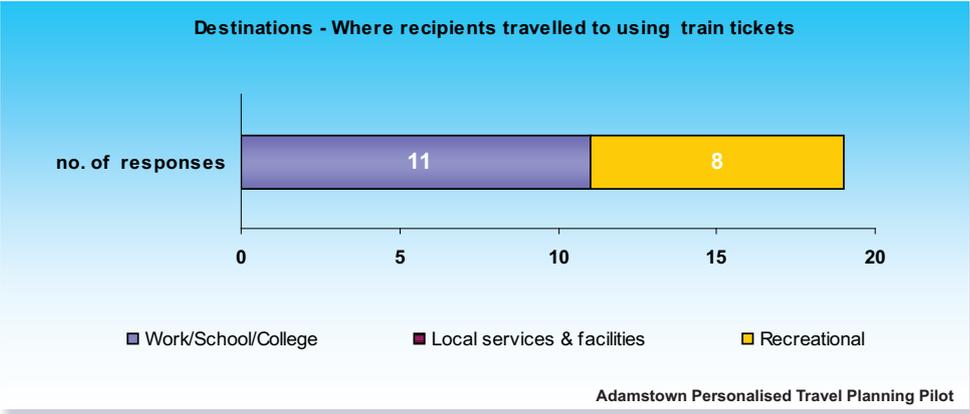
Participants were invited to make additional comments on the bus service. All comments received during the course of the pilot have been summarised under headings and can be viewed in Section 8, Appendix 5 - Summary of Comments.

### 6.8 APPRAISAL OF TRAIN USAGE

36 participants received train tickets at Initial Engagement Phase. 50% (18)<sup>8</sup> of train ticket recipients successfully trialled the train service. This equates to 13% in terms of the overall ticket recipient group (151).

All 18 train ticket users travelled on the Kildare Line. 72% of those who trialled train tickets used tickets for peak time journeys; the remainder used tickets at off peak times. Overall, the general rating of the train service was good.

Train tickets were 3 day tickets, affording participants the opportunity to travel at a variety of times and for various purposes. Of the 18 ticket recipients that trialled train tickets, results demonstrate that almost two thirds (11) used tickets for journeys to work/school/college, while 8 indicated ticket use for recreational trips. The train service was not used by train ticket recipients for trips to local services and facilities.



8. 20 ticket recipient's trialled the 3Day Short Hop Bus & Rail tickets successfully. 2 recipients used the ticket for bus services only. The figures above are based on the number of train users (18).

## MODAL SHIFT

Train ticket users were asked if they would continue to use the train more frequently in the future. 12 (**66%**) ticket users indicated that they would continue to use the train more frequently, 6 on a regular basis and 6 on an occasional basis.

Adamstown Personalised Travel Planning Pilot			
Summary - Are you likely to continue using the train more often			
Response	No. of train ticket users	% of train ticket users (18)	% of ticket recipients (151)
Yes - Regularly	6	33%	4%
Yes - Occasionally	6	33%	4%
No	6	33%	4%
	<b>18</b>	<b>100%</b>	

Ticket users (18) were asked if they chose to use the train instead of the car during the trial. 12 train ticket users responded positively, equating to 66% of train ticket users and 8% of the overall ticket recipient group.

Adamstown Personalised Travel Planning Pilot			
Summary - Did you take the train instead of the car during the trial			
Outcome	No. of train ticket users	% of train ticket users (18)	% of overall ticket recipient group (151)
Yes	12	67%	8%
No	6	33%	4%
	<b>18</b>	<b>100%</b>	

**Note:** It should be noted that a portion of train ticket recipients (4) could not be reached during the Monitoring Phase of the pilot.

## COMMENTS

Comments relating to the train ticket trial were encouraged during Monitoring Phase. The general response demonstrated mixed views and opinion on the train service.

On the positive side the level of service on the train was considered good by users. It is recognised as a quick and efficient way of getting into the City Centre without the car. Heuston Station was considered modern and well organised. Others were impressed with the co-ordinated bus service from the train station. In relation to using the bus and train together combination/integrated ticketing was highlighted as a huge benefit.

On the negative side, the main item arising relates to the limited nature of the timetable. The issue of punctuality was also raised. Both were regarded as the main obstacles in using the train on a regular basis.

Participants were invited to make additional comments on the train service. All comments received during the course of the pilot have been summarised under headings and can be viewed in Section 8, Appendix 5 Summary of Comments.

## 6.9 TRAVEL PACK

The follow-up questionnaire included a series of questions to assist the travel team in assessing the usefulness of particular aspects of the travel pack and information provided. This section of the report outlines the findings.

### USEFULNESS OF INFORMATION PACK

All respondents (231) were asked if they used the information received in the Travel Pack. Over **89%** indicated that they had used the information in the travel packs supplied.

Adamstown Personalised Travel Planning Pilot		
Summary - Did you use the information in the travel pack		
Response	No. of respondents	% of overall respondent group (231)
Yes	206	89%
No	25	11%
	<b>231</b>	<b>100%</b>

The reasons for non-use of the travel pack information are as follows:

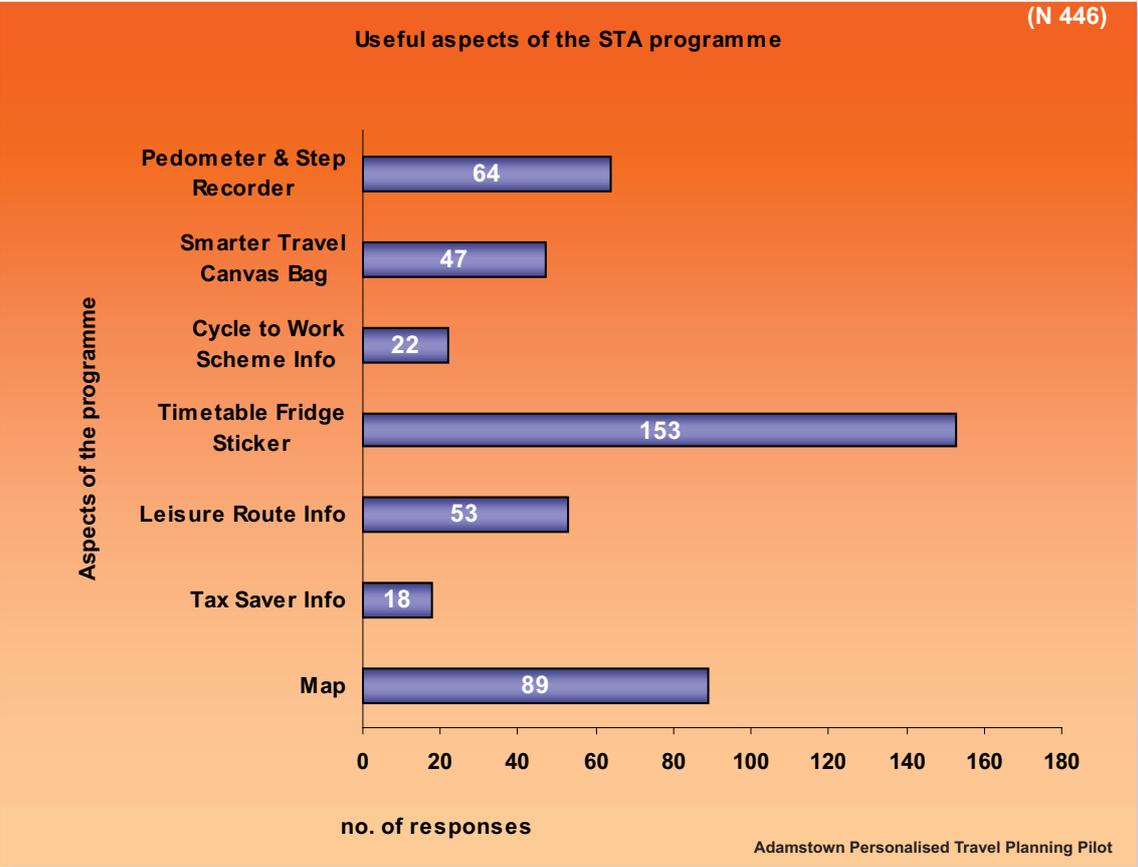
Adamstown Personalised Travel Planning Pilot		
Summary - Reasons for non-use of information in travel pack		
Response	No. of responses	% of overall respondent group (231)
Didn't get time to look at it	13	6%
Illness	1	0.5%
No reason indicated	9	3.5%
Participant is very familiar with public transport and the area in general already.	1	0.5%
Stated that they didn't receive a travel pack	1	0.5%
	<b>25</b>	<b>11%</b>

The 206 respondents who used the information in the travel pack were asked if they found the information useful. Almost all respondents who used the travel pack (202, 98%) found it useful. This equates to **87%** in terms of the overall respondent group.

Adamstown Personalised Travel Planning Pilot			
Did you find the information in the travel pack useful	No. of responses	% of group (206)	% of overall respondent group (231)
Yes	202	98%	87%
No	4	2%	2%

The 206 respondents who used the travel pack were asked to select the elements of the pack that they considered most useful. Respondents were allowed to select more than one element. 446 choices were recorded, as set out below:

Adamstown Personalised Travel Planning Pilot							
Elements of the travel pack considered most useful							
Map	Tax Saver Info	Leisure Route Info	Timetable Fridge Sticker	Cycle to Work Scheme Info	Smarter Travel Canvas Bag	Pedometer & Step Recorder	Total
89	18	53	153	22	47	64	446



### 6.10 FUTURE INITIATIVES

To access if similar types of programmes/projects would be embraced by the Adamstown community in the future, respondents were asked if they would be interested in or willing to participate in similar initiatives.

Over **81%** (187) of respondents indicated that they would be interested in becoming involved in future initiatives of this nature. This is an encouraging outcome, reflective of the willingness of people to participate in beneficial schemes that can positively contribute to the area and reinforce community involvement.

Adamstown Personalised Travel Planning Pilot		
SUMMARY - Willingness to participate in similar future initiatives		
Response	No. of respondents	% of overall respondent group (231)
Yes	187	81%
No	17	7%
Don't know	19	8%
No response indicated	8	4%
	<b>231</b>	<b>100%</b>

### 6.11 BROADER IMPLICATIONS

As part of the pilot, it was considered appropriate to explore the possibility that the benefits of Smarter Travel Adamstown PTP extended beyond those individuals that took part in the programme. Respondents were, therefore, asked if others had participated in the challenge(s) along with them or accompanied them while doing the ticket trial.

Adamstown Personalised Travel Planning Pilot		
SUMMARY - Additional participation in the programme		
Response	No. of respondents	% of overall respondent group (231)
Yes	38	16%
	<b>38</b>	<b>16%</b>

Over **16%** (38) of respondents indicated that additional people became involved with them in the programme. Those non-participants who indirectly took part in Smarter Travel Adamstown PTP consisted mainly of family members (children, parents, partners and siblings) as well as friends. This additional participation in the programme is notable, indicative of the positive knock-on effect of the personalised travel planning pilot.

## 7. FINDINGS & RECOMMENDATIONS

The Smarter Travel Adamstown Personalised Travel Planning Pilot has tested the effectiveness of Personalised Travel Planning techniques in prompting attitude and behavioural change in favour of sustainable modes of travel. The pilot included a range of Personalised Travel Planning measures and the impact of these measures was tested. The main findings and recommendations are summarised in this section.

### 7.1 FINDINGS

The approach and structure of the pilot has proved successful in achieving attitude and behaviour change. Over 59% of respondents reported that they have used sustainable modes more frequently as a result of the Adamstown Personalised Travel Planning Pilot and 41% reported that they have taken sustainable modes instead of the car.

All techniques used during the pilot proved successful. Respondents rated personalised contact as the most effective aspect of the pilot, with travel packs, ticket trials and challenges also rated highly. A summary of findings under headings are outlined below:

#### AWARENESS & ATTITUDE

The pilot has been very successful in prompting participants to consider their travel behaviour with 78% of respondents indicating that the programme has prompted them to think about how they travel. 82% of respondents reported that participation in the pilot has had personal benefits and that they would be willing to get involved in similar initiatives in the future. It has also emerged that the benefits of the pilot have extended beyond the study group, with 16% of respondents reporting participation by friends and family members.

#### CHALLENGES

The Pedometer and Journey Logger Challenges were very useful resources. Both challenges assisted travel advisors in engaging with a wide spectrum of participants and introduced a fun element to the pilot.

The Pedometer Challenge proved to be one of the most successful elements in the programme with over 39% of respondents taking part. By generating awareness of activity levels and promoting walking as a mode of transport, over two thirds of challenge participants reported a reduction in car usage during the challenge period. Almost all of those who took part in the challenge indicated that they would continue to walk to destinations. The Journey Logger Challenge did not have the same rate of uptake with 13% of respondents taking part in this challenge. Notwithstanding this, 87% of Journey Logger Challenge participants indicated that the challenge had prompted them to try sustainable modes. The Journey Logger will be a useful tool for engaging Adamstown residents after the pilot ends.

#### TICKET TRIALS

Public Transport tickets were given to participants who committed to using the bus or train on a trial basis. The ticket trials were very successful in achieving modal shift. 55% of bus ticket users took the bus instead of the car during the trial. Having tried the bus, over 74% of ticket users indicated that they would continue to use the bus more frequently as a result of the trial.

67% of train ticket users took the train instead of the car during the trial, equating to 8% of the overall ticket recipients group. Having tried the train, 67% of train ticket users indicated that they would continue to use the train more frequently as a result of the trial.

## **TRAVEL ADVICE & PACKS**

The pilot has demonstrated that personalised contact facilitates meaningful engagement with participants and a real commitment to behaviour change. Respondents who reported a positive change in travel behaviour rated personalised contact as the most effective aspect of the pilot. In tandem with travel advice, the information pack supplied to residents was regarded as an important measure in focusing awareness on travel behaviour as well as outlining the options available to participants. 89% of respondents indicated that they had used the resources contained in the travel packs and 87% found the information useful.

## **OTHER FINDINGS**

Modal shift during the pilot was weighted in favour of the bus, walking and train usage in that order. While the modal shift to cycling is particularly low, many participants expressed an interest in purchasing a bike; in cycling related events; and in the proposed new cycle route from Adamstown to Dublin City.

The modal share of car-sharing is also low. However, empirical evidence from conversations with participants indicates that this is an area worth exploring and developing in the future.

Resulting from the success of the pilot, a regular walking group has been set up in Adamstown, which meets on a weekly basis and is proving very successful.

## 7.2 RECOMMENDATIONS

The following section sets out general recommendations in relation to the Pilot and the Adamstown Study Area.

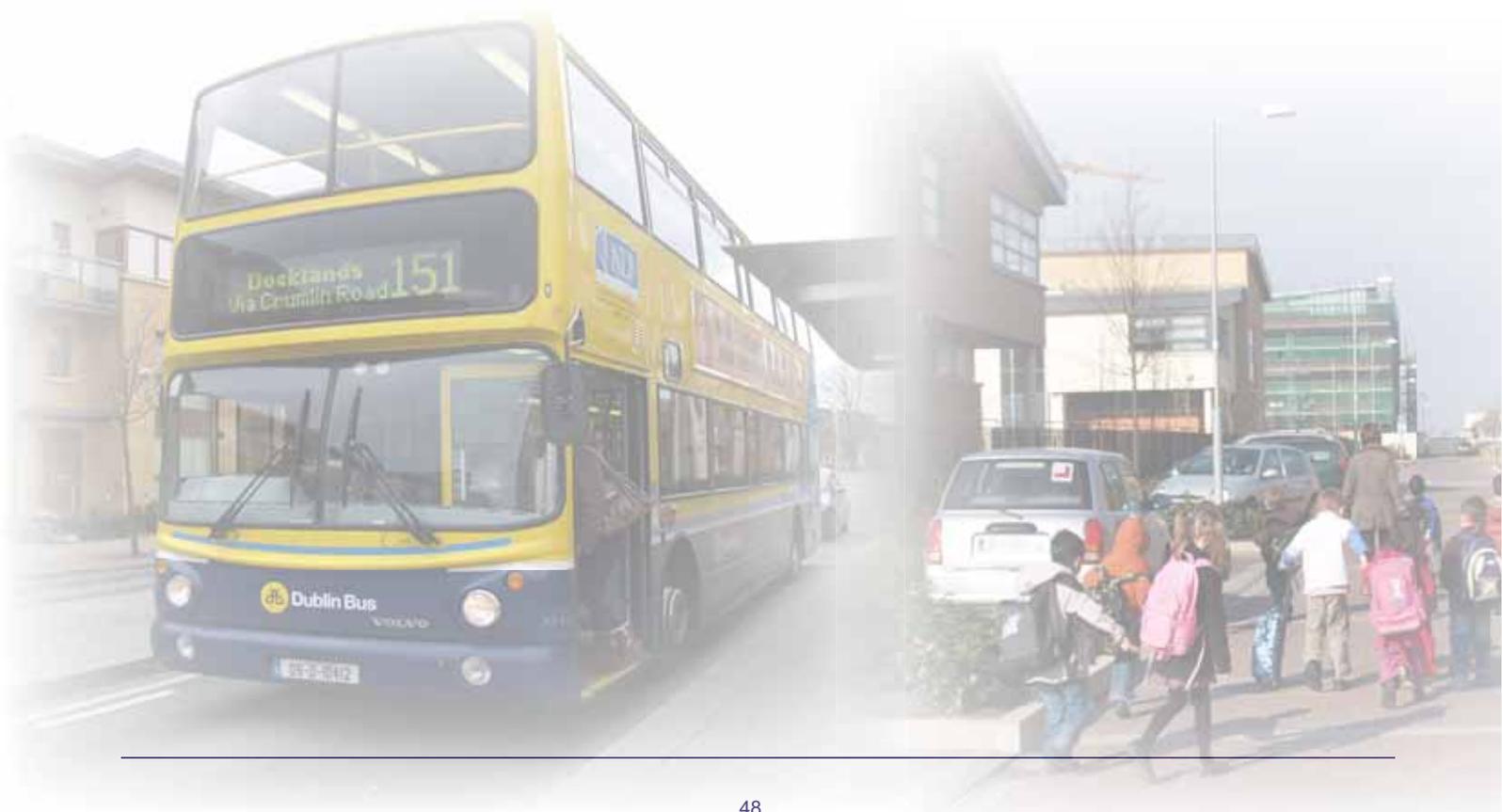
### 7.2.1 PILOT RECOMMENDATIONS

1. Smarter Travel Adamstown PTP was delivered directly by staff of South Dublin County Council. This approach has allowed the Local Authority to steer the project and to utilise established knowledge of the area. This approach has also built capacity and skills within the Local Authority and knowledge of travel patterns within the study area. It may not always be possible to deliver PTP directly. Where outsourcing is required, it is recommended that the lead organisation is represented on the project Steering Group.
2. The establishment of a high level steering group is recommended to provide vision and to guide the residential travel planning project. The Adamstown PTP Steering Group included expertise from the Community, Planning and Transport Departments of the Council, which proved beneficial throughout the pilot.
3. The Adamstown PTP was designed and pitched as an extension of the community support network for the area with specialist input from the Adamstown Community Development Officer. This approach had a very positive impact on the initial engagement with residents and assisted in achieving a positive response. During the 10 house pilot, it was observed that a failure to communicate the community dimension of the project reduced the willingness of residents to participate.
4. The preparation phase of the pilot was critical to the overall success of the pilot. It is important to ensure that adequate preparation and training has occurred before advancing to the next stage and that travel advisors are equipped with a suitable range of tools and incentives.
5. It is important that desired outputs are determined from the outset and that the engagement and monitoring questionnaires are designed accordingly. The questionnaires form the basis for conversations with residents and for information collection and as such are critical to any PTP initiative. Questionnaires should be as short as possible (e.g. 1 page) and a condensed and targeted quota of questions should be used in the questionnaires to reduce the inclusion of unnecessary information or duplication.
6. It is important to consider the resources assigned to PTP fieldwork. The delivery of the PTP at door-knock stage proved time consuming and resource intensive. It was estimated that door knocks would take 5 minutes per house, with a minimum of 3 knocks per house and that travel conversations would take approximately 30-40 minutes. While this was broadly correct, travel advisors also need time to follow up queries, gather resources, log data and refocus between conversations. Travel teams should operate a range of shifts throughout the day, so that a representative sample of the population have an opportunity to participate. For safety purposes there should be a minimum of two advisors within close proximity at all times.
7. Personal contact was a very effective way of engaging with participants, particularly at the initial engagement stage. However, as this method is time consuming and resource intensive consideration could be given to using other types of follow-up at monitoring stage e.g. phone call or online survey. Phone contact was the primary means of follow-up during the Adamstown pilot and proved effective. E-questionnaires issued during the Adamstown pilot did not yield a significant response. However, the participants contacted by email had been un-contactable throughout the entire monitoring phase, following phone calls and door knocks.

8. Consideration needs to be given to the data analysis programmes used, particularly where there is a large survey group. While databases such as Access and Excel are readily available in most offices, data analysis is labour-intensive and time consuming and becomes complicated with larger groups. Other programmes such as SPSS or Survey Monkey will log data and analyse data, but do require licences.
9. Publicity letters circulated prior to the initial engagement phase proved useful for advanced recognition. Alternatives could also be explored e.g. posters at bus shelters, bus backs; bill boards; town centre banners; localised information points – newsagents, local shops, community centres, etc. The use of local or national media could also be used to generate awareness for wider pilots. “We missed you” compliment slips encouraged participants to answer their door, where otherwise they would not have and also assisted with advanced recognition.
10. The field work associated with the Adamstown pilot commenced in September 2009 and concluded in December 2009. The trials, challenges and monitoring phase ran throughout October and November, concluding in late December 2009. The field work, trials and challenges may be better suited to spring/summer/autumn months to coincide with better weather conditions and longer days when participants may be more open to trying outdoor activities.
11. The resources and tools included in Travel Packs were a key aspect of the pilot as they helped travel advisors to advance conversations and provided an important point of reference for participants after the initial conversation. It is important that resources are tailored to the target community.
12. The inclusion of ticket trials and challenges has been an essential element of the pilot. While the tickets were the most costly resource, they proved successful in motivating the most reluctant participants to trial public transport in lieu of the car and have yielded important feedback on the participant's experience. The Pedometer Challenge was a huge success, helping to engage a wide spectrum of participants and putting a focus on walking. While the Journey Logger Challenge was not as heavily subscribed during the pilot, this is a useful resource that can be further promoted over time through other campaigns and initiatives. Studies in the UK report the benefits of coinciding initiatives such as cycling clubs, walking clubs, fitness clubs and community involvement in broadening the success of the programme.

## 7.2.2 ADAMSTOWN-SPECIFIC RECOMMENDATIONS

1. The Adamstown PTP pilot should not be viewed as an isolated initiative. A range of Smarter Travel Adamstown initiatives and campaigns should be developed to build on the success of this pilot and to promote Sustainable Travel on an ongoing basis. Next steps for Adamstown include a range of events during national Bike Week to focus on cycling and the setting up of a transport users group. Longer term initiatives will include the setting up of car clubs and a car share website.
2. The information gathered during the pilot provides a useful insight into the population's use of public transport and barriers (perceived or otherwise) to usage. It is recommended that this report should form the basis for future discussions with public transport service providers i.e. Dublin Bus and Irish Rail.
3. Participants highlighted that the 151 bus route is a reliable and regular service but that the journey length and time is "too long". The route was considered good for leisure trips where time was not as important. Commuters cited the journey time as a barrier to usage, with a number of early morning commuters indicating that the first bus would not get them to their destination on time. A 151 Xpresso service is strongly recommended for morning and evening commute times to address this issue.
4. The 25A bus service was highlighted as a fast and direct service to the city. The current stops are not convenient to the southern area of Adamstown and a desire to link the 25A service directly into Adamstown was reported. On the basis of collected information, it is considered that this would result in a significant modal shift from car to bus.
5. Participants highlighted that train services from Adamstown are a fast and direct means of access to the City Centre and that Bus connections from Heuston Station are good. Commuters cited the limited number of services from Adamstown as a barrier to use, particularly for those who travel to or return from work outside peak times. An increase in services is strongly recommended to address this issue. On the basis of collected information it is considered that this would result in a modal shift from car to train.
6. Participants highlighted that integrated ticketing would have considerable benefits and encourage more frequent use of public transport. Integrated ticketing would provide a greater flexibility and ease of use for individuals whose lifestyle and travel preferences vary.
7. Many participants working outside of the City Centre (D1&2 areas) do not use train or bus services and private car was cited as the most convenient option for trips to the wider City area. The proposed Interconnector would be of significant benefit to participants travelling to destinations in the wider City area, allowing for integrated connections to other train services and modes from Adamstown via Docklands Station. On the basis of collected information it is considered that this would result in a modal shift from car to train.
8. The pilot has highlighted potential to improve the low modal share of cycling and car sharing in Adamstown through resource development and campaigns. Future initiatives should be developed that focus on these areas.
9. Consideration should be given to infrastructure that will support and encourage increased walking, cycling and car sharing, such as cycleways, a car sharing web site, routes & trails and secure bicycle storage facilities. It is noteworthy that the Adamstown to City Centre Green Route, which will be constructed in 2010 and internal cycleways required under the Adamstown Cycle Strategy, will greatly improve cycling facilities between Adamstown and other areas.



# 8. APPENDICES

## APPENDIX 1. QUESTIONNAIRES

### 1.1 INITIAL ENGAGEMENT PHASE - HOUSEHOLD ENGAGEMENT SHEET



Adamstown Personalised Travel Planning 2009 - Household Engagement Sheet				
Household ID	<input type="text"/>	Visit Date	<input type="text"/>	Visit no. 1 2 3 4
Advisor Initials	<input type="text"/>	Shift	D E S	
Address		When did you move to Adamstown?		
<input type="text"/>		<input type="text"/>		
Comments		Description of Household		
<input type="text"/>		<input type="text"/>		
		No. of cars		
		<input type="text"/>		
		No of cycles		
		<input type="text"/>		
		Other modes of transport		
		<input type="text"/>		
<b>Person 1:</b>		Telephone		
Gender <input type="checkbox"/> M <input type="checkbox"/> F		<input type="text"/>		
First Name <input type="text"/>		Email address <input type="text"/>		
Surname <input type="text"/>		How do you usually travel to work/school/college/destination?		
Language <input type="text"/>		Cycle Walk Train Bus Car-D Car-P LUAS DART		
Age <input type="text"/> <input type="text"/>		Other <input type="text"/>		
Cohort 12-17 18+		Distance <input type="text"/>		
Illness/Disability? <input type="checkbox"/> Y <input type="checkbox"/> N		Journey Time <input type="text"/>		
Employment HC FT PT St-2nd St-3rd		Location <input type="text"/>		
Status: St-Other Unempl. Retired Immobile		Challenges <input type="text"/>		
<b>Resources distributed</b>				
Maps	Stickers	B Tkts	R Tkts	Bags
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CTW	C discount	Tax Saver	Bike Doc	Safe Cycle
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J.Logger	Pedometer	Leisure Rt		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
<b>Person 2:</b>		Telephone		
Gender <input type="checkbox"/> M <input type="checkbox"/> F		<input type="text"/>		
First Name <input type="text"/>		Email address <input type="text"/>		
Surname <input type="text"/>		How do you usually travel to work/school/college/destination?		
Language <input type="text"/>		Cycle Walk Train Bus Car-D Car-P LUAS DART		
Age <input type="text"/> <input type="text"/>		Other <input type="text"/>		
Cohort 12-17 18+		Distance <input type="text"/>		
Illness/Disability? <input type="checkbox"/> Y <input type="checkbox"/> N		Journey Time <input type="text"/>		
Employment HC FT PT St-2nd St-3rd		Location <input type="text"/>		
Status: St-Other Unempl. Retired Immobile		Challenges <input type="text"/>		
<b>Resources distributed</b>				
Maps	Stickers	B Tkts	R Tkts	Bags
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CTW	C discount	Tax Saver	Bike Doc	Safe Cycle
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J.Logger	Pedometer	Leisure Rt		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
<b>Do you know about?</b>		<b>How did you hear about Smarter Travel Adamstown?</b>		<b>Type of Aftercare/Monitoring</b>
Website	Email	Road Race	Website	Schools
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Neighbours.ie	Newspaper	Doorstep
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Other		<input type="text"/>
		<input type="text"/>		<input type="text"/>

1.2 MONITORING PHASE - FOLLOW-UP QUESTIONNAIRE (front)

Adamstown Monitoring Questionnaire November 2009



Household ID  Name: \_\_\_\_\_ Call Back Type: Phone Call  Date: \_\_\_\_\_  
 Advisor Initials \_\_\_\_\_ Address: \_\_\_\_\_ House Call  Time: \_\_\_\_\_  
 Email  Call back No  
 1 2 3 4

1. Pedometer Challenge

1 (a) Did you partake in the Pedometer Challenge? Yes  No  1 (b) If no, probe why \_\_\_\_\_

IF YES:

1 (c) Did the pedometer challenge make you more aware of your activity levels? Yes  No  Don't Know

1 (d) Where did you walk to most? Work/School/College  Local Services/Facilities  Recreational Trips

1 (e) Are you likely to continue to walk to your destination(s) in the future? Yes - regular basis  Yes - occasional  No

1 (f) Did you walk instead of taking the car during the challenge? Yes  No  Don't Know  Don't use car

1 (g) Any Additional Comments:

2. Journey Logger Challenge

2 (a) Did you partake in Journey Logger Challenge? Yes  No  2 (b) If no, probe why \_\_\_\_\_

IF YES:

2 (c) Did using the journey logger encourage you to try sustainable modes? Yes  No  Don't Know

2 (d) If yes, which modes (means) did you try? Walk  Cycle  Luas  Dart/Train  Bus  Car-Share

2 (e) Where did you travel to by "stated mode(s)" most? Work/School/College  Local Services/Facilities  Recreational Trips

2 (f) Are you likely to continue to travel by "stated mode(s)" in the future? Yes - regular basis  Yes - occasional  No

2 (g) Have you used your car less as a result of this challenge? Yes  No  Don't Know  Don't use car

2 (h) Any Additional Comments

3. Bus Tickets

Ticket type  1 Day Bus  10 Journey Bus

3 (a) Did you use your bus ticket(s)? Yes  No  3 (b) If no, probe why \_\_\_\_\_

IF YES:

3 (c) Which bus route(s) did you take? 151  25X  25A  Other \_\_\_\_\_

3 (d) When did you travel (tick as appropriate)? Peak Times (Mon-Fri: 7-10am & 4-7pm)  Off-Peak

3 (e) How did you find the level of service? Excellent  Good  Average  Fair  Poor

3 (f) Where did you travel to using your bus ticket(s)? Work/School/College  Local Services/Facilities  Recreational Trips

3 (g) Are you likely to continue using the bus more in the future? Yes - regular basis  Yes - occasional  No

3 (h) Did you take the bus instead of the car during the trial? Yes  No  Don't Know  Don't use car

3 (i) Any Additional Comments

## MONITORING PHASE - FOLLOW-UP QUESTIONNAIRE (back)

### 4. TRAIN TICKETS

4 (a) Did you use your Train ticket? Yes  No  4 (b) If no, probe why \_\_\_\_\_

IF YES:

4 (c) Which train route did you take? Kildare Line  Other \_\_\_\_\_

4 (d) When did you travel? Peak Times (Mon-Fri: 7-10am & 4-7pm)  Off-Peak

4 (e) How did you find the level of service? Excellent  Good  Average  Fair  Poor

4 (f) Where did you travel to using your train ticket? Work/School/College  Local Services/Facilities  Recreational Trips

4 (g) Are you likely to continue using the train more in the future? Yes - regular basis  Yes - occasional  No

4 (h) Did you use the train instead of the car during the trial? Yes  No  Don't Know

4 (i) Any Additional Comments

### 5. & 6. GENERAL - Travel Pack & Benefits

5 (a). Have you used the information in your travel pack? Yes  No  5 (b) If no, probe why \_\_\_\_\_

IF YES:

5 (c) Did you find the information useful? Yes  No

5 (d) Which elements of the pack did you find most useful? (circle as appropriate)

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Maps               | <input type="checkbox"/> Timetable sticker | <input type="checkbox"/> Pedometer & Step Recorder |
| <input type="checkbox"/> Tax Saver info     | <input type="checkbox"/> CTWS info         |  |
| <input type="checkbox"/> Leisure Route info | <input type="checkbox"/> Canvas bag        |  |

5 (e) Having received the travel pack and advice, did you use 'sustainable mode(s)' (advisor to list modes) more often?

Bus  Dart/Train  Walking  Cycling  Car Sharing  LUAS

5 (f) Are you likely to continue using the 'stated mode(s)' more in the future? Yes - regular basis  Yes - occasional  No

5 (g) Did you take (any modes mentioned above) instead of the car? Yes  No  Don't Know  Don't use car

5 (h) In general, has Smarter Travel prompted you to think more about how you travel? Yes  No  Don't Know

If yes, what aspect(s) of the programme do you consider most effective?  Pedometer Challenge  Information Pack  Personalised Contact  
 Journey Logger Challenge  Ticket Trial  STA Website

5(i) What would attract you most to using sustainable travel modes more frequently? (advisor to list the following)

- |  |                                       |  |   |
|--|---------------------------------------|--|---|
| <input type="checkbox"/> Use it frequently already | <input type="checkbox"/> Cost savings | <input type="checkbox"/> Increased fitness/activity levels | <input type="checkbox"/> More regular service |
| <input type="checkbox"/> Shortened travel time     | <input type="checkbox"/> Convenience  | <input type="checkbox"/> Environmental reasons             |   |

5 (j) Any additional comments

6 (a) Do you feel that you benefited from being involved in the Smarter Travel Adamstown programme?

Yes  No  Don't Know

If no, probe why? \_\_\_\_\_

6 (b) Did you get a chance to visit the Smarter Travel web link? Yes  No

6 (c) Would you be willing to sign up to a similar travel initiative in the future? Yes  No  Don't Know

6 (d) Did anyone else participate in the Challenges with you? Yes  No  If yes, who \_\_\_\_\_

6 (e) Any additional comments

REMINDER(S)

Walking Group

Cycling Event(s)

## APPENDIX 2. TRAVEL PACK RESOURCES

### 2.1 SMARTER TRAVEL ADAMSTOWN MAP - foldable pocket map (front)

(front)





## 2.2 PUBLIC TRANSPORT TICKETS



## 2.3 BUS & TIMETABLE FRIDGE STICKER

### Route Planner

**Adamstown to Dublin Heuston (Portlaoise train)**

Departs Adamstown \*Not available on Saturdays

» Clondalkin/Fonthill » Cherry Orchard/Parkwest » Dublin Heuston

Day	07.04	07.28*	07.59*	08.20*	09.04	10.13	11.19	12.49
Mon - Sat					13.39	15.18	17.38	19.23 20.10 22.24 23.19
Sunday	11.39	13.49	15.44	17.44	20.09			

**Dublin Heuston to Adamstown (Portlaoise train)**

Departs Heuston Station \*Not available on Saturdays

» Cherry Orchard/Parkwest » Clondalkin/Fonthill » Adamstown

Day	06.35	07.35	08.35	09.35	11.40	12.05	13.30	14.05	15.35
Mon - Sat					16.05	17.15	18.05*	18.50	20.05 20.35 21.45 23.00
Sunday	10.15	12.20	14.15	16.15	18.15				

» LUAS Tram link Connolly / Heuston » Bus link to / from Airport

**151 Bus from Adamstown to Docklands Station**

Departs Adamstown	Mon-Fri
06.00 06.15 06.30 06.45 06.55	
07.10 07.20 07.30 07.40 07.50	
08.00	
Then buses run every 10-15 mins until 18.00	
18.20 18.35 18.50 19.05 19.25	
19.45 20.00 20.15 20.30 20.50	
21.10 21.30 21.50 22.10 22.30	
22.50 23.10	

Last bus departs 23.30 to Eden Quay

» Buses run approx every 15-20 mins on Saturday from 06.30 and every 20-30 mins on Sunday from 07.40. Check [www.dublinbus.ie](http://www.dublinbus.ie) for details.

**151 Bus from Docklands Station to Adamstown**

Departs Docklands	Mon-Fri
06.15 06.35 06.55 07.15 07.20	
07.30 07.45 08.00 08.15 08.30	
08.40 08.50 09.00	
Then buses run every 15-30 mins until 19.00	
19.20 20.00 20.20 20.40 21.00	
21.20 21.40 22.00 22.20 22.40	
23.00 23.20	

Last bus departs Docklands & Burgh Quay at 23:20

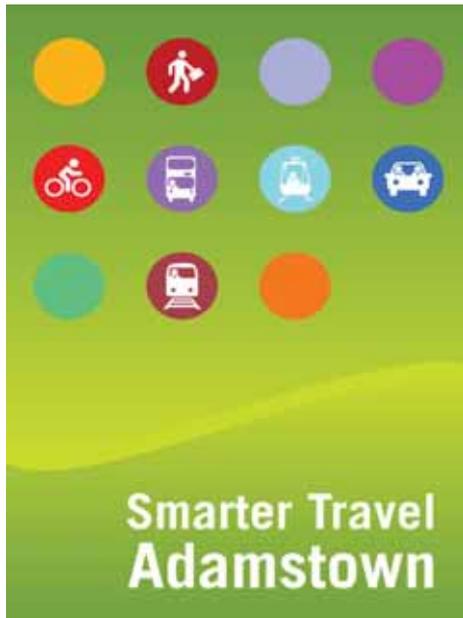
» Buses run approx every 15-20 mins on Saturday from 06.45, and every 20-30 min on Sunday from 08.45. Check [www.dublinbus.ie](http://www.dublinbus.ie) for details.

Adamstown » 15mins » Parkwest » 15mins » Drimnagh Rd. » 15mins » Dolphin's Barn » 15mins » Dame St. » 10mins » Burgh Quay » 5mins » Docklands Train Station (East Road)

**25x Bus from Adamstown Station to Belfield: 07.10, 07.55**  
**25x Bus from Adamstown Station to Waterloo Rd: 07.35**  
**25x Bus to Adamstown Station from Pearse Rd: 18.00**  
**25x Bus to Adamstown Station from Waterloo Rd: 17.05**

All details are correct as of September 2009

2.4 PROMOTIONAL STICKERS



2.5 CANVAS BAG



2.6 PEDOMETER & STEP RECORDER

**Step Record...**

To enter Draw for One 4 All Voucher please post Step Record to:  
 Smarter Travel Adamstown Team  
 Attn: Mary Dimas or Grainne McConnell  
 South Dublin County Council  
 County Hall  
 Tallaght, Dublin 24

Start Date:  End Date:

Week 1	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Total Steps
Steps Per Day								
Week 2	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Total Steps
Steps Per Day								
Week 3	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Total Steps
Steps Per Day								
	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Total Steps
	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Total Steps

Name:

Address:

Monthly Total:



### What is Journey Logger?

Everyone needs to use the car sometimes but it can also become a bit of a habit. You have the power to make a real difference to the environment, your health and quality of life by using sustainable forms of travel.

Journey Logger is an online tool that everyone can use to help monitor and track your progress. The Journey Logger will also keep track of you petrol and carbon savings and calories burned!

### The Adamstown Journey Logger Challenge

To get you started Smarter Travel Adamstown has devised a Journey Logger Challenge, where each sustainable trip you make is equal to 2 points. The journey logger will track your progress by logging the trips you make by walking, cycling, public transport or car-pooling, adding up points for yourself and the environment. By taking up the Adamstown Journey Logger Challenge, you are on your way to a healthier and more sustainable lifestyle.

To register for the Challenge simply log on to [www.journeylogger.ie](http://www.journeylogger.ie) and follow the steps overleaf.

### How it works

The Adamstown Journey Logger Challenge will run from Mon 19th Oct to Sunday 15th Nov 2009. For each sustainable trip you log online, you will get 2 points. The Challenge is to achieve the target of minimum 20 point during the period of the Challenge. Those who reach the 20 point target or over will be entered into a draw for a voucher worth €150.

You could win a One4All voucher worth €150

## How to join Journey Logger

### Step 1

Go to [www.journeylogger.ie](http://www.journeylogger.ie)  
 Register for the Journey  
 Logger under the **Adamstown**  
 programme.

### Step 2

Log your walking, cycling  
 public transport or car sharing  
 trips.

Money	€0.00
Petrol saving	€24.38
Kgs of CO <sub>2</sub> saved	56.52
kCals burned	3,147.20
Points Accumulated	18

### Step 3

Watch your cash and carbon savings  
 grow, along with your calories burned.  
 As a special incentive for Adamstown  
 Residents there will be a draw for a  
 €150 One4All voucher for Adamstown  
 Journey Loggers who log a minimum  
 of 20 points worth of journeys during  
 the duration of the Journey Logger  
 Challenge - Mon 19th Oct to Sun  
 15th Nov 2009

### My Savings to date

Journeys	9
Tolls and Parking	€0.00
Petrol saving	€24.38
Kgs of CO <sub>2</sub> saved	56.52
kCals burned	3,147.20
Points Accumulated	18

2.8 (a) BIKE TO WORK SCHEME INFORMATION (front)

**bike scheme.ie**

Cycling keeps you fit, it's fast, cheap and reliable – and it's good for the environment.

Participation in the bicycle scheme is easy!

- The bike scheme covers bicycles and accessories to a maximum cost of €1000!
- Participating employers purchase a bicycle and/or accessories for you and the amount is paid back in instalments for up to 12 months, TAX FREE!
- Where the purchase of the bicycle is financed via a 'salary sacrifice', the employee saves on income tax, levies and PRSI.

NEED MORE INFO...?

GET AN INFO PACK

For more information visit [www.bikescheme.ie](http://www.bikescheme.ie)

BIKE TO WORK SCHEME INFORMATION (back)

**Cycle shops your area**

<p><b>Clondalkin</b> Wheelworx bike and Tri store Unit 20 The Mill Shopping Centre D22 01 457 7100 <a href="http://www.wheelworxbikes.com">www.wheelworxbikes.com</a></p> <p><b>Dublin/McQuaid Cycle Shop</b> Boot Road Dublin 22 01 457 4755</p> <p><b>Walkinstown</b> Cycle power 3 Harty Avenue Dublin 12 01 460 4641 <a href="http://www.cyclepower.ie">www.cyclepower.ie</a></p> <p><b>Euro Cycles and Euro Baby</b> Longmile Road Unit 1 Finches Park Dublin 12 01-4197090 <a href="http://www.eurocycles.ie">www.eurocycles.ie</a></p>	<p><b>Tallaght</b> The Cycle Super Store Greenhills Road 13 Hibernian Industrial Estate, Dublin 24 01 463 2270 <a href="http://www.cyclesuperstore.ie">www.cyclesuperstore.ie</a></p> <p><b>The Cycle Inn</b> 2 Greenhills Road Dublin 24 01 451 9202 <a href="http://www.thecycleinn.com">www.thecycleinn.com</a></p> <p><b>Halfords Tallaght</b> Belgard Retail Park Dublin 24 01 4139180 <a href="http://www.halfords.ie">www.halfords.ie</a></p> <p><b>KenBay Electric Bikes</b> Unit 35 Second Ave, Cookstown Ind Est Dublin 24 01 451 0077 <a href="http://www.electricbikes.ie">www.electricbikes.ie</a></p>	<p><b>Lucan</b> Staggs Cycles 1 Main Street 01 628 3022 <a href="http://www.staggsicycles.com">www.staggsicycles.com</a></p> <p><b>Maynooth</b> The Bike Shop Court House Square 01 629 3820 <a href="http://www.buildabike.ie">www.buildabike.ie</a></p> <p><b>Dublin City</b> Cycleways 185/186 Parnell Str. Dublin 1 01 873 4748 <a href="http://www.cycleways.com">www.cycleways.com</a></p> <p><b>Templeogue</b> Hollingsworth 54-56 Templeogue Rd Dublin 6W 01 4905094 <a href="http://www.bikez.ie">www.bikez.ie</a></p>
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To view a map of cycle shops in Co Dublin visit: [www.awaycity.com/wiki/Dublin/Cycle\\_Shops](http://www.awaycity.com/wiki/Dublin/Cycle_Shops)

2.8 (b) BEER MATS



(front)

# Let's Go Walking...



## Outdoor Recreation close to Adamstown



**coillte** **oyp** **Dublin Mountains Partnership**



(back)

### Outdoor Recreation - Information

There are a range of outdoor recreational opportunities close to Adamstown and in the Dublin area. For those with an interest in walking and cycling you can access miles of walking, hiking, multi access, and long distance trails - all within a few miles of your home. For information on great outdoor recreational opportunities in your area log onto the following web sites:

[www.coillteoutdoors.ie](http://www.coillteoutdoors.ie) - The Coillte Outdoors website contains information on recreation sites owned by Coillte on a County by County and activity basis, including sites in Dublin and Kildare.

[www.dublinmountains.ie](http://www.dublinmountains.ie) - The Dublin Mountains Partnership website contains information on recreational facilities in the Dublin Mountains.

[www.irishheart.ie](http://www.irishheart.ie) - The Irish Heart Foundation contains information on several Sli na Sláinte walking routes for the Dublin Region and Ireland.

[www.sdcc.ie/parks](http://www.sdcc.ie/parks) - The South Dublin County Council web site contains information on Parks in South Dublin, including information about Griffeen Valley Park, in Lucan.

[www.phoenixpark.ie](http://www.phoenixpark.ie) - The Phoenixpark web site contains information about Phoenix Park - including recreation opportunities. The Phoenix Park is accessible on the 25A bus route from Adamstown.

[www.irishtrails.ie](http://www.irishtrails.ie) - provides information on waymarked trails, advice and information on events and festivals. See also, [www.nationaltrailsday.ie](http://www.nationaltrailsday.ie) for information on National Trails Day which is taking place on Sunday, October 4th 2009.

### Getting Started

To get you started, there are three public parks with walking routes close to Adamstown and for your information included in this leaflet -  
 Lucan Demesne Sli/St Catherine's Park, Corkagh Park Sli and Griffeen Valley Park.

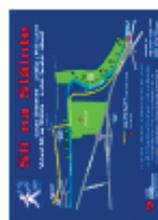
#### Corkagh Park Sli - Clondalkin

Corkagh Park is set in 300 acres of estate parkland, immediately adjacent to the Neas Road and stretching almost a mile to the village of Clondalkin. The Corkagh Park Sli na Sláinte is a 2.8km circular route starting close to the St. Johns Road entrance. A full size version of the Corkagh Sli map can be obtained by logging onto [www.irishheart.ie](http://www.irishheart.ie)



#### Lucan Demesne/St Catherine's Park Sli

Lucan Demesne/St Catherine's Park Sli na Sláinte is a 2.2km river side walk, along the River Liffey. The route starts at the Lucan Demesne car park on the old Lexlip Road and ends at Mill Lane close to Lexlip Fire Station. A full size version of the Lucan Demesne Sli map can be obtained by logging onto [www.irishheart.ie](http://www.irishheart.ie)



#### Griffeen Valley Park

Griffeen Valley Park comprises of 200 acres of parkland close to Lucan and Adamstown. The park contains several public open spaces and recreational facilities. The first and oldest section of the park is a popular town park in the middle of Lucan Village. A number of other sections of the Park - Vesey Park, Arthur Griffin Park can be entered at Adamstown from the Newcastle Rd. Full details of the park, including detailed map with facilities and routes can be obtained by logging on to [www.sdcc.ie/parks](http://www.sdcc.ie/parks)



2.9 (b) DUBLIN MOUNTAIN PARTNERSHIP BROCHURE



**trailHEAD**  
The Dublin Mountains Partnership Newsletter

View from the SCAP Lookout

### Welcome to the Summer issue of Trailhead

It's been a busy first half of 2009 with the reconstruction of over 1.2km of the Wicklow Way at Tinknock, the construction of the new mountain access route in Cruagh, the waymarking and opening of the first section of the Dublin Mountains Way and the installation of a permanent orienteering course in the Hellfire Forest with support from the Irish Orienteering Association.

2009 has also seen a huge increase in community and volunteer involvement in the DMP. The most notable aspect of this is the start up of our volunteer ranger programme which is proving very successful. We have also benefited hugely from the contribution from Mountain Meitheal and Google volunteers who are allowing us to do much needed trail repair works while maximising our resources. The Irish Ramblers Club are sponsoring the materials to build an important link on the Dublin Mountains Way.

We are beginning to see the real benefits of working together – local authorities, Coillte, NPWS, recreation users and the community. The partnership is showing real innovation and vision in its use of all the resources to deliver better recreation for the citizens and visitors to Dublin.

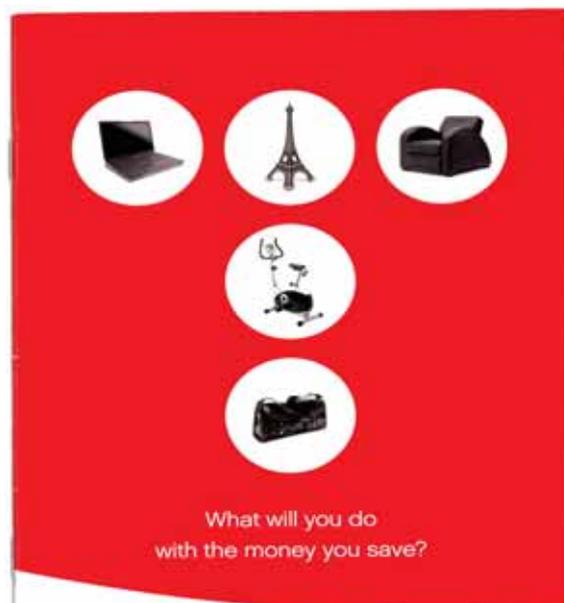
Below we have printed just one of the many comments that regularly come into our website or are passed onto our ranger service from recreation users, and it illustrates that the DMP is making a difference in improving recreation use of the public lands in the Dublin Mountains.

*"Many, many thanks for all the work you have done in Cruagh/Tibradden. It has made a great difference. May there be more of it!"*

**DMP Dublin Mountains Partnership**

THE NEWSLETTER FROM THE DUBLIN MOUNTAINS PARTNERSHIP [www.dublinmountains.ie](http://www.dublinmountains.ie)

2.10 TAXSAVER COMMUTER INFORMATION



What will you do with the money you save?

Taxsaver Commuter Tickets Information Booklet

**db** Dublin Bus **Éireann** **LUAS** **taxsaver.ie**

## APPENDIX 3. SUPPLEMENTARY MATERIAL

### 3.1 SMARTER TRAVEL ADAMSTOWN NOTIFICATION LETTER TO RESIDENTS

**smartertravel >>>**

Dear Occupier,

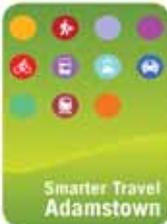
The Adamstown Household Survey 2008 indicated a high demand for personalised travel advice among Adamstown residents. Over the coming weeks members of the 'Smarter Travel Adamstown' travel team will be visiting households in Adamstown to offer personalised travel advice and travel resources to Adamstown residents. Smarter Travel Adamstown is part of the Adamstown community support network.

Information on Smarter Travel Adamstown is available through the Adamstown website at [www.adamstown.ie](http://www.adamstown.ie).

If you have any questions or queries in relation to Smarter Travel Adamstown please do not hesitate to contact our travel team by email at [smartertravel@adamstown.ie](mailto:smartertravel@adamstown.ie).

Yours sincerely,

Smarter Travel Adamstown, Travel Team



Smarter Travel Adamstown Personalised Travel Planning will be delivered by South Dublin County Council, with the support of the Dublin Transportation Office (DTO) and Adamstown Developers and is funded by the Department of Transport's Smarter Travel programme.



Comhairle Contae  
Aona Clach Treasa  
South Dublin County Council



dto  
Dublin  
Transportation Office

### 3.2 SMARTER TRAVEL ADAMSTOWN - 'MISSED YOU' SLIP

Dear Occupier,



A member of the Smarter Travel Adamstown Team called to your house, today the \_\_\_\_\_ of \_\_\_\_\_. Unfortunately we missed you. We will be calling to households in Adamstown over the next few weeks to offer personalised travel advice to residents and look forward to meeting you on another occasion.

Should you have any questions or queries in relation to Smarter Travel Adamstown, please feel free to contact a member of the team by email at [smartertravel@adamstown.ie](mailto:smartertravel@adamstown.ie).





## APPENDIX 4. PROGRAMME DELIVERY SCHEDULE

May 2008 – May 2009	<p><b>Consultation:</b> (approx 1 year)</p> <p>A travel programme was developed for Adamstown involving research, consultation, travel programme branding &amp; development and resource development.</p>
24th May 2009	<p><b>Launch:</b></p> <p>Smarter Travel Adamstown and associated web link on <a href="http://www.adamstown.ie">www.adamstown.ie</a> were launched in conjunction with the inaugural Adamstown Community Road Race.</p>
Aug 2009	<p><b>Steering Group:</b></p> <p>A Travel Team and Steering Group were established comprising community, town planning and transport planning expertise.</p>
Aug – Sept 2009	<p><b>Preparation Phase:</b></p> <p>Travel Team and Steering Group training; methodology and timetables developed, resources and challenges developed; engagement and monitoring sheets (questionnaires) developed; database developed, 10-house pilot and refinements to programme.</p>
Sept – Oct 2009	<p><b>Initial Engagement Phase:</b></p> <p>The team called to 800 households, delivering tailored travel assistance to 213 households, engaging 275 participants.</p>
Oct – Nov 2009	<p><b>Trials/Challenges:</b></p> <p>Period provided for ticket trials and challenges (4 weeks).</p>
Nov – Dec 2009	<p><b>Monitoring Phase:</b></p> <p>Monitoring consisted of call backs to participating residents in order to address queries that had arisen since initial contact and to complete the Monitoring Questionnaire. Over 400 phone calls were made resulting in 162 responses; 154 house visits were carried out resulting in 64 responses; as a final attempt to follow-up with all participants an e-questionnaire was issued to all outstanding participants yielding a total of 5 responses.</p>
Jan – Feb 2010	<p><b>Analysis &amp; Report:</b></p> <p>Data collation, analysis and report writing took place during Jan and Feb 2010.</p>

## APPENDIX 5. SUMMARY OF COMMENTS

### INITIAL ENGAGEMENT

Many of the participants surveyed are frequent users of public transport services in Adamstown. In general, respondents indicated that the level of public transport service is very good and that they are satisfied with public transport services to and from Adamstown.

The focused questions on transport are reported in the main body of the report. The Initial Engagement Sheet and Monitoring Questionnaire also sought open ended comments on transport related issues. These comments are collated and summarised below. Some respondents viewed the open ended questions as an opportunity to highlight service weaknesses (perceived or otherwise) and potential for improvements. These comments should not be perceived as representing the only view of those responding; or a particularly negative perception of public transport services in the area.

#### Cycling/Bicycle Ownership

- Many participants expressed an interest in purchasing a bike, cycling and related matters. Many indicated that they intend to acquire a bicycle either under the Bike to Work Scheme or otherwise and are interested in cycling to work or elsewhere.
- Some participants raised a need for safer and more secure bicycle storage facilities in Adamstown
- Many expressed concern in relation to cycle safety in general; 33 participants indicated a desire for safe cycle and bike maintenance classes/events.

#### Bus Service

- Many respondents commented on the 151 bus service. The level and frequency of service is generally considered to be good. Many indicated that recent changes to the 151 route are negative, citing that the route is too long and that journey times have increased.
- Many respondents consider the 25A service to be good in so far as it is a direct option to the City Centre. Some participants suggested that the 25A bus route should be extended into Adamstown. Some participants reported driving to Liffey Valley and taking the 25A bus to the City from there.
- Comments relating to bus route connectors were commonly reported. Many indicated that getting to destinations that required bus transfer is too inconvenient for commuting.
- Route connections (bus or cycle links) to areas that are relatively close such as Lucan Village, Ballyfermot, Palmerstown, and Lexlip were suggested. There are no direct buses links to these areas from Adamstown.
- Some participants indicated that they use the bus at weekends, but regard the car as the best option for the regular work commute; though they would be willing to use bus services if they were convenient to and proximate to their work.

#### Train

- Many respondents acknowledged that the train is a quick way of getting into Heuston Station; the early morning services e.g. 8am/8.20am trains can run late – e.g. by 5-10 minutes.
- The limitations of the timetable (outside peak times) and the potential to expand the timetable was commonly reported.
- Other comments suggested that parking at the Park and Ride should be free; and that intercity trains, such as the Cork train should stop regularly at Adamstown.

### Public Transport – Bus/Train

- Many participants indicated that they had never used the train or bus services from Adamstown.
- Many participants indicated that public transport does not operate early enough in the morning to get them to work on time, and therefore they use the car. Suggestions were made for a 151 Xpresso service.
- Some participants have indicated that they would use the bus/train for weekend trips or non-work related travel.
- Parents with children stated that dropping children to childcare in advance of work renders the car as the most suitable mode of transport.

### Car Usage

- In relation to car users, some participants commented that the daily commute was in locations that would take 2/3 hours by public transport. The car was viewed as the most timesaving and direct way to get to destinations such as Dundrum, Stillorgan, etc.
- Shift workers and those with irregular working hours regarded the car as the preferable mode of transport.

## MONITORING

### BUS SERVICE

Comments were invited from bus ticket recipients on their experience and view of the bus service. Many remarks made related to the 151 Bus route; the most frequent pertaining to matters such as the route, journey length, and convenience of use.

#### Length of the route/journey time

- Many comments received stated that the 151 was generally reliable and frequent. The most commonly reported issue (35% of those who trialed the bus) relates to length of the route and journey time to City Centre – over 1 hour. Since the alteration of the 151 route via Griffeen Ave, many reported that a bus commute to work has become less appealing. Suggestions were made for a 151 Xpresso service.

#### Convenience

- Many respondents indicated that Adamstown bus stops are very accessible.
- A common theme emerged in relation to the orientation of Bus routes. It is considered that bus routes in general, are city centre focused rendering travel to other parts of the city too inconvenient.
- Additional comments suggested that the 151 route was good for recreational trips or at weekends when time was not an issue.

#### Frequency

- The frequency of the 151 bus was considered a positive feature of the service.
- Comments were received in respect of the poor frequency of the 25A service, though it is a fast and direct route to the city centre. Suggestions made advocated that the 25A route should incorporate Adamstown.
- Comments were received in respect of the timetabling at bus stops. A digital tracking system was suggested where bus locations and expected waiting time can be viewed at bus stops.

## 5.2.2 TRAIN SERVICE

Comments relating to the train ticket trial were encouraged during Monitoring Phase. The level of service on the train was considered good by users. It is recognised as a quick and efficient way of getting into the City Centre without the car. Heuston Station was considered modern and well organised. Others were impressed with the co-ordinated bus service from the train. In relation to using the bus and train together combination/integrated ticketing was highlighted as a huge benefit. Many respondents did indicate that the timetable is too limited. The issue of punctuality was also raised. Both were regarded as the main obstacles in using the train on a regular basis.

### Journey Time

- Heuston Station is a modern and well organised station and the co-ordinated bus service from the train to city centre is excellent. Journey time to Heuston and the city is fast.

### Timetable/Regular Service

- Many ticket recipients reported on the potential to improve the limited train timetable - a more frequent service would allow for increased train usage for many.
- Some ticket recipients who work in Park West (notably on the train line) expressed a preference to use the bus over the train as its timetable allows more flexibility.

### Punctuality

- Many ticket recipients reported that the early morning services at 8am/8.20am trains can run late by e.g. 5-10 minutes.

### Technical Problems

- Some reported that there are not enough carriages on the train; by the time the train arrives in Adamstown there is little room for new passengers. Others reported that passengers from previous stops need to move down the carriage and are giving the impression of a full carriage when this is not the case.

### Public Transport Preference

- Due to the lower train frequency, those with less fixed journey times expressed a preference for the bus over the train as the timetable is more flexible. It is noted that many indicated that they would use the train if the service improved.

## SMARTER TRAVEL ADAMSTOWN PROGRAMME

Comments received from respondents were diverse, spanning a range of issues. All comments are summarised into categories detailed below.

### Public Transport General

- **Journey Time** – Public transport is only a better option if it gets you to your destination faster; journey time can be too long, making public transport unappealing on a regular basis.
- **Reliability** – The reliability of service is crucial to making public transport a user friendly option.
- **Convenience** - Use of public transport for commuting is not always convenient, particularly if you have children to drop off at childcare. A regular commute to work can only be facilitated by public transport if the work location is convenient to the public transport route/stops.

### Bus Service (General)

- **Bus Routes** – The routes are city centre focused making getting to other areas of the city difficult and lengthy.
- **Integrated Bus Service** – Expansion and interconnected bus routes to various parts of the city would entice greater use of the bus service.
- **Nitelink** – A nitelink service is needed.
- **Reliability** - More frequent usage would result if the bus route was more efficient.
- **Cost** - The cost is a factor in using the service on a regular basis.
- **Time** – Journey time can be too long, making public transport as a regular mode of transport (particularly for work) unappealing. The 151 is no longer convenient for early morning commutes - buses should start running earlier.
- **Speed** – A faster direct/express 151 would greatly improve this service.
- **Regular Service** – On a positive note the 151 is a regular service.

### Train

- **Frequency** – the train is fast but the frequency is limited. The morning service is quite good, but the service in the evening is restricted. It is often 10 mins late in the mornings.
- **Cost** - The train is quite expensive. Transferable or integrated ticketing would be useful and more cost effective e.g. for train /LUAS options.

### Smarter Travel Adamstown PTP Programme

- **Information on Recreation & Activity** - the Leisure Route Information and Challenges were very useful in generating physical activity, getting people out and about creating a sense of community. The information supplied about the general area was very useful. The Leisure route information was great for recreational walking both in the immediate area and in the Dublin/Wicklow Mountains.
- **Mode of Travel** – the programme was good in bringing awareness to people on how they travel. Other sustainable modes were tried as a result of the pilot.
- **Ticket Trial** – the trial of public transport tickets was very useful, promoting the use of bus & train services.
- **STA Programme** – it is an excellent initiative with a positive influence on people, particularly focussing on reducing car usage.
- **Challenges** – the pedometer challenge was good in focussing awareness and the importance of daily activity. The challenges were fun and enjoyable.

## APPENDIX 6. TICKET DISTRIBUTION

<b>Adamstown Personalised Travel Planning Pilot</b>
<b>Summary</b>
<b>Participation Rate:</b> 151 participants (55%) received public transport tickets to trial.
<b>Distribution:</b>
99 x 1 DAY BUS tickets were distributed;
33 x 10 JOURNEY BUS tickets were distributed; and
36 x SHORT HOP BUS & RAIL tickets were distributed.
<b>Breakdown of tickets/combinations distributed to participants:</b>
70 participants received 1 x 1-DAY BUS ticket;
32 participants received 1 x 10-JOURNEY BUS ticket;
1 participant received 1 x 10-JOURNEY BUS ticket and 1 x 1-DAY BUS ticket;
11 participants received 2 x 1-DAY BUS tickets;
1 participant received 3 x 1-DAY BUS tickets;
33 participants received 1 x 3-DAY SHORT HOP BUS & RAIL tickets; and
3 participants received 3-DAY SHORT HOP BUS & RAIL and 1 x 1-DAY BUS ticket.