

TRAVEL SMART COMMUNITIES

BUILDING A NEW MOBILITY CULTURE IN SOUTH DUBLIN COUNTY



Report on Phase 1
March 2013

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PART ONE - OVERVIEW

1.0 INTRODUCTION

The National Transport Authority (NTA) under the Sustainable Transport Measures Grants scheme (STMG) funded the delivery of a community based travel behaviour change programme in South Dublin County in 2011 / 2012.

The initial phase in 2011 / 2012 focused on communities in Lucan and Clondalkin in the vicinity of the Kildare Rail Line and N4 and Outer Ring Road QBCs. South Dublin County Council undertook to deliver a range of community based measures to encourage modal shift from car to more sustainable modes for all trips.

This report sets out an overview and evaluation of the programme.

2.0 CONTEXT

2.1 INTERNATIONAL

Transport systems provide social and economic connections. Traditional transport planning tended to focus on alleviating congestion and improving mobility through network expansion, especially for vehicles, and often failed to adequately consider the wider impacts of travel. There is now an increasing tendency towards weighting the advantages of increased mobility against the environmental, social and economic costs that transport systems pose. It has been observed repeatedly that people are quick to take up the opportunities offered by increased capacity, with the investment often, in effect, creating new demand for travel.

Public attitude and behaviour is now considered a major factor in urban mobility and demand management is becoming increasingly common. While the types of demand management interventions trialled internationally vary, the common underlying principle is to reduce the demand or need for travel and the attractiveness of car based travel, while increasing the attractiveness of more sustainable alternatives.

Smarter travel campaigns use social marketing techniques to promote sustainable transport options and manage demand by changing travellers' attitudes and behaviour. The potential of social marketing campaigns aimed at influencing travel behaviour has become increasingly apparent over the last decade and there is a growing body of evidence internationally to support the effectiveness of these 'softer' measures.

A variety of schemes have been implemented internationally. Some examples are outlined below:

In Australia, the Travel Smart programme began in Perth in 1995. The Metropolitan Transport Strategy recognised that continuing trends in car use were not sustainable and that demand for car use would have to be managed to maintain a liveable city. Initial research led to the trialling of Travel Smart programmes in different settings (i.e. household, workplace and schools) and indepth research provided evidence of the significant potential for travel behaviour change through Travel Smart programmes. The value of such programmes has been proven through surveys of actual behaviour change and evaluation of community benefits and financial returns to Government. Cross-sectoral transport, environmental, health and economic benefits have also been demonstrated leading to a strong cross-government policy framework supporting the Travel Smart programme. By the end of 2006, the Department of Transport Australia, had licensed all States and Territories in Australia to use the TravelSmart trademark, with jurisdictions across Australia adopting their own Travel Smart programmes. (www.travelsmart.gov.au refers).

Smarter Choices programmes have been ongoing in the UK since the early nineties and a number of major research studies have been undertaken by the Department for Transport UK (DfT UK) to measure the effectiveness of this type of intervention.

In July 2004, 'Smarter Choices: Changing the Way We Travel' was published (DfT UK).

This study involved a worldwide literature review and 24 in-depth UK case studies. The study demonstrated that 'smart' measures had the potential, if implemented in a supportive policy context and over a sustained period, to deliver substantial changes in travel behaviour and reductions in traffic. Arising out of this report, the Department for Transport UK allocated £10 million funding for the implementation of large-scale Smarter Choice Programmes in three Sustainable Travel Towns - Darlington, Peterborough and Worcester. £15 million was spent on the programmes overall. The programmes included Workplace, School and Personal Travel Planning Campaigns, Public Transport Information and Marketing Campaigns, Cycling and Walking Campaigns and Travel Awareness Campaigns.

This five-year project, which ran from April 2004 until April 2009, aimed to demonstrate what could be achieved from a sustained package of smarter choice measures, complemented by improvements to infrastructure and services. In 2008, the Department for Transport UK commissioned a follow-on study of the three Sustainable Travel Towns to assess to what extent the investment in smarter choice measures had achieved the potential identified in the original (2004) Smarter Choices report. The report: The Effects of Smarter Choice Programmes in the Sustainable Travel Town's, (March 2010), concludes that the programmes were successful resulting in a 26-30% increase per head in cycle trips, a 10-13% increase per head in walking trips, a 10-20% increase per person in bus use and a 9% decrease by residents in car driver trips. The report also states that overall, the Smarter Choice Programmes in the towns contributed positively to objectives of supporting economic growth, reducing carbon emissions, increasing health, promoting equality of opportunity, and improving quality of life.

The report identifies a link between differences in the way the programmes were rolled out and results. Where there was a focus on encouraging a particular mode of travel and where promotional measures were accompanied by improvements in the quality of the 'offer' (e.g. better bus services, or new cycle infrastructure) this yielded comparatively greater success for that mode. This was evident in Darlington in relation to cycling and in Peterborough in relation to bus travel. The report concludes that this highlights the importance of considering Smarter Choice Programmes in a holistic way, encompassing service improvements as well as marketing; that the common tendency to see smart measures in isolation, independent from infrastructure or service improvements, is unhelpful; and instead, infrastructure and service enhancement, marketing, information and publicity should all follow together from an assessment of a target market. (Source: The Effects of Smarter Choice Programmes in the Sustainable Travel Town's, DfT UK, March 2010).

2.2 IRELAND

In Ireland, the Department of Transport has overarching responsibility for promoting sustainable travel. The Department of Transport's Smarter Travel policy document entitled "Smarter Travel – A Sustainable Transport Future 2009-2020" sets out goals and targets to address Irelands unsustainable travel patterns by 2020 and includes 49 smarter travel actions that are currently being implemented.

Actions 7, 8 and 9 relate to mobility management. The document states that "a variety of schemes and plans implemented in other countries have achieved success and there is potential to replicate them in Ireland".

Action 7 is to "ensure that every school and college in Ireland has a school travel plan to encourage students to take alternatives to the car."

Action 8 is to "work towards a requirement on organisations with over 100 staff to develop and implement workplace travel plans".

Action 9 is to "implement a programme to promote Personalised Travel Plans aimed at citizens in areas served by public transport".

2.2 (i) School Travel Planning

School Travel Planning is delivered nationally through the Green Schools Programme. Green Schools Ireland is operated and co-ordinated by An Taisce in partnership with

Local Authorities and the NTA support the Travel Theme. In September 2010, over 850 schools (180,000 pupils) in the programme were implementing initiatives to promote sustainable travel. For more information see www.greenschoolsireland.org.



2.2 (ii) Work Place Travel Planning

Work Place Travel Planning is delivered nationally through the Smarter Travel Workplaces programme which is operated by the NTA. The programme assists large employers (with over 250 employees) to manage their commuting and business travel in a more sustainable and cost effective manner. The programme promotes walking, cycling, public transport, car-sharing and trip reduction as part of a Workplace Travel Plan. Over fifty large public and private sector organisations are currently partners of the Smarter Travel Workplaces programme. This includes two employers in South Dublin County – South Dublin County Council and Pfizer Grange Castle. For more details see www.smarter-travelworkplaces.ie.



2.2 (iii) Personalised Travel Planning

Personalised Travel Planning has had very limited application in an Irish context. In 2009, South Dublin County Council with the support of the National Transport Authority piloted the first Personalised Travel Planning project in Adamstown, with travel advisors targeting 800 households and undertaking travel conversations with 213 households and 275 residents.



2.2 (iv) Smarter Travel Areas Programme

In February 2012 the Department of Transport, Tourism and Sports announced Limerick City, Dungarvan and Westport as Ireland's Smarter Travel Demonstration Areas 2012-2016. Funding of €23 million will be spent in the towns during the programme on a range of items that include infrastructure improvements and school and workplace travel planning. The evidence collected from this programme will inform policy development in the future.



The Department of Transport, Tourism and Sports and National Transport Authority are also funding initiatives at other locations.

2.3 SOUTH DUBLIN COUNTY

South Dublin County Council (SDCC) is committed to implementing smarter travel measures with the aim of achieving modal shift from private car to more sustainable modes for all journeys.

The Sustainable Transport Measures Grants (STMGs) scheme supports the Councils wider commitment to sustainable travel and it is hoped that over time initiatives under this scheme will assist in achieving modal shift to more sustainable modes. In recognition of this a dedicated cross-departmental team was established in 2010 to oversee the planning and delivery of sustainable transport projects under the STMG's.

A number of innovative sustainable transport projects have been undertaken in recent years. The Grand Canal Way Green Pedestrian and Cycle Route was delivered in two phases between 2010 and 2011 and links Clondalkin, Lucan and Adamstown to Dublin City Centre. Local permeability projects completed in Knocklyon and Clondalkin have upgraded established but informal walking and cycle routes to schools, shops, community facilities and transport nodes by removing walls and fences and upgrading the pathway. Additional local permeability projects are planned. Cycle Network planning was undertaken for Tallaght in 2011 and will inform the GDA Cycle Network Plan. A number of identified strategic cycle routes are currently at planning stage.



Grand Canal Way Green Route



Official Launch of the Knocklyon Cycle and Pedestrian Link

Behaviour change initiatives are seen as a key component of South Dublin County Councils sustainable transport policy and the Council has shown innovation in this area by delivering Ireland's first Personalised Travel Planning project in Adamstown in 2009. In that instance a direct marketing approach was used, whereby households were targeted directly, travel conversations were initiated between householders and a trained travel advisor at the door-step and information and resources including maps and trial bus and rail tickets were distributed. 800 households were targeted and travel conversations were undertaken with 213 households and 275 residents. Follow up surveys of participants completed within 6 weeks of initial engagement showed a shift in travel behavior within this period, with significant numbers switching to walking or using the bus. 59% of participants reported increased use of sustainable modes. 35% of participants intended to continue using sustainable modes on a regular basis while 19% intended to continue on an occasional basis. 33% reported a reduction in car usage during the pilot. The overall response to the pilot was very positive and a shift in travel behaviour and attitude was achieved.



In examining the aspects of the programme considered most effective in generating awareness and behavioural change, participants ranked Personal Contact the highest, followed closely by the provision of Information Packs as the most effective aspects in generating travel awareness. Ticket Trials and the Pedometer (Walking) Challenge were

also ranked by participants as successful aspects of the programme. Findings reveal that the main reasons participants would consider alternatives to the car are reduced travel times, convenience and reliability.

On foot of the successful Adamstown pilot South Dublin County Council and the NTA examined the wider application of this type of initiative in South Dublin County. While there has been significant investment in transport infrastructure in the County over the past decade, private car use remains high for all trips. In the SDCC area, approximately 62% of all trips were made by motorised transport and 17% by public transport in 2011. Rail accounted for 2% of all journeys in 2011. Walking accounted for 18% of all commuting trips in 2011, while cycling accounted for 3%. (Source: Census 2011).

Significant public investment has been made in the rail and bus networks in Lucan and Clondalkin over the past decade through the Kildare Route Project (track upgrades and new stations between Heuston Station and Hazelhatch in Co. Kildare), the N4 and ORR road projects including new Quality Bus Corridors and the Dublin Bus Network Direct service upgrades. In addition, the range of local facilities such as schools, shops and leisure facilities has also greatly increased. It is apparent however; that the rate of private car usage remains high with almost 60% of commuters using motorised vehicles (Census 2011) and that there has been limited success in encouraging greater use of alternatives to the private car.

It was agreed that a travel behaviour change project would be rolled out, focusing on communities in the vicinity of the Kildare rail line and N4 and ORR QBC's in 2011 / 2012, as a catalyst for change and to encourage modal shift to sustainable modes of transport.



Adamstown Rail Station: Kildare Route Project

3.0 MANAGEMENT & GOVERNANCE

Travel Smart Communities Phase 1 was developed, managed and delivered by South Dublin County Council between June 2011 and December 2012. Project set up was undertaken in 2011 and early 2012; community engagement was undertaken between March and September 2012; and evaluation and reporting was undertaken between October and December 2012.

3.1 PROJECT TEAM

SDCC established a project team in June 2011 comprising a Senior Executive Planner and Assistant Planner to develop and execute the programme. An Executive Planner was assigned to the team from June 2012, to coincide with the project engagement phase and three additional staff members were available on a part-time basis to support events. A six month placement was also awarded to a student from Dublin City University (DCU) who was undertaking a B.Sc. in Sport Science and Health. This placement took place from February to September 2012.

3.2 STRATEGIC ADVISORS

JMP Transport Planning Consultants were engaged in September 2011 to provide strategic advice and mentoring support to South Dublin County Council during the project development phase. JMP has experience of delivering large-scale community based programmes in the UK involving residential PTP, school, employer and community group engagement.

3.3 STEERING GROUP

A project Steering Group was established to inform and guide the overall programme at a strategic level. The agreed approach was to establish a 'high level' steering group comprising community stakeholders from relevant organisations to shape the programme. The Steering Group included representatives from the NTA, Irish Rail, Dublin Bus, CPLN Area Partnership, HSE Health Promotion, South Dublin Sports Partnership, SDCC Environmental Awareness, Community, Traffic, and Parks Departments. Steering Group meetings commenced in October 2011. Eight meetings took place on a 4-8 week basis between October 2011 and end November 2012. The steering group had responsibility for providing strategic guidance, information and assistance.

3.4 OBJECTIVES

The Steering Group agreed a set of Project Objectives at a meeting on 22nd November 2011 following a review of the baseline evidence case and robust discussion around the aspirations for this initial phase. The project objectives are as follows:

PRIMARY OBJECTIVES

- 1. Achieve a modal shift from private car to more sustainable modes for commuting, leisure and other trips as follows:
 - Reduce single occupancy car travel.
 - Increase car occupancy (car sharing) rates.
 - Increase walking mode share.
 - Increase cycling mode share.
 - Increase bus mode share.
 - Increase train mode share.
- 2. Increase bike ownership and use.
- 3. Increase awareness of sustainable travel through the Travel Smart Communities brand.

SECONDARY OBJECTIVES

- 1. Improve local health and mental wellbeing through active travel.
- 2. Sustain and enhance local retail economies.
- 3. Improve access to employment opportunities and services.
- 4. Reduce household car usage and ownership.

It was agreed that the Project Team would deliver measures during the project with a view to achieving the above objectives.

4.0 PROJECT DEVELOPMENT

TABLE 1 PROJECT TIMETABLE

Stage	Dates	Summary
Project Development	June 2011 – June 2012	Strategic advisors engaged; steering group established; techniques & approach agreed; target area selected; project objectives agreed; pathways to engagement identified; branding and promotion strategy developed; monitoring and evaluation strategy developed; engagement strategy developed; and resources developed.
Pre Engagement	January 2012 – June 2012	Pre-engagement surveys undertaken; prelim discussions with potential PTP contractors; PTP contractors procured; travel teams established in house; resources finalised; community contacts established; travel advisor training.
Engagement	March 2012– September 2012	Implemented engagement via households, schools, workplaces, community events, community groups and publicity.
Evaluation & Reporting	October 2012– December 2012	Post engagement surveys; data analysis, evaluation and reporting.

4.1 TARGET POPULATION

South Dublin County Council undertook to deliver a behaviour change campaign to communities in the vicinity of stops on the Kildare Railway line and the N4 and ORR QBC's. A range of measures, including Personalised Travel Planning, were to be delivered, to encourage modal shift from car to more sustainable modes for all trips. This was the first widespread application of community based travel planning in an Irish Context.

SDCC analysed the socio-economic, demographic and travel characteristics for the electoral divisions of Lucan Esker, Clondalkin Cappaghmore, Clondalkin Dunawley, Clondalkin Moorefield and Clondalkin Rowlagh. This area comprises a population of 53,611 people and 18,074 households (Census 2011).

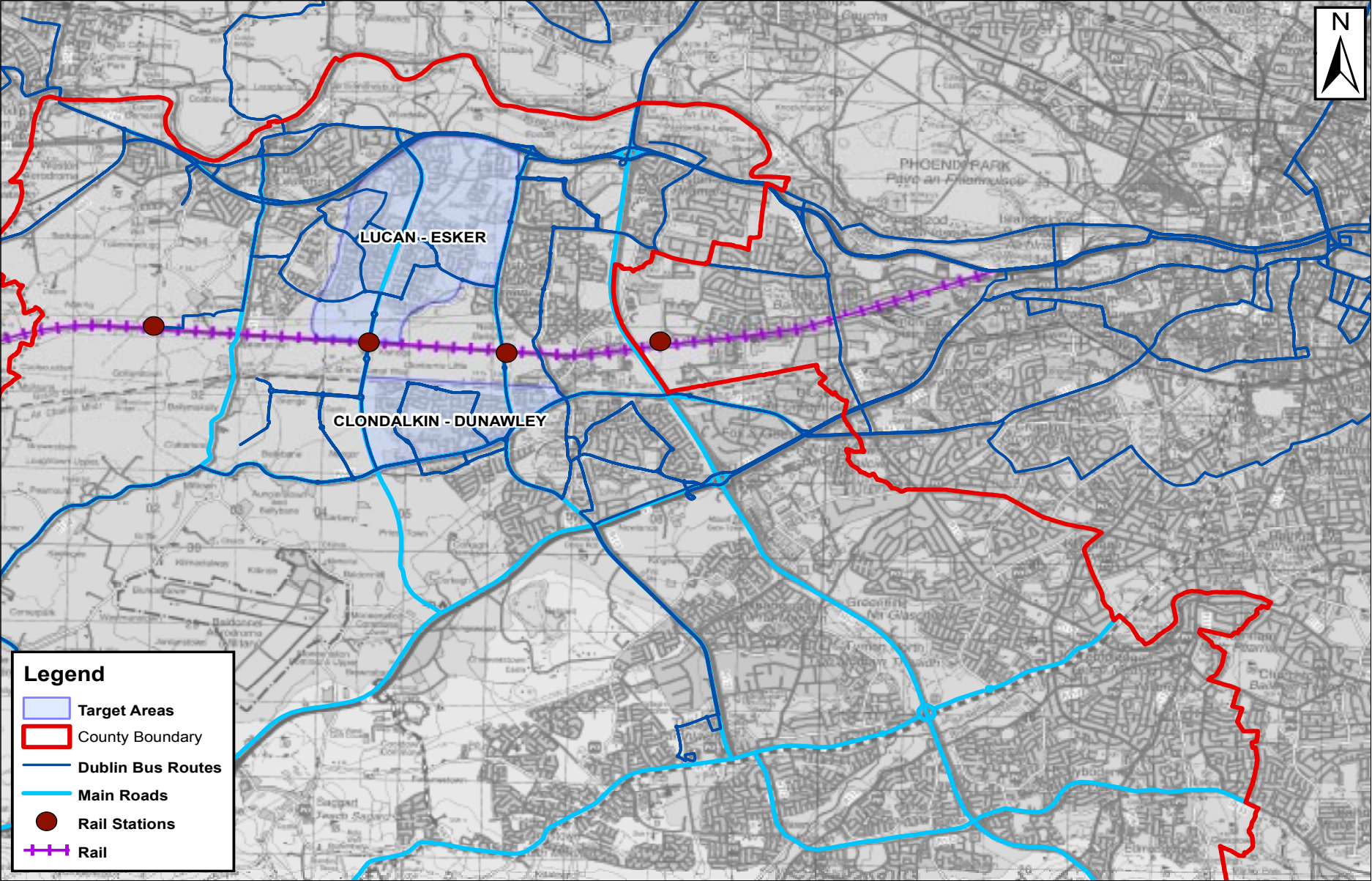
It would have been possible to deliver a generalised 'marketing campaign' throughout the 5 electoral divisions. However, SDCC was tasked with delivering a more targeted campaign within the budget and as such, decided to focus on a smaller target area.

SDCC developed a baseline evidence case that was used to determine the appropriate target areas and interventions. This included a review of available transport and travel behaviour data held by the NTA, Census and local information. This information was supplemented by pre-engagement surveys prior to engagement.

It was decided to deliver a targeted campaign to communities that were likely to be responsive; to limit the more costly Personalised Travel Planning element to 'hot-spots' within that area; and to use other available pathways, such as schools and community groups to reach the wider community.

It was felt that the ED of Lucan Esker was likely to be receptive to a travel behaviour change campaign, due to the population profile which was dominated by young working families with children of school going age, high levels of car ownership, complex travel patterns and high private car use. This ED also had a high proportion of the population in employment and high levels of internet access. While these factors were not as pronounced for Clondalkin Dunawley it also presented as suitable for the same reasons.

The ED's of Clondalkin Cappaghmore, Dunawley and Moorefield presented as mature districts, with a lower proportion of the population at work, more confined travel patterns, lower levels of car ownership and in turn higher numbers walking and / or using public transport.



Map 1 - Target Areas and Transport Links

4.2 POPULATION SEGMENTATION

4.2 (i) Baseline Situation

The population of Lucan Esker is 29,820. The number of young people (0-19 years) represents 38% of the population; the number of adults of working age (20-64) represents 60% of the population; and the number of people of retirement age (65+) represents 2% of the population.

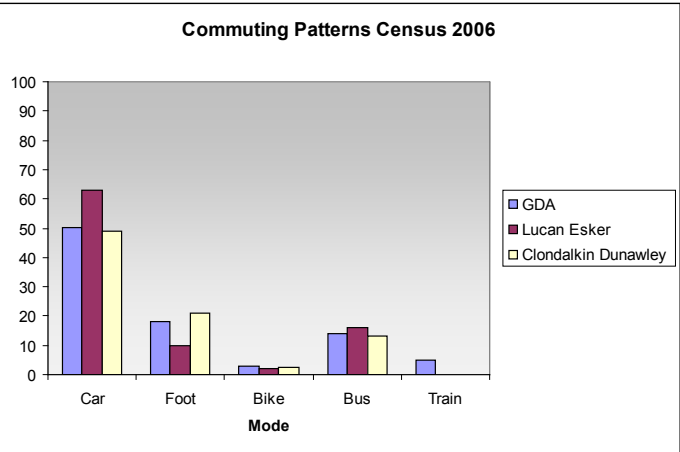
The population of Clondalkin Dunawley is 10,877. The number of young people (0-19 years) represents 33% of the population; the number of adults of working age (20-64) represents 63% of the population; and the number of people of retirement age (65+) represents 4% of the population.

The area is characterised by suburban housing estates interspersed with a network of local centres, schools and community uses. Employment is segregated from housing in adjoining business parks or retail centres at e.g. Fonthill / Liffey Valley and Grange Castle.

Dublin Bus services penetrate both target areas. In Lucan Esker the 25a, 25b and 151 services provide high frequency links to Dublin City Centre. Services run every 5-10 minutes during peak times and every 15-20 minutes outside of this. In Clondalkin Dunawley the 68, 13 and 151 provide frequent services with the 51 routes providing xpresso services in the am and pm peak. Services run every 5-10 minutes during peak times and every 15-20 minutes outside of this. While the citywide services have generally been strengthened with increased frequencies under the Dublin Bus "Network Direct" programme a local link between Liffey Valley and Tallaght was removed just before engagement. Red Line LUAS services overlap with the 68 and 13 bus routes at a number of locations allowing for interchange. There is also a growing network of cycle routes in the area including the recently constructed Grand Canal Way Green Route.

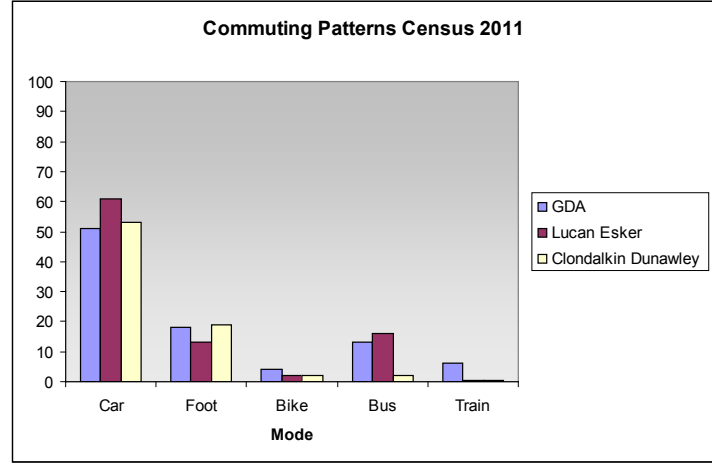
In 2006, 62% of households in the Greater Dublin Area (GDA) counties of Dublin, Meath, Kildare and Wicklow had one or two cars; in Lucan Esker it was 85%; and in Clondalkin Dunawley it was 71%, showing a high rate of car ownership in the target communities relative to the GDA.

In 2006, 50% of the GDA population was commuting by car, compared to 63% in Lucan Esker and 49% in Clondalkin Dunawley. 18% of the GDA population was commuting on foot, compared to 13% in Lucan Esker and 21% in Clondalkin Dunawley. 3% of the GDA population was commuting by bike, compared to 2% in Lucan Esker and 2% in Clondalkin Dunawley. 14% of the GDA population was commuting by bus, compared to 16% in Lucan Esker and 13% in Clondalkin Dunawley. 5% of the GDA population was commuting by train, compared to 0.2% in Lucan Esker and 0.1% in Clondalkin Dunawley. (Source: Census 2006)

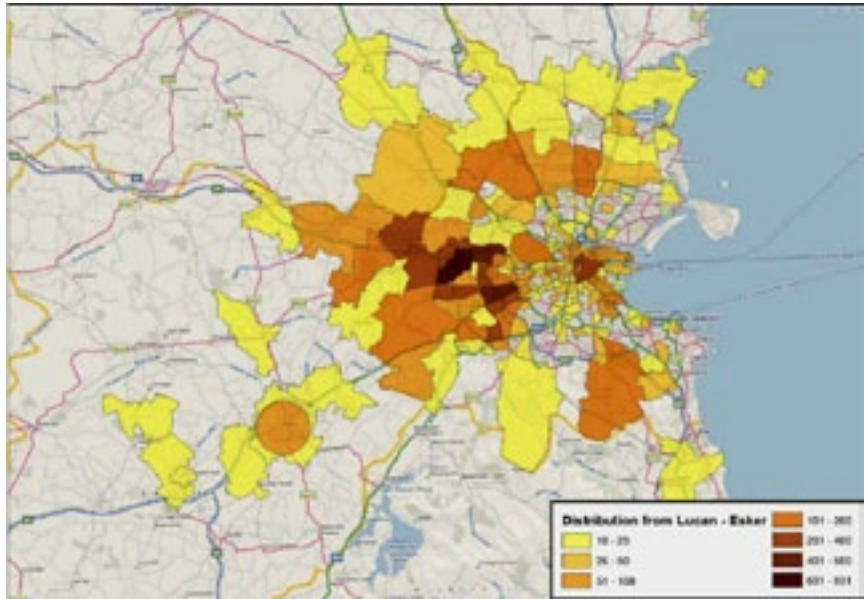


By 2011, 51% of the GDA population were commuting by car, compared to 61% in Lucan Esker and 53% in Clondalkin Dunawley. There was a 1% mode share increase in car commuting GDA wide, a 2% decrease in Lucan Esker and a 4% increase in Clondalkin Dunawley. 18% of the GDA population were commuting on foot, compared to 13% in Lucan Esker and 19% in Clondalkin Dunawley. There was no change in walking in the GDA or Lucan Esker and a 2% mode share drop in Clondalkin Dunawley. 4% of the GDA population was commuting by bike, compared to 2% in Lucan Esker and 2% in Clondalkin Dunawley. There was a 1% mode share increase in cycling in the GDA and no change in the target area. 13% of the GDA population were commuting by bus, compared to 16% in Lucan Esker and 16% in Clondalkin Dunawley. There was a 1% drop in bus use in the GDA, no change in Lucan Esker and a 3% increase in Clondalkin Dunawley. 6% of the GDA population were commuting by train, a 1% increase, compared to 0.3% in Lucan

Esker and 0.6% in Clondalkin Dunawley. There was a 1% mode share increase in train use in the GDA and despite significant investment in the rail network in Lucan Esker and Clondalkin Dunawley no real change in usage. (Source: Census 2011)



NTA POWCAR data 2006 provides a summary of the origin and destination of work trips by ED, based on information gathered as part of Census 2006. This information is not available at ED level for the 2011 Census to date. The maps below show that commuting trips originating in the Lucan Esker and Clondalkin Dunawley ED's are very complex with people travelling region wide for employment. Many of the destinations are not readily accessible by public transport from Lucan Esker and Clondalkin Dunawley. This represents a barrier to modal change for many. Notwithstanding this, Travel Smart Communities sought to encourage people commuting along public transport routes or within walking or cycling distances to make a change and to promote sustainable options for other non-commuting trips.



Household Surveys were undertaken in March 2012 to establish the baseline travel situation of the target communities. The survey gathered information on the purpose of all trips (not just commuting trips) through a 24hr Recall Diary. The results show that travel to/from work represented 25% of all journeys, shopping represented 23% of all journeys and travelling as a companion on someone's journey represented 14% of all journeys. Other dominant journeys were to school/education (7%) and to visit family/friends (7%). These are the main journeys that the programme would seek to influence.

Table 2: Main Purpose of Journey

Work	Shopping	Companion	Education	Visit Family / Friends	Other
25%	23%	14%	7%	7%	24%

Source: Household Travel Survey: Travel Diary October 2012

Notwithstanding the significant investment in sustainable transport infrastructure in this area, it is apparent based on background research that private car use remains high, even relative to GDA statistics, that there has been very limited success in encouraging greater use of the railway and cycle infrastructure and that there is also potential to encourage modal shift to bus use and walking.

4.3 BRANDING AND PROMOTION

The SDCC team in consultation with the NTA, Strategic Advisors and Steering Group developed a branding strategy for the programme.

Following a review of a number of titles and logos the "Travel Smart Communities" title and logo was developed for use on all material. Power Design – a graphic design company designed the logo based on sketches produced by the project team.

A dedicated website www.travelsmartcommunities was designed and built in house as a marketing and communication tool. This website hosts information on all initiatives that are being rolled out by SDCC via the STMG scheme. An email address travelsmart@dublincoco.ie was also established. SDCC facebook and twitter were used to promote events and initiatives.

A number of advertising options were reviewed, such as newspaper, radio and bill boards. It was concluded that newspaper and radio advertising, while effective, would be prohibitively expensive for a project of this scale. Given the need to communicate and promote the programme, Dublin Bus was approached to see if they could offer free advertising on

buses or on bus stops at the launch stage. Although it was agreed that advertisements would be placed on bus shelters in target communities to coincide with PTP, this was not possible within the agreed timeframe due to other Dublin Bus commitments. The cost of issuing newsletters to all households in the target area (14,000) was relatively cost effective and had the potential to reach all households. It was agreed that two newsletters would issue to all households at the beginning and end of the engagement process. It was agreed that an advanced notice letter would issue to all households in the PTP target areas ahead of any household engagement.

4.4 INTERVENTIONS

To determine the best interventions and pathways to engage with the target community the project team in consultation with the Steering Group, undertook a review of community nodes and facilities such as retail/commercial centres, schools, community facilities and employment nodes. On the basis of an overview it was decided to trial the following:

4.4 (i) Residential Personalised Travel Planning:

This is a direct marketing approach where households are targeted through door-knocking and upon contact face-to-face travel conversations are initiated between the householder and a trained travel advisor with the aim of prompting a change in travel behaviour in favour of sustainable modes. Information is provided by the travel advisor on sustainable alternatives to current travel modes for residents to consider. Information resources specific to the area are developed and provided at the doorstep as well as incentives and gifts to encourage travel behaviour change. While highly effective, this form of engagement is relatively time consuming and expensive to execute. It was therefore decided to target households in 'hot spot' areas that fell within a 10 minute walk (800m) of Local Centres comprising key local facilities and transport nodes and to target the wider community via other pathways, such as schools, groups, events and a more generalised marketing and information campaign. There are four designated local centres in the area that are well served by public transport, namely Ballyowen Castle, Griffen Valley, Bawnogue and Deansrath. 4998 households were found to be within an 10 minute walk band of these centres.

4.4 (ii) School Travel Planning:

The target population had a high proportion of families with children. This is reflected on the ground by ten primary schools with over 5,000 pupils. As schools tend to have a local catchment this was seen as a key pathway to engaging with the local population. The National Green Schools Travel Flag Programme and the National Transport Authority Toolkit for School Travel informed the school travel planning process whereby school children and their families were targeted using School Travel Plans.

There are two Post Primary schools within the target area. It was found that Second Level Schools were more difficult to engage. After a number of attempts it was decided to focus on the ten primary schools in the Area and to target teenagers via other pathways.

4.4 (iii) Workplace Travel Planning:

The target population had a high proportion of employees. However, POWCAR data identified that people are travelling to employment destinations dispersed throughout the GDA. The employment destinations adjoining the target communities (Grange Castle, Fonthill and Liffey Valley) have a wider catchment than the local area and as such it was decided to focus on the other pathways on this occasion.

4.4 (iv) Community Groups:

Following discussions with the Steering Group it became apparent that there is a strong network of community groups in the target area, comprising a broad spectrum of ages and interests. Community groups were identified as a good pathway to engaging with people that would not be reached via the target households and schools. There are a significant number of groups targeting teenagers and over 55's age profiles, families with younger children and disadvantaged groups which were harder to reach via the other pathways. Community Group events focused on spreading a general message around sustainable travel, educating groups on using different modes and prompting participants to trial a sustainable mode such as the bus, train or cycling through an event.

4.4 (v) Community Events:

To ensure that citizens living outside of the PTP 'hot-spots' and without links to the primary schools or community groups had an opportunity to engage it was decided to target the wider community through a series of public community events. The events also allowed those engaged via other pathways to participate further in the programme. A series of events was planned to run between June and September 2012. The events ranged from larger family events to smaller events with individual groups. All events had a sustainable transport theme, be it to promote walking, cycling, bus or train use.

4.5 BROADER MARKETING AND PROMOTION

A marketing campaign to raise brand awareness and to communicate events and activities was considered important to extend the reach of the programme, outside of those directly approached at the doorstep, through schools or community groups. A number of initiatives were undertaken that included one newspaper add, two newsletters and website and social media communications.

4.6 RESOURCES

The SDCC team in consultation with JMP Strategic Advisors developed a resources strategy which identified the resources that would be required to support the programme. JMP provided significant input based on previous experience of running large scale community-based programmes in the U.K.

Information resources included local area information maps and public transport timetables, information leaflets on Dublin Bus Real Time Passenger Information (RTPI), tax saver schemes, cycling, car sharing, eco driving and active travel and local walking and cycling routes. Promotional resources included LEAP cards and bus tickets, pedometers, slap wraps, hi-visibility vests, competition prizes, balloons, pens and draw string bags. All of the promotional resources were branded with the Travel Smart Communities logo. Quantities ordered had regard to the number of households in the PTP target area, number of schools in the target area, and anticipated number of community events. A full summary of resources in contained in Appendix 1.



Get Cycling leaflet

5.0 ENGAGEMENT

A detailed description of the main interventions is outlined below.

5.1 PERSONALISED TRAVEL PLANNING

SDCC identified the target areas for household PTP and developed and sourced a range of resources to support the household engagement.

A number of options to execute engagement were considered by SDCC with JMP Strategic Advisors, including use of SDCC staff, students on placement etc. JMP, based on their experience recommended that the PTP execution should be systematic and intense with advisors targeting an area over 10-16 weeks to create presence and drive momentum around the programme. It was therefore decided to engage a contractor to execute door to door engagement. The primary function of the contractor was to provide field staff to execute household engagement; and project manage the staff in carrying out the engagement.

SDCC and JMP Strategic Advisors estimated the likely cost of targeting c. 5,000 households based on JMP's experience in the UK. There were no previous Irish examples, save Adamstown, where SDCC staff executed the household engagement. Preliminary discussions were also undertaken with potential contractors to test the market.

The initial procurement process for a PTP contractor in February 2012 sought proposals to target 4,998 no. households. A high quality tender was received. However, the tender sum was significantly in excess of the available budget and the procurement process was suspended. In discussions with potential contractors, it became apparent that there was limited experience in this area and that costs, such as staff rates, were higher than in the UK. A second procurement process was initiated in March 2012. The Request for Tenders in this instance outlined an acceptable methodology to give greater clarity, the number of households within the 800m walk band and the available budget (revised upward) was specified. The instruction to tender stated that it may not be possible to target all households within the assigned budget, that ideally a minimum of 3,000 households would be targeted and that tenderers should seek to maximise the number of households targeted and participation rates. Two tenders were received proposing to target 4,000 households within the available budget.

Interactions Ltd was engaged in April 2012. Given the revised household numbers it was decided to focus on the Ballyowen, Griffen and Bawnogue areas only.

During engagement Interactions Ltd were required to:

- Execute the household engagement element of the residential PTP project within a 12 week period;
- Appoint a project coordinator to oversee the implementation of the PTP engagement; and to deliver weekly briefings to South Dublin County Council;
- Maintain a database for managing and reporting the PTP process;
- Liaise with the nominated South Dublin County Council project coordinator on a weekly basis at scheduled meetings. Rates of participation via the residential door-knocking were used to gauge the effectiveness of the service provided. This formed part of the agenda for the weekly meetings. Details regarding the number of door knocks, no contacts, non-participants, and participants (i.e. those who engage in travel conversations and accept re source/challenge) were also reported on a weekly basis.
- Provide information to South Dublin County Councils monitoring/evaluation team to enable tracking/monitoring and evaluation of the project;
- Provide an 'after-care' service where a sample of not less than 150 project participants are contacted between 4-8 weeks after their initial engagement to check their satisfaction with the service offered and to provide feedback on whether they have made any changes in their travel since the project engagement.

- Communicate the Travel Smart Communities brand and coordinate with the public awareness and events campaign that will run in conjunction with the household PTP.

SDCC commissioned JMP as part of their Strategic Advisor function to provide a two - day PTP training event in advance of delivery to educate travel advisors on PTP, conducting travel conversations, and key aspects of the SDCC programme (brand, local information and resources etc). Travel Advisors from Interactions Ltd and South Dublin County Council attended the two-day event.

Interactions recruited seven Travel Advisors to deliver personalised travel advice to residents in the Ballyowen, Griffen and Bawnogue areas, operating out of a local office in Bawnogue Enterprise Centre.

Using the Geo Directory address list supplied by SDCC, 3,978 households were targeted between June 5th and August 22nd 2012. Travel Advisors, dressed in Travel Smart Communities uniforms, called to each address. Advice slips were left if there was no answer. Each house was visited up to a maximum of three times. The visits were conducted in the afternoon and evening (from 2pm to 8pm) Monday to Friday and all day on Saturdays (11am to 4pm).

Travel Advisors used forms to record details of the participant and to record the main elements of the travel conversation, indicating the reasons for the resources offered to the participant. Public transport tickets were offered if the main mode of travel was by car and the participant committed to trialling public transport. Travel Advisors gave information and advice about travel options and also communicated local events organised by SDCC – Information Days, group walks or cycles, etc.

Of the 3978 households, 1,657 were successfully engaged on the programme, through accepting a core pack of travel information. In some households, more than one resident was engaged; in total 1,886 participants were engaged. 560 refused to participate and there were 86 non participants who for one reason or another were not able to engage even though they were interested in the initiative. Participants were encouraged to take part in one or more challenges; 2,292 challenges were accepted, and 4,023 resources were distributed as follows:

- Pedometers: 997
- Leap Cards: 434
- Family Bus Tickets: 180
- 3-day Bus Tickets: 246
- Journey Logger: 791
- Walking Challenge: 997
- Cycling Challenge: 504
- Slap bands for cyclists: 491
- Core packs: 1,675

All data was recorded using Microsoft Access, which was set up with a record for each address on the Geo Directory list. Each call to each household was recorded as well as the outcome of each call (whether it was an engagement, a refusal, a non-participant or a 'missed-you' slip left in). Where there was an engagement, the details of the participant were recorded along with any comments made by the Travel Advisor.

In addition, South Dublin County Council signed up participants at some of the local events; these engagements are recorded separately in the Access file; there were 89 of these, bringing the overall total number of participants to 1,977.



Travel Advisors

5.2 SCHOOL TRAVEL PLANNING

The Schools engagement ran from March- June 2012 and September- October 2012. Ten primary schools and two second level schools were targeted in February 2012 by the SDCC Travel Team. The primary schools were found to be open to engagement. A number indicated that they were experiencing congestion problems at the school gate and were looking for ways to encourage walking, cycling and other alternatives for school travel.

The objectives of the School engagement were:

- To raise awareness and inform pupils and families of the benefits of sustainable travel to school for the students, school and community as a whole
- To support the schools in reducing the numbers of pupils travelling to school by car through assisting in introducing Once a Week events such as Walk on Wednesdays, providing cycle parking where required and other resources such as hi-vis jackets and rewards/incentives

The Schools programme sought to compliment the work of An Taisce Green Schools. The Project Team met with and liaised with Green Schools from the outset. Following discussions with An Taisce Green Schools, JMP Strategic Advisors and the Principals a programme of engagement was developed.

Each school was visited in March by two members of the Team. Travel Advisors visited each class and spoke to pupils about sustainable travel and a travel to school survey was carried out.

The recommendations of the National Transport Authority Toolkit for School Travel were implemented for schools that were not preparing for the Green Travel Flag. The toolkit suggests that easy to do one day a week initiatives should be promoted to build confidence. Seven of the schools had not prepared for the Green Travel Flag. It was agreed that Walk on Wednesday would be initiated in each school. Each Wednesday an effort was made to walk, cycle, park and stride or use other alternatives to the car for school travel. Walk on Wednesday posters were provided for the school gate and incentives such as pencils, hi-vis slap wraps, hi-vis rucksacks and certificates of participation were provided. SDCC Travel Advisors attended the school gate for the first Walk on Wednesday in each school, providing support and encouragement and counting the numbers of participants. Parents, pupils and school principals and teachers embraced the concept and the majority of schools regularly achieved a participation rate of 80-90%. Three of the ten schools were preparing for the Green Travel Flag and the interaction with

these schools was geared to support the work of the Green Schools Travel Officers. For example: In April 2012 a Travel Smart Communities Travel Advisor accompanied a Green Schools Officer to a Travel Day at a participating school where the school came together to highlight the work they had been doing over the past year to promote sustainable travel.

During Eco- Week 2012 Travel Advisors took a class from Griffeen Valley Educate Together along with their teacher on a guided cycle through Griffeen Valley Park along the Grand Canal Green Way where they received a talk on the heritage of the Grand Canal. The Cycle Safety School gave the pupils a cycle skills lesson before hand and gave and on road skills session en route to the Canal.

In May 2012 An Taisce Green Schools ran National Walk to School Week. They aimed to get 20,000 pupils nationally participating in a national Walk on Wednesday. Travel Smart Communities assisted schools in participating in the week, providing posters for the school gate and providing a presence at each school gate on one morning during the week. School WOW numbers were sent to An Taisce on behalf of each school.

As part of National Bike Week in June 2012 Travel Advisors liaised with the Cycle Safety School and participating schools to organise cycle safety and skills courses and on road training sessions, prioritising schools that had not yet received such training.

In September, Travel Advisors re-visited schools meeting each class to refresh the sustainable travel message and carry out a follow up survey. An Art Competition was launched in each school to coincide with European Mobility Week 2012 with the theme of "Moving in the Right Direction". It was also agreed that teachers would count the numbers of Walk on Wednesday Participants each week in each school and a competition for the best class would be held with a bike provided to each school as a prize to be awarded in December. This provided an incentive for sustained travel behaviour change that will embed the Walk on Wednesday initiative into school life.



5.3 SCHOOL CYCLE SHELTERS

An audit of school cycle parking facilities was carried out during schools engagement. The absence of adequate facilities at some schools was found to be a significant barrier to behaviour change. Four schools emerged as having no or insufficient facilities, while pupils were indicating a high desire to travel to school by bike. Funding was secured from the NTA to provide covered cycle stands with 20 space toast racks to these four schools. Covered 20 bike cycle shelters were installed during the 1st week of November 2012. South Dublin County Council procured the stands and managed the installation process, acting as liaison between the contractor and the schools. SDCC staff visited the schools the day after the shelters were installed and noted that two of the stands were full and two had a significant number of bicycles parked.



Cycle stand installed at Archbishop Ryan Senior National School



Cycle stand installed at Griffeen Valley Educate Together

5.4 COMMUNITY EVENTS

The SDCC Travel Team hosted a series of 25 community events from April to September 2012. Events ranged from larger family events to smaller events with individual groups. All events had a sustainable transport theme, be it to promote walking, cycling, bus or train use. Details of the event were circulated to all households via a newsletter and were available on the website www.travelsmartcommunities.ie. Facebook and Twitter alerts were issued in the days leading up to each event. A summary of events is contained below:

5.4 (i) TRAVEL WEEKENDS:

SDCC travel advisors hosted a series of Travel Information sessions at Ballyowen, Griffeen Valley and Bawnogue Local Centre on Thursdays (6pm to 8pm) and Saturdays (12noon and 4pm). Visitors to the local centre were approached by travel advisors who offered personal travel advice and resources to those engaged. SDCC also engaged The Cycle Safety School (<http://www.cyclingsafety.school.com>) to provide free bike checks, cycle skills demonstrations, training and advice at the Saturday sessions.

5.4 (ii) BIKE MAINTENANCE:

Five beginners Bike Maintenance Classes were held in Lucan Esker and Bawnogue between June and September. These classes were held in local sports and community centres by Cycle Safety School. The classes were very well subscribed to by both adults and children following advertisement on SDCC Twitter and Facebook pages.

5.4 (iii) GROUP WALKS:

A Group Walk series was rolled out by SDCC Travel Advisors in Griffeen, Esker, Bawnogue and Deanrath. Travel Advisors mapped out a 3km walk through local parkland and met residents at Local Centres for a 40 minute walk. The walks proved popular and were found to be a good way to promote active travel.

5.4 (iv) BIKE WEEK:

To coincide with National Bike Week 2012 two events were hosted in the Lucan and Clondalkin Areas. On Friday 22nd June Mayor Caitriona Jones launched a night time cycle along the Grand Canal Way Green Route. SDCC Travel Advisors and The Cycle Safety School led a group of 20 cyclists from Griffeen Local Centre through Griffeen Valley Park along the Grand Canal Way Green Route. Such was the enthusiasm of the group the route was extended beyond the intended 9th Lock to the 8th Lock at Park West! On Sunday 24th June A Pedal to The Park was hosted by SDCC and was attended by Travel Smart Communities Travel Advisors. A group of cyclists travelled from Clondalkin Village through Corkagh Park to a newly developed Cycle Track for a Family Fun Day.



Pedal to the Park, June 2012

5.4 (v) LEISURE CYCLING:

Over the course of engagement a demand for a leisure cycling group in the Lucan Area was identified. This was viewed to be a good step towards active travel and cycle promotion. An information session was hosted by Travel Advisors and SDCC Sports Partnership on 12th September to provide information and advice on setting up a group.



Night Time Cycle Grand Canal , June 2012

5.4 (vi) FONTHILL OPEN DAY:

SDCC and Irish Rail co-hosted an Open Day at Clondalkin Fonthill Train Station on 15th September 2012. A family event with face painters, balloonists and refreshments was hosted to attract local residents to the station, highlight station facilities and provide information on train times and destinations. Attendees were invited to board a modern train to see the facilities and travel tickets were provided. Over 50 people attended and the event received front page coverage in the Clondalkin Echo. It is noteworthy that this was the only event advertised in a local newspaper. While expensive, feedback on the day indicated that this method of advertising is more effective than Newsletters.



Night Time Cycle Grand Canal , June 2012



Night Time Cycle Grand Canal , June 2012

5.5 COMMUNITY GROUPS

Following discussions SDCC Community Department and Steering Group members, it became apparent that there is a strong network of Community Groups within the County and that the groups would be an effective pathway to engagement. Community groups across a range of age and demographic profiles were targeted during the engagement including over 55's/active age groups, teen/youth groups, parent and toddler groups, groups targeting unemployed people, women and members of the travelling community.

In Clondalkin Dunawley, it was found that a number of groups operated from the Bawnogue Youth and Community Centre. Following consultation with key members of staff target groups were identified.

A preliminary meeting with the Bawnogue 'Over 55's' group in June 2012 helped shape a day event. Details of the programme were presented and group members outlined perceived barriers to using sustainable modes. A number of destinations and modes of transport were discussed. It was agreed that a day trip to Kilmainham Gaol on the No. 13 bus would reintroduce the group to Bus travel and build confidence in using public

transport. Twenty members of the Over 55's group met at Bawnogue Youth and Community Centre before taking the No. 13 bus to Kilmainham Gaol, accompanied by a Travel Advisor. Eleven members of the group were eligible for free travel passes. The remaining nine members were provided with LEAP cards for the journey and to retain afterwards. A full morning was spent at Kilmainham Gaol with light refreshments served after the tour. All members returned on the No. 13 bus back to the Bawnogue Youth and Community Centre. The feedback from the event was very positive with attendees indicating that they would use the Bus again in the future.



Over 55's Day in Kilmainham Gaol



Dart Day with Bawnogue Teen Group

The Clondalkin Dunawley Teen/Youth Group works with youths from 13 to 17 years. A Travel Advisor met the Clondalkin Dunawley Youth Group coordinator to discuss the possibility of events with youths of the area. With this group the focus was to introduce sustainable travel modes and build confidence around access to services and employment. Two events were organised as follows:

A bus and DART trip was organised, as many of the members had never been on the DART and had no previous knowledge of LEAP cards. On August 10th, twenty members of the youth group with two youth workers and a Travel Advisor travelled to Greystones, taking the No. 13 bus to the City Centre and DART to Greystones. Once at the destination, the group then proceeded to walk along the Greystones to Bray Cliff Walk, a 10 kilometre sea front walk terminating at Bray Head. Following refreshments in Bray and having enjoyed a number of activities along the seafront, the group returned to Dublin city centre by DART and to Bawnogue by Bus. Again feedback from the event was very positive.

A Cycle Day targeting 8 to 16 year olds in the Clondalkin Dunawley area was hosted on August 12th. Two Travel Advisors and The Cycle Safety School hosted two separate skills & cycle sessions from 10am to 11.30am and from 11.45am to 1.15pm. Each session had approximately five to six participants with the younger children participating in the first session and the young teenagers in the second session. The Cycle Safety School delivered

a 30 minute cycle skills training session followed by a cycle from Bawnogue Community Centre, onto Fonthill Road and the Grand Canal Way Green Route. Each cycle, which lasted approximately one hour, covered a distance of 8 to 12 kilometres and concluded back at the Community Centre. The feedback was positive and the group were surprised by the distance covered in such a relatively short time-period. A number of the teenage boys from this event showed keen interest in repairing their own bikes and later took part in a Bike Maintenance session and received cycle helmets and lights.



Bawnogue Youth Group Cycle



Bawnogue Youth Group Cycle

In the Lucan Esker area it was more difficult to make contact with groups because of the absence of a key community worker during the summer period. A number of cycle events were organised with parent and child groups. Initial contact was made with these groups during other community events in the area. During this initial contact, a number of the participants stated that they and members of their families did not actively use their bicycles as often as they would like. Participants also indicated that a lack of knowledge of basic bike maintenance restricted bike use. A leisure cycle and basic cycle skills class was organised for July 27th, departing from Lucan Leisure Centre at 7pm. Two SDCC Travel Advisors, in conjunction with staff of the Cycle Safety School lead a group of thirty people on a 12 kilometre cycle from Lucan Leisure Centre onto the Grand Canal Way Green Route. The attendees of the cycle ranged in age from 4 years to 40 years, with an even mix of male to females attending. Prior to departing the Cycle Safety School spent 30 minutes informing the parents and children of basic cycle safety skills and also checked the bicycles to ensure that all were safe and road worthy.

5.6 COMMUNITY CHALLENGES

A series of Community Challenges was devised for the Adamstown pilot in 2009 to prompt participants to try out sustainable travel options in their area and to see how they can be integrated as part of their everyday journeys. These challenges were very well subscribed as part of the Adamstown Pilot and were seen as a key element for any future programmes.

Pedometer, Journey Logger and Cycle Challenges were run on a monthly basis between July and October 2012. Each challenge was to be carried out over a 4-week period. Monthly prize draws were used to incentivise participants to return completed challenge cards or to complete an on-line log for each challenge, whereby those who achieved a minimum threshold would be entered into the prize draw. The minimum thresholds were kept low for each challenge, to encourage participation. The Pedometer Challenge involved the participant logging their steps over a four week period using a pedometer (step counter). All entries over 10,000 steps over the 4 week challenge period were entered into a draw for a One4All voucher to the value of €150. The Journey Logger Challenge involved the participant logging all their non-car journeys over a four week period. All entries with 8 or more non-car journeys over the 4 week challenge period were entered into a draw for a One4All voucher to the value of €150. The Cycle Challenge involved the participant logging their 10min+ cycle journeys over a 4 week period. All entries with 8 or more 10min+ cycles over the 4 week challenge period were entered into a prize draw for a bicycle, helmet, lights and puncture repair kit.

The challenges were open to all and Travel Advisors asked people to sign up to the challenges at the doorstep and at all events. Information, challenge cards and a link to the on-line log was available via www.travelsmartcommunities.ie, announcements of winners and reminders about future challenge dates were made via the website, SDCC Facebook and Twitter and via email. Completed challenge cards were to be returned by post to the Travel Smart Team or the participant could log their entry in an online survey.

The number of entries is disappointingly low. The following number of entries were received:

- Pedometer Challenge 25 no. entries
- Cycle Challenge 16 no. entries
- Journey Logger Challenge 15 no. entries.

Interactions Ltd. undertook a monitoring surveys post engagement – whereby participants who had provided valid email addresses were invited to participate in an online survey to gauge satisfaction with the programme and whether any change to travel behaviour had occurred. 157 people completed the survey. Of these, 40% indicated that they had completed the pedometer challenge, 15% indicated that they had completed the cycling challenge and 7% indicated that they had completed the Journey Logger Challenge. This suggests that the numbers undertaking the challenges was much higher than those submitting details.

The use of a community challenges as a means of prompting behaviour change after the advisor has left is considered valuable. However, the roll out and promotion of the challenges would need to be reviewed for future programmes.

5.7 BROADER PROMOTION

A website www.travelsmartcommunities.ie contained information about the project and all communications contained a link back to the website. It was used as a portal to promote events. SDCC facebook and twitter was used to promote all events. The website and social media generated significant awareness around events and the brand.

Flyers with the Travel Smart Communities brand were issued to the 14,000 households ahead of the baseline household surveys in March 2012, to notify households of the upcoming surveys; two newsletters were circulated to the 14,000 households in the target area in May 2012 and September 2012 and advance notice of the PTP issued to the 4,000 households within the PTP target area in June and July. It was felt that the newsletters and flyers had the potential to reach all households in the Target Area, thereby strengthening brand awareness and giving all citizens an opportunity to participate in the programme. However, feedback from the community suggested that the newsletters generated very little awareness or knowledge and that had they been supported by newspaper or bus shelter adds this may have been more effective.



Examples of the Branded Resources, including the Travel Advisor uniform

PART 2

6.0 MONITORING AND EVALUATION

6.1 STRATEGY

A monitoring and evaluation strategy was developed by SDCC with input from JMP Strategic Advisors. The purpose of the monitoring and evaluation strategy was to establish a robust process within which to access the programme.

6.2 OBJECTIVES

The Steering Group agreed a set of Project Objectives at a meeting on 22nd November 2012, against which programme performance can be assessed. Objectives were agreed following a review of the baseline evidence case and robust discussion around the aspirations and objectives for this initial phase. The project objectives are as follows:

6.2 (i) PRIMARY OBJECTIVES

1. Achieve a modal shift from private car to more sustainable modes for commuting, leisure and other trips as follows:

- Reduce single occupancy car travel.
- Increase car occupancy (car sharing) rates.
- Increase walking mode share.
- Increase cycling mode share.
- Increase bus mode share.
- Increase train mode share.

2. Increase bike ownership and use.

3. Increase awareness of sustainable travel through the Travel Smart Communities brand.

6.2 (ii) SECONDARY OBJECTIVES

1. Improve local health and mental wellbeing through active travel.
2. Sustain and enhance local retail economies.
3. Improve access to employment opportunities and services.
4. Reduce household car usage and ownership.

It was agreed that the Project Team would deliver measures during the project with a view to achieving the above objectives.

6.3 MONITORING

The monitoring strategy involved undertaking surveys pre and post engagement. A range of data collection and survey options were considered. The options that were chosen included a survey of PTP participants, local centre visitor surveys at two sample centres, travel to school surveys at participating schools, automatic vehicle counts and household surveys taking a random sample throughout the target area. These survey options were considered methodologically robust; relevant; implementable and cost effective.

The strategy sought to identify the communitywide impact of the programme, the impact on participating schools and the impact on those engaged through household PTP.

Pre-engagement monitoring was undertaken in February - March 2012 and post-engagement monitoring was undertaken in September - October 2012. All monitoring was undertaken during 'neutral' weeks, in terms of standard travel patterns and avoided school holidays, bank holidays or other abnormal events that may affect individuals' journey patterns.

6.4 EVALUATION

Collected data sets were analysed and outputs are presented below with a summary of overall findings.

6.5 OUTPUTS

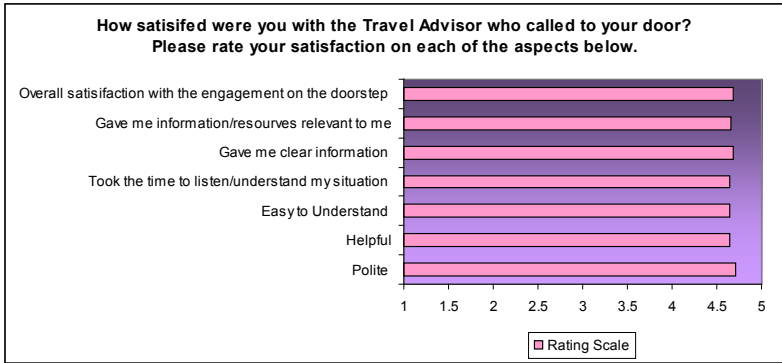
6.5.1 AFTERCARE SURVEY

As part of the commission to execute the PTP, Interactions Ltd were required to undertake an 'after-care' survey where a sample of not less than 150 project participants were contacted between 4-8 weeks after their initial engagement. The primary purpose of the survey was to ascertain whether participants were happy with level of service provided by travel advisors and to ascertain whether the travel behaviour of those engaged through household PTP had changed.

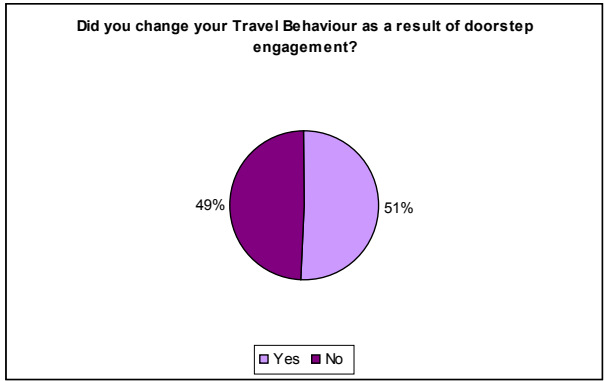
An online survey was created using SurveyMonkey and an email link was sent to all participants who had provided an email address. In total 711 email invitations were sent. Of these 101 were returned undelivered leaving a valid total of 610. 154 responses were received giving a response rate of 25%.

6.5.1(i) SUMMARY OF FINDINGS:

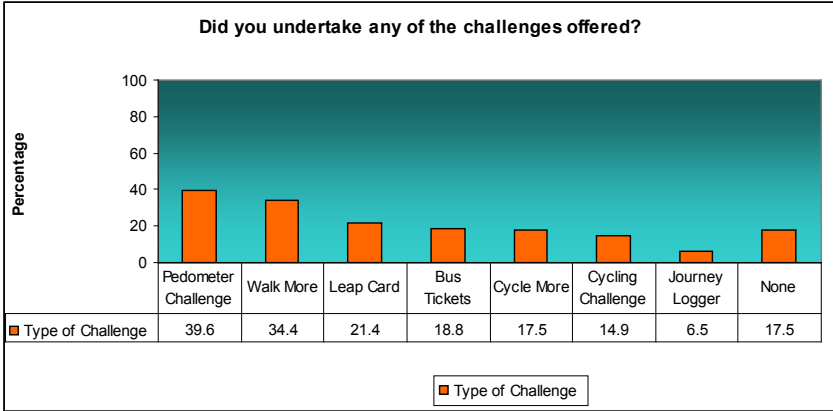
Most participants were very satisfied with the programme and with the Travel Advisor who called to the door. The chart below shows the mean scores for satisfaction with the Travel Advisor on a scale of 1 to 5 with 5 being very satisfied.



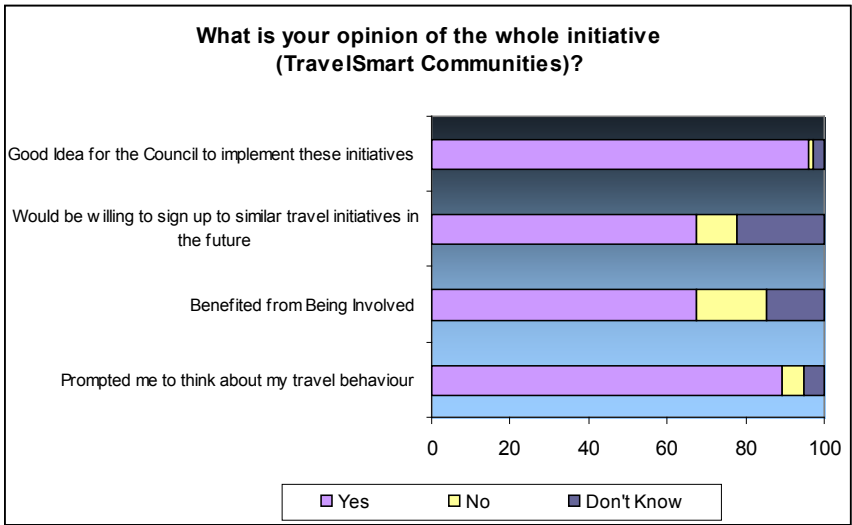
Respondents were asked 'Did you change your travel behaviour as a result of the doorstep engagement?'. Just over 50% of respondents said they changed their travel behaviour as a result of the initiative.



Respondents were asked if they undertook any of the challenges offered. 40% took part in the Walking Challenge and 34.4% indicated that they walk more; almost 8% attended the local cycling events and 7% the walking events.



Participants were asked about their opinion on the overall initiative. 89% indicated that it prompted them to think about their travel behaviour. 96% indicated that they believe the initiative to be a good idea. 67% indicated that they benefited from being involved and 67% said that they would be willing to sign up to similar initiatives in the future.



6.5.2 LOCAL CENTRE SURVEY

Local Centre surveys were carried out at two Local Centres within the target area pre and post engagement. The primary purpose of the surveys was to monitor the impact of the programme on local trips within the PTP (household engagement) target areas. Local Centre Surveys were designed and administered by Interactions Ltd on behalf of SDCC. Surveys were carried out at the Ballyowen Castle and Bawnogue Local Centres on representative days. Short on-street face to face interviews were undertaken with random users of the centres to establish items such as journey origin, mode of travel, frequency of visit and average spend.

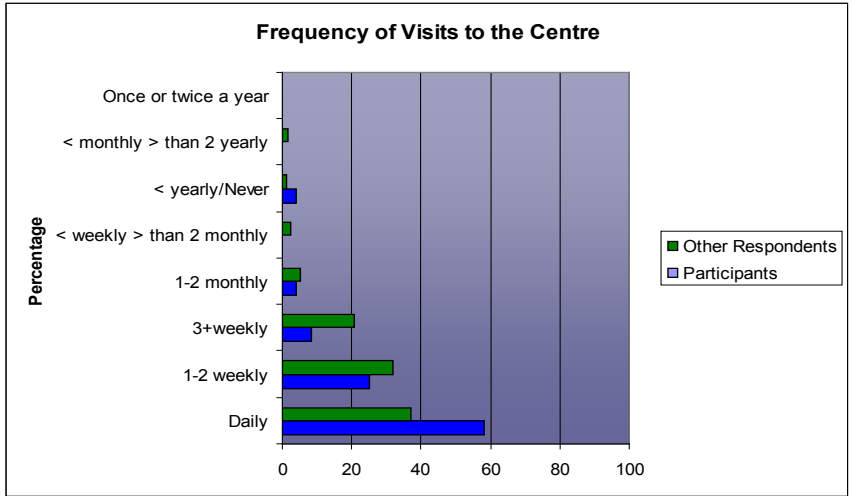
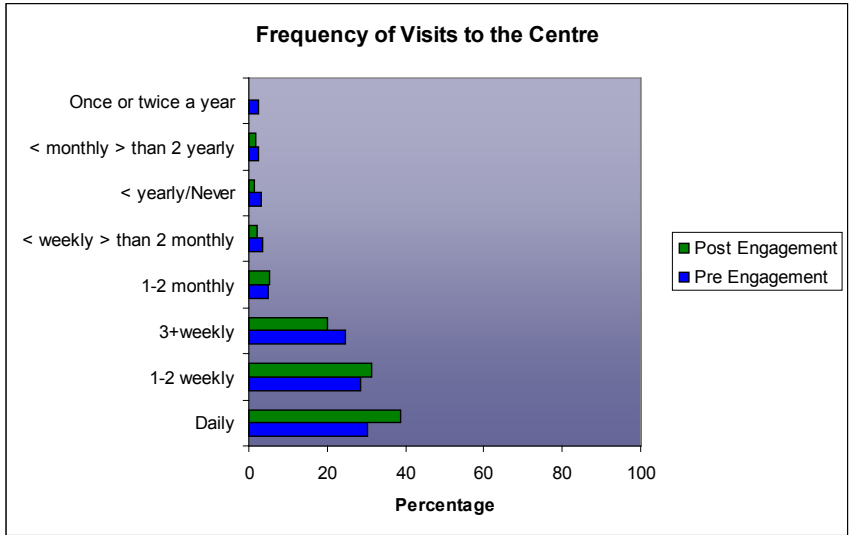
Surveys were carried out at the Ballyowen Castle and Bawnogue Local Centres on Tuesdays and Saturdays between 10am and 5pm. The days and times were selected to represent weekday daytime and weekend movements.

A total of 305 surveys were completed pre engagement (145 at Ballyowen Castle and 155 at Bawnogue) on 20th, 24th and 27th of March, 2012. A total of 311 surveys were completed post engagement (152 Ballyowen Castle and 159 at Bawnogue) on 25th and 29th September and 2nd October 2012. The post engagement surveys identify respondents who were formally signed up to the programme through household engagement enabling separate analysis of this group. 23 respondents at post engagement stage had been formally signed up to the programme through household or local centre engagement and are referred to as "PTP participants" below. This represents 7% of those surveyed.

6.5.2(i) SUMMARY OF FINDINGS:

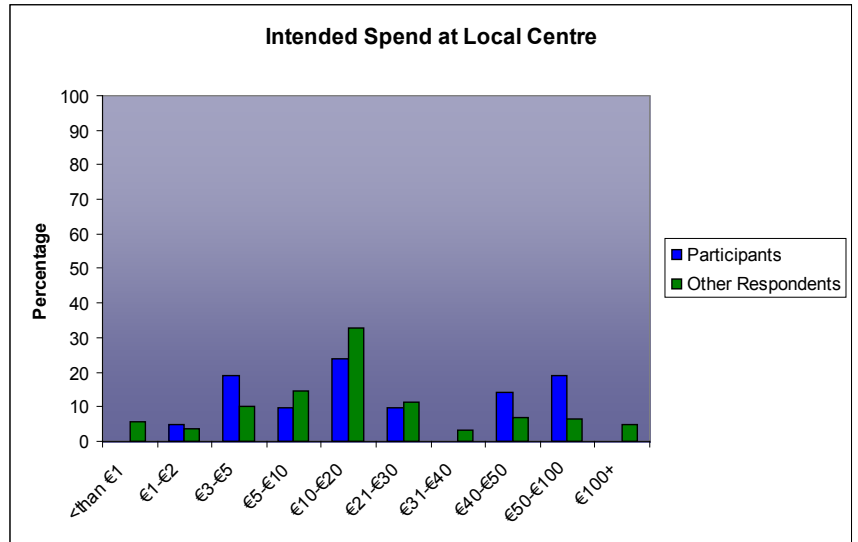
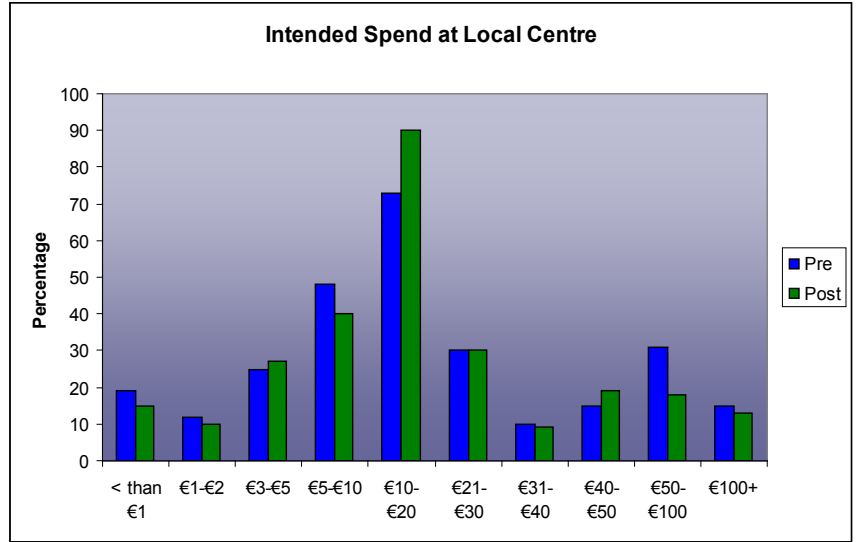
HOW OFTEN DO YOU VISIT THIS CENTRE?

Respondents were asked to indicate the frequency of visits to the local centre. The results show an increase in frequency of trips to local centres between pre and post engagement. Ballyowen daily trips increased from 19% to 26% and 1-2 weekly increased from 35% to 39%. Bawnogue daily trips increased from 41% to 50% and 1-2 weekly increased from 23% to 24%. At post engagement stage 55% of PTP participants indicated that they visit the centres daily compared to 28% of all other respondents.



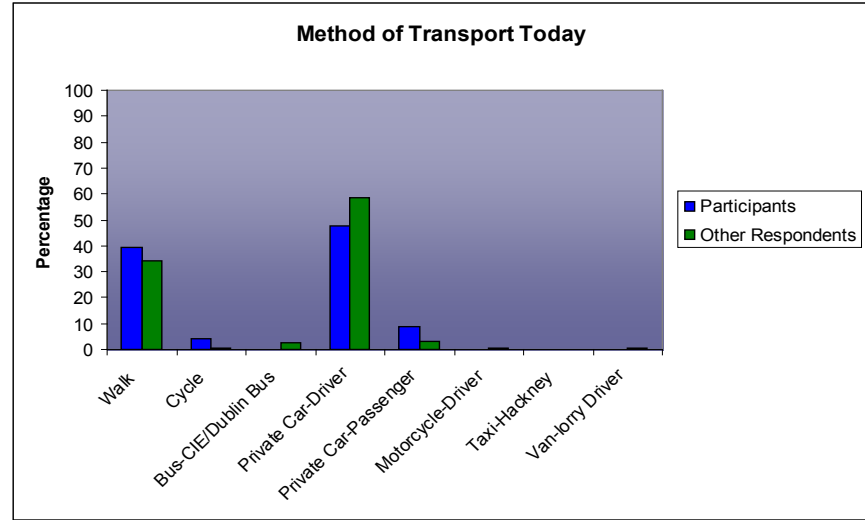
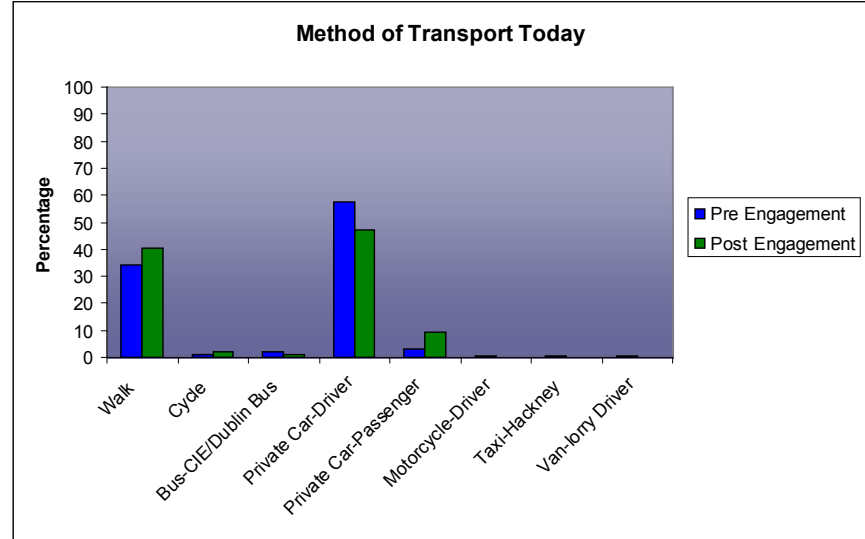
HOW MUCH DO YOU INTEND TO SPEND

Respondents were asked to indicate how much they were intending to spend at the centres. Overall, there was an increase in mid-range spending (€10-20) between pre and post engagement. PTP participants show an increase in the higher end spending (40-€100) with 33% indicating this level of spend compared to 14% of all other respondents.



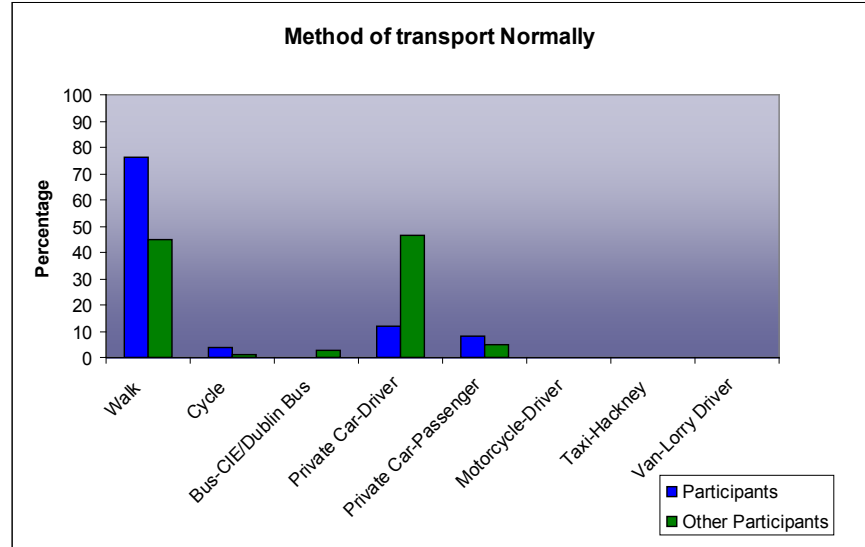
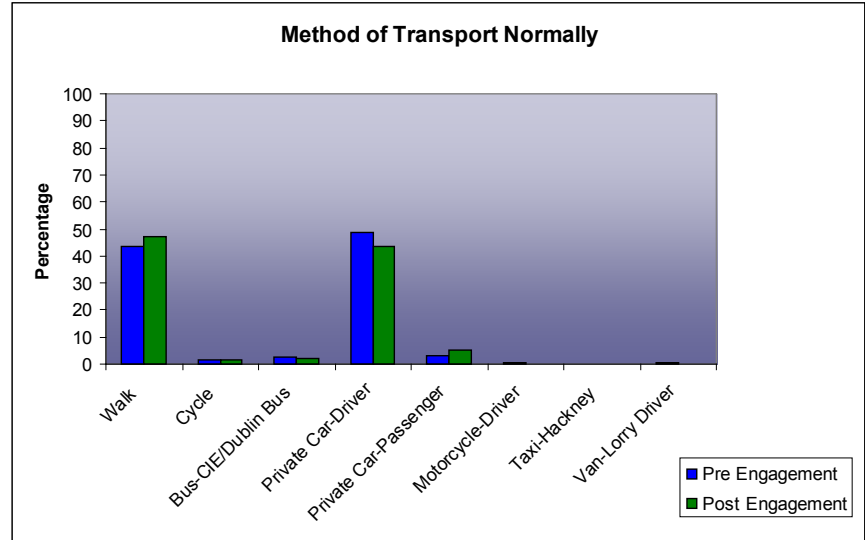
WHAT METHOD OF TRANSPORT DID YOU USE TO GET HERE TODAY?

Respondents were asked to indicate what their method of transport to the centre was on that day. The numbers driving had decreased by 10% post engagement and the numbers travelling as passengers in a car had increased by 6%. There was a 7% increase in the numbers walking to the centres and an increase of 1% in the numbers cycling. Walking mode share was 5% higher amongst PTP participants travelling to centres when compared to all other respondents, while 3% of PTP participants cycled to the centre compared to 1% of all other respondents. The numbers of non PTP respondents who drove to the centre was 11% higher, while PTP participants were more likely to travel as a passenger in a car- 9% compared to 3%.



WHAT METHOD OF TRANSPORT DO YOU NORMALLY USE TO COME HERE?

Respondents were asked to indicate what method of transport they normally use to get to the centre. This was asked to substantiate the question relating to transport to the centre 'today'; allowing for specific weather or other events which may have influenced travel behaviour on that day. There was a 4% increase in those reporting walking as the normal mode, while numbers normally cycling increased from 1% to 2%. There was a 5% decrease in the numbers normally driving to the centres with a 2% increase in the numbers travelling as passengers in a car. Among PTP participants the results show a significant increase in the numbers normally walking; 76% compared to 45% of all other respondents. The number of PTP participants normally cycling were 4% compared to 1% of all other respondents and 12% of PTP participants normally drive to the centres whereas 47% of all other respondents normally drive.



These results highlight the impact of the Travel Smart Communities programme on a communitywide basis and also highlight the greater impact of direct engagement through household PTP.

6.5.2 (ii) LOCAL CENTRE SURVEY CONCLUSIONS:

The Local Centre Surveys indicate a communitywide impact on travel behaviour with modal shift from car to walking and car sharing being most significant with a small shift to cycling. At post engagement stage there was a 10% decrease in those driving to the centre, a 6% increase in car passengers, a 7% increase in numbers walking and a 1% increase in those cycling. The survey results show a greater change among PTP participants, with 5% more PTP participants walking when compared against all other respondents and 11% less driving. 3% of PTP participants cycled at post engagement stage compared to 1% of all other respondents. The surveys also show increases in frequency of visits to the centres and in the intended spend, with PTP participants showing higher frequency of visits and intended spends.

Overall the results indicate an impact on modal choice for trips to the local centre, in favour of sustainable modes. The results also suggest that respondents are using local services and facilities more post engagement with increases in frequency of visit and intended spend. This is consistent with the aim to reduce the demand for travel and to strengthen local economies.

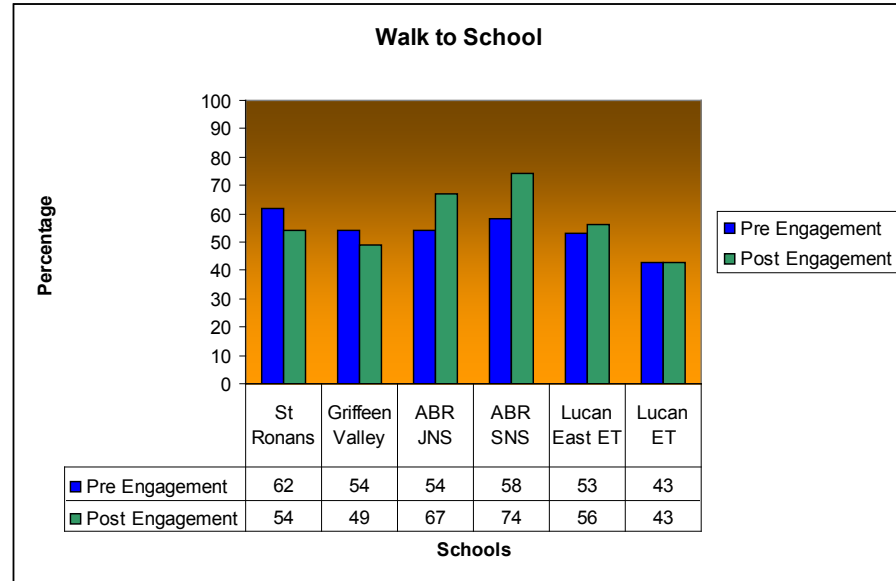
6.5.3 SCHOOL SURVEYS

School surveys were undertaken at six Primary Schools in March/April 2012, with follow up surveys undertaken in September 2012. The survey was based on the An Taisce Green Schools Travel Survey. A total of 1,899 pupils were surveyed in the initial survey with 1,880 pupils surveyed in the follow up survey.

6.5.3(i) SUMMARY OF FINDINGS:

Walk to School

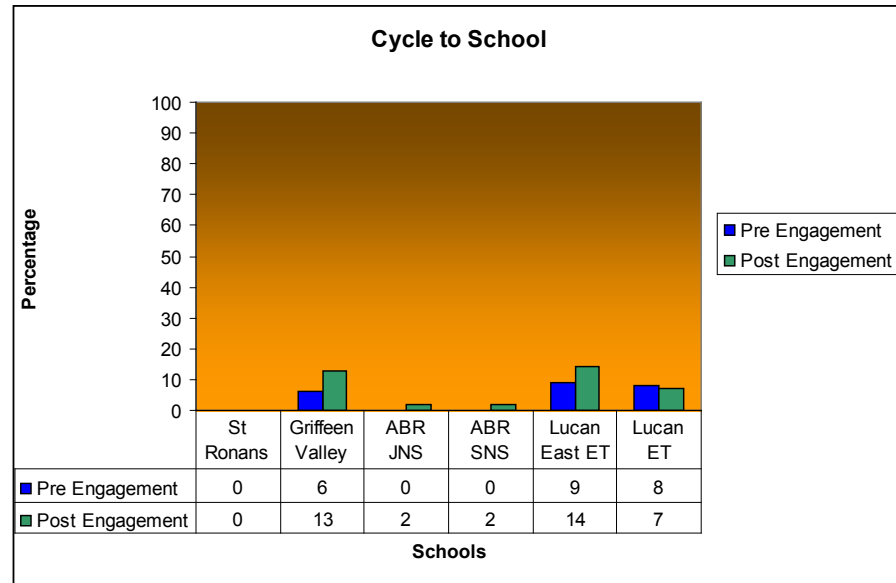
Pupils were asked how many had walked to school on that day.



Three out of six schools showed an increase in walking to school, with one remaining static. In Archbishop Ryan JNS and SNS the increases in walking were 13% and 16% respectively.

Cycle to School

Pupils were asked how many had cycled to school on that day.

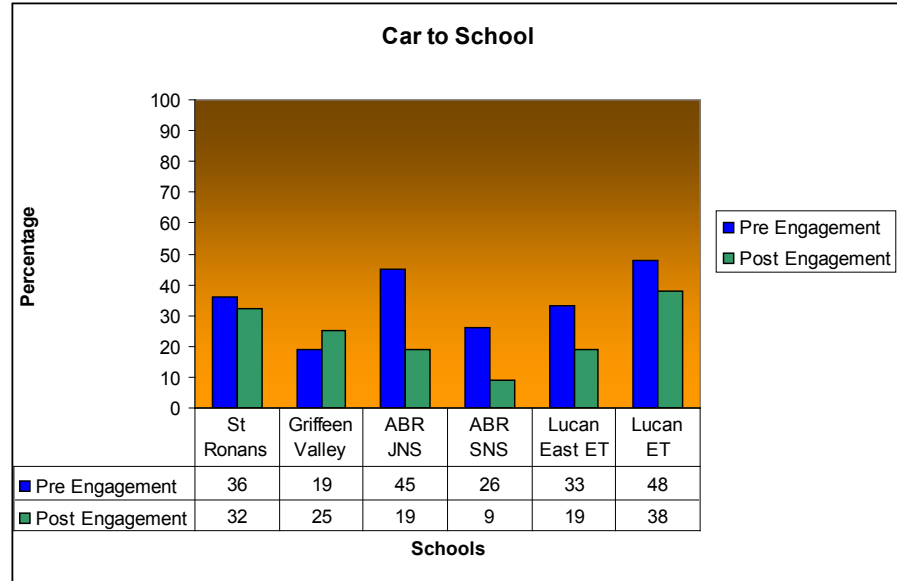


There was an increase in the proportion of students cycling to school at four schools with one falling by 1%. One school, Griffeen Valley ETNS, showed a 7% increase in cycling. At initial survey stage the majority of pupils indicated that they would prefer to cycle to

school. There was an initial reluctance in some schools to encourage cycling due to safety concerns. Participation in the programme and provision of cycle training and cycle shelters has given rise to an attitude change.

Car to School

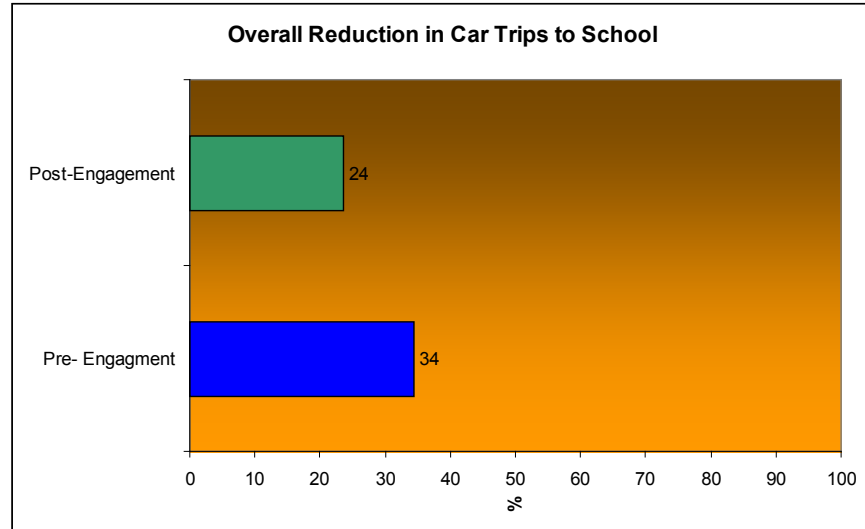
Pupils were asked how many had arrived to school by car.



Pupils in five out of six schools indicated a reduction in those arriving by car. One particular school showed a significant decrease in those travelling by car of 26%. Such significant results are reflective of schools supporting the programme through consistent promotion and building the sustainable travel into everyday school life.

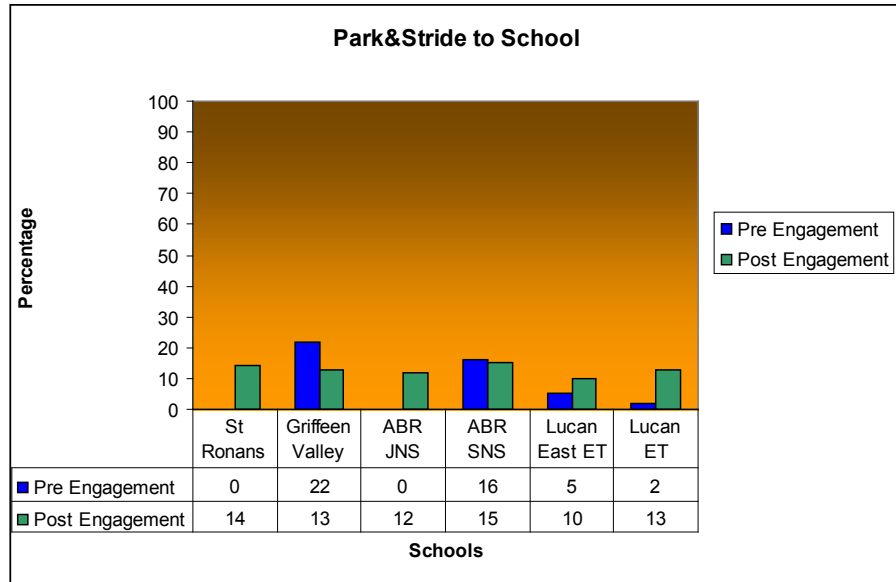
Overall reduction in Car Trips to School

The results of the school surveys show an overall reduction of 10% in the numbers travelling to school by car across all schools surveyed.



Park & Stride to School

Park & Stride was a new concept to some schools. Following engagement there was an increase in the proportion of students arriving by 'Park&Stride' at four of the six schools. This was a good incentive for those students who live far from school and for parents with follow on journeys.



6.5.3(ii) SCHOOL CONCLUSIONS

A strong modal shift to walking, cycling and park & stride is evident with those schools surveyed. At the initial survey stage over 48% of pupils indicated that they would prefer to travel to school by bicycle. One school in particular showed a 7% increase in the number of pupils cycling to school. A reduction in the numbers of pupils travelling to school by car was reported in all but one school with a 26% reduction reported in one school and a 10% reduction in overall car trips to school. An increased awareness around sustainable travel to school and support for travel smart initiatives from the entire school community is also evident.

6.5.4 VEHICLE COUNTS

Automatic vehicle counts using temporary tubes were undertaken at 12 sites pre and post engagement. The primary purpose of the surveys was to monitor the impact of the programme on average vehicle flows. A sampling period of 14 days continuous data collection was undertaken in order to obtain a robust assessment of average vehicle flows.

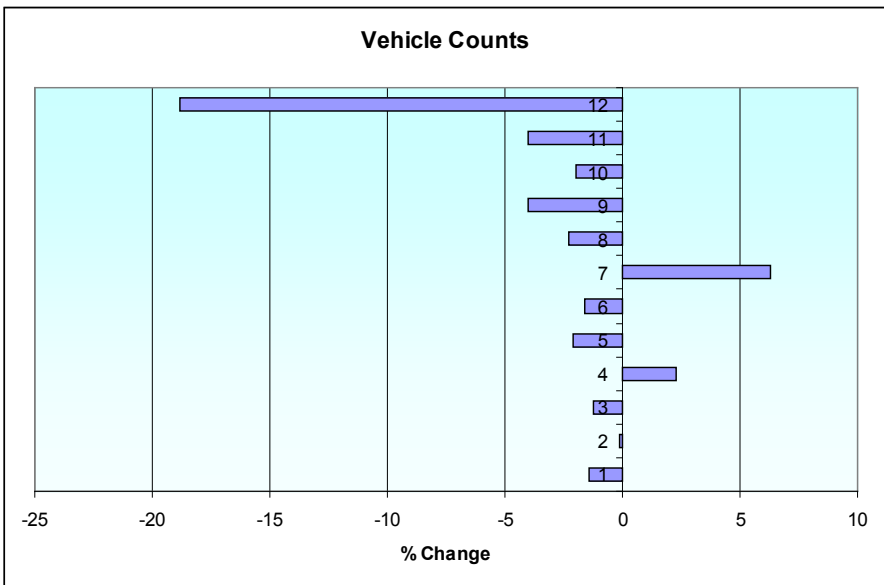
Nationwide Data Collection Ltd was commissioned to undertake the counts. Pre engagement counts were carried out at all sites from 29th February to 13th March 2012; and post engagement counts were carried out at sites 2, 3, 4, 5, 6, 8, 9, and 11 from 24th September to 7th October 2012 and at sites 1, 7 and 10 from 28th September to 11th October 2012.

In the Lucan target area, internal screen line count locations were selected along key routes (sites 1-10) in order to assess the impact of the scheme on short-distance car trips. This was considered the optimal solution given the polycentric nature of development, lack of a defined centre and amount of through traffic. Cordon counts to capture trips out from and into this area were not used, given the prominence of external traffic. In Clondalkin Dunawley, the Bawnogue and Deansrath target areas have a defined way in and out so cordon counts were used (sites 11-12) to capture trips out from and into the target area.

Count sites were chosen based on the anticipated areas of influence i.e. close to PTP communities, schools and local centers.

6.5.4(i) SUMMARY OF FINDINGS:

Site	Location	Pre Engage Total	Post Engage Total	Difference	Percentage Change
1	Griffeen Avenue – west of roundabout close to schools and local centre.	93925	92569	-1356	-1.44
2	Esker Road – peripheral site north east of Glebe junction.	93250	93128	-122	-0.13
3	Ballyowen Road /Willsbrook Road west of ORR close to schools and major exit onto strategic road network.	136877	135150	-1727	-1.26
4	Ballyowen Road / St. Loman's Road east of ORR. Major exit onto strategic road network.	121509	124252	+2743	+2.25
5	St. Loman's Road – west of Fonthill Road. Major exit onto strategic road network.	148487	145318	-3169	-2.13
6	Castle Road – west of ORR opposite Ballyowen Centre and major exit onto strategic road network.	82211	80903	-1308	-1.59
7	Castle Road – east of ORR at at entrance to Bawnogue LC.	119093	126632	+7539	+6.33
8	Griffeen Ave – west of ORR. Major exit onto strategic road network and adjacent to 2 schools and Griffeen Valley LC.	165989	162207	-3782	-2.28
9	Griffeen Ave – east of ORR. Major exit onto strategic road network and adjacent to 2 schools and Griffeen Valley LC.	99411	95355	-4056	-4.08
10	Balgaddy Road – west of Fonthill Rd. Major exit onto strategic road network and adjacent to 2 schools.	217862	213702	-4160	-1.9
11	St. Cuthbert's Rd – north of new Nangor Rd. Major exit onto strategic road network and adjacent to schools and Deansrath LC.	129994	124711	-5283	-4.06
12	Bawnogue Rd – north of new Nangor Rd. Major exit onto strategic road network and adjacent to schools and Bawnogue LC	146393	118849	-27544	-18.81
Total		1,555,001	1,512,776	42,225	-2.9%



6.5.4(iii) Vehicle Counts Conclusions

In total 1,555,001 vehicles passed the sites during pre engagement monitoring and 1,512,776 vehicles passed the sites during post engagement monitoring, showing a 2.9% decrease in average vehicle flows overall.

While there are variations between sites, the overall trend has been of reduced vehicle numbers. In Lucan, most junctions show a decrease in vehicle numbers. Increased vehicle flows at sites 4 and 7 may be the result of resurfacing works at Liffey Valley, which are likely to have caused vehicle diversions during post engagement monitoring.

The counts sought to identify whether any change in vehicle flows had occurred from the period immediately before to the period immediately after implementation of the Travel Smart Communities programme on junctions in the heart of the target areas. The selected sites are within the expected area of influence and the positive results yielded form the 14 day counts when taken with other results indicate a 2-3% reduction in vehicle use. SDDC's Traffic Section provided data for two comparable control sites in other parts of the County to coincide with times of pre and post surveys. Analysis of data for the two comparable sites at Ballyroan Road and Dunawley Avenue shows a c 5% increase in average vehicle flows at these locations over the same period (April to October 2012).



Map2 - Location of Vehicle Counts

6.5.5 PUBLIC TRANSPORT PATRONAGE

South Dublin County Council liaised with public transport operators to get pre and post engagement patronage data. The primary purpose of the pre and post data analysis was to monitor the impact of the programme on bus patronage. Dublin Bus patronage data was reviewed for 14 day periods in March and October 2012 to ascertain whether any changes had occurred from the pre to post engagement periods. Dublin Bus examined the bus passenger data for stops nearest the two study areas. While individual stop data is not available data for the appropriate stages was extracted from the fare transaction database.

In the Lucan study area bus patronage changed for weekday, Saturday and Sunday data by 1%, -1% and 17% respectively when seasonality effects are removed. The Lucan data shows a significant increase on Sundays with little or none on other days.

In the Clondalkin study area data shows a very significant rise of 46%, 19% and 13% when seasonality effects are removed. The Clondalkin results are extremely positive and may denote a recovery from network changes made earlier in 2011.

6.5.5(i) SUMMARY OF FINDINGS:

The tables below outline the findings in percentage terms. The initial results have been adjusted downward to take account of seasonality and trends on the wider network.

Table 3: Lucan Bus Patronage Data

LUCAN ROUTES		
AVE WEEKDAY	AVE SATURDAY	AVE SUNDAY
+1%	-1%	+17%

Table 4: Clondalkin Bus Patronage Data

CLONDALKIN ROUTES		
AVE WEEKDAY	AVE SATURDAY	AVE SUNDAY
46%	19%	13%

6.5.6 HOUSEHOLD SURVEYS:

Household surveys were undertaken pre and post engagement. The surveys were designed and administered by Interactions Ltd on behalf of SDDC. Face to face surveys with a random sample of households were undertaken. The questionnaire included a 24 hr Travel Diary and attitudinal questions.

The primary purpose of the household surveys was to establish the baseline situation with regard to travel pre engagement and to determine the community wide impact of the package of measures implemented (household engagement, school engagement, events and broader promotion) post engagement.

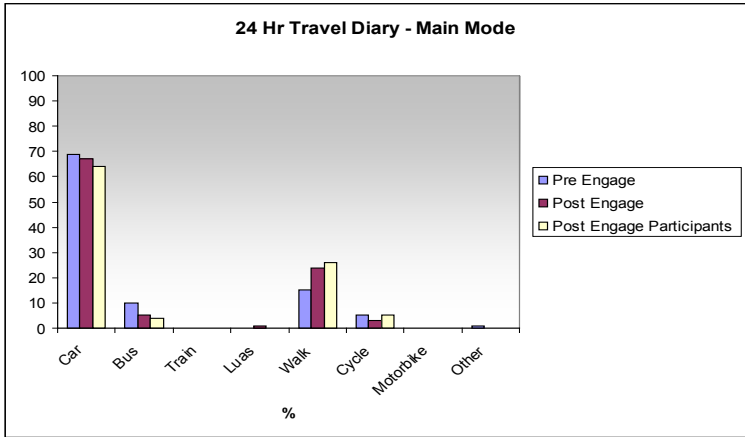
The survey consisted of a randomly selected sample of sufficient size so as to provide reliable data to allow analysis at 'ED level'. A total of 553 household surveys were completed pre-engagement between 20th March and 3rd April, 2012. A total of 545 household surveys were completed post-engagement between 26th September and 22nd October, 2012. The post engagement surveys identified respondents that were formally signed up to the programme through household engagement and those that were not. 138 post engagement respondents were formally signed up to the Travel Smart Communities programme and are referred to as "PTP participants" below. This represents 25% of those surveyed and 8% of all households engaged. The other 75% of respondents received Travel Smart Communities newsletters and may have been exposed to school engagement and / or community events.

SUMMARY OF FINDINGS:

6.5.6 (i) 24 HOUR TRAVEL DIARY

To ascertain whether a modal shift had occurred during the programme respondents to the pre and post engagement surveys were asked to complete a 24 hour recall travel diary for the previous day (excluding Saturdays, Sundays and holidays) recounting details of all trips made during the previous 24 hours. The survey was based on the CSO, National Travel Survey.

Respondents to the pre engagement survey indicated that car was the main mode for 69% of all trips taken on the previous day. Respondents to the post engagement survey indicated that car was the main mode for 67% of all trips undertaken on the previous day. This represents a 2% reduction overall. 64% of PTP participants reported car as the main mode for all trips. This represents a 5% reduction among this group. The proportion of respondents reporting bus as main mode had dropped by 4% post engagement. Respondents to the pre engagement survey indicated that walking was the main mode for 15% of all journeys. Respondents to the post engagement surveys indicated that walking was the main mode for 24% of all journeys. This represents a 7% increase overall. PTP participants reported walking as the main mode for 26% of their journeys. This represents a 9% increase among this group. The proportion of respondents cycling had dropped overall by 2%. However, it had remained constant among PTP participants.



2% reduction in car trips overall; 5% reduction among PTP participants

6.5.6 (ii) Modal Shift in Last 6 Months

At post engagement stage respondents were asked if, in the past 6 months, they had started doing journeys by foot, bicycle or public transport that were previously done by other modes. A summary of the responses is outlined in Table 6.5.6 below. The most significant shift was from car to walking. 16% of respondents overall and 24% of PTP participants reported doing journeys on foot that were previously done by car. 13% of all respondents and 15% of PTP participants reported doing journeys by public transport that were previously done by car. 7% of respondents overall and 10% of PTP participants reported doing journeys on foot that were previously done by public transport. 5% of all respondents overall and 7% of PTP participants reported doing journeys by bicycle that were previously done out by other modes.

Table 5: Modal shift in last six months.

	All Respondents	Participants
Any journeys on foot that you used to do by public transport	7%	10%
Any journeys on foot that you used to do by car	16%	24%
Any journeys by bicycle that you used to do by car	4%	5%
Any journeys by bicycle that used to be by public transport	1%	2%
Any journeys by public transport that you used to do by car	13%	15%

16% shift from car to walking; 24% shift among participants

6.5.6 (iii) Reductions in Kilometres Travelled

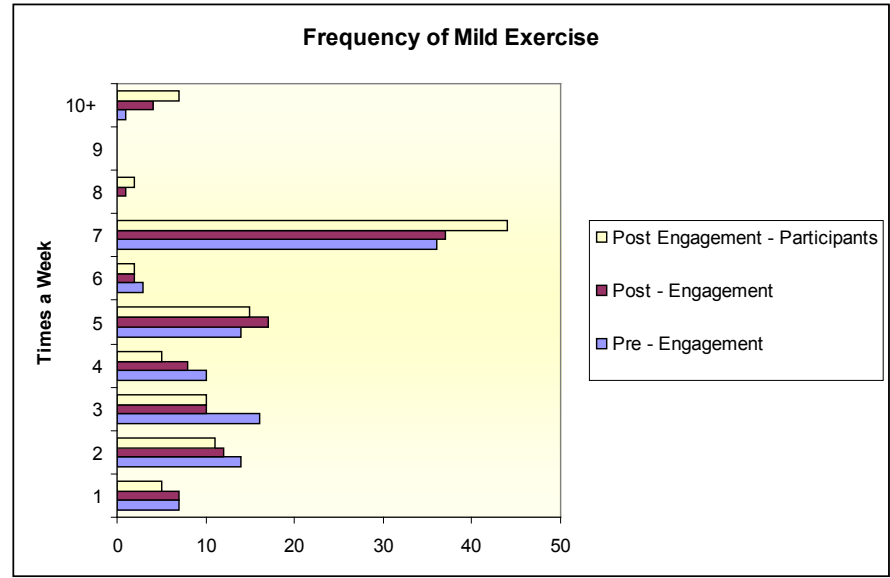
Respondents to the post engagement surveys were asked if they had reduced the number of kilometres they travel by car over the past 6 months. 10% of respondents indicated a reduction in kilometres travelled by car.

6.5.6 (iv) Activity Levels and Self Rated Health

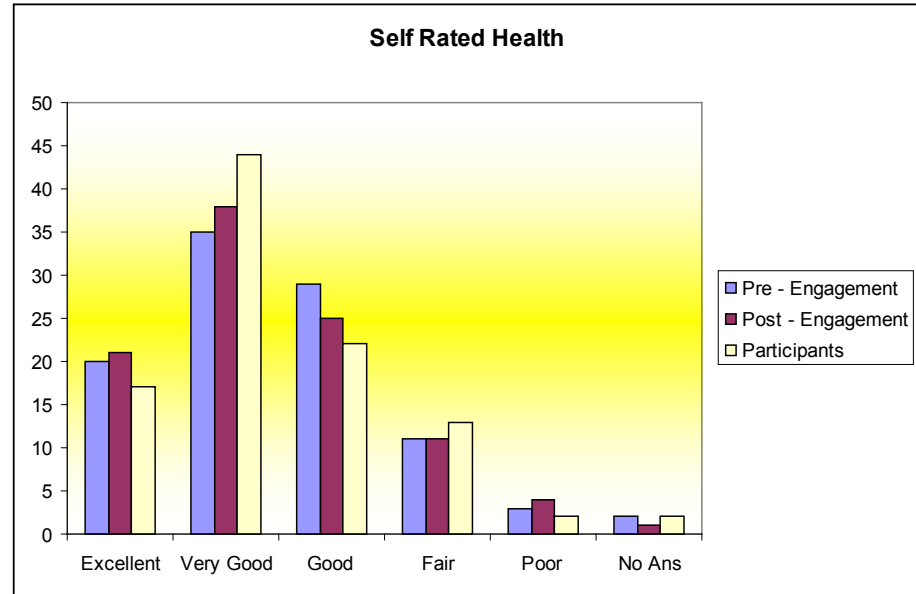
Travel Programmes in the UK report a link between active travel, activity levels and health as people are encouraged to integrate active travel modes into their daily routines.

Respondents were asked to indicate how many times in the last week they had spent doing at least 30 minutes mild exercise (requiring minimal effort e.g. walking) at pre and post engagement stages. At post engagement stage, there was a reduction in numbers exercising 1, 2, 3 and 4 times a week, with increases above this level.

At pre-engagement stage 1% of respondents reported doing 30 minutes mild exercise 10 or more times per week. Post engagement this had increased to 4% overall and to 7% among PTP participants. This, when considered with the increase in numbers walking is considered to substantiate the link between travel programme and activity levels.

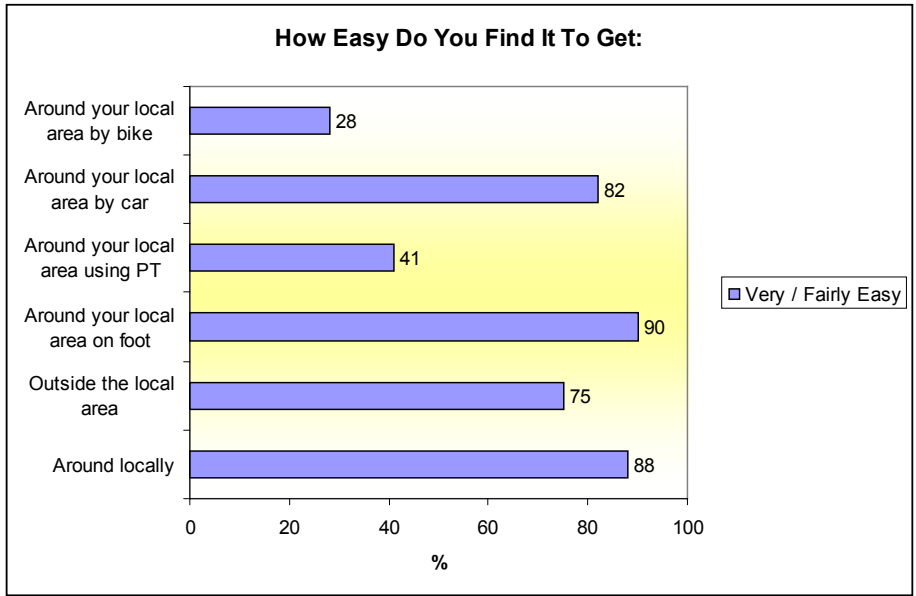


Respondents were asked to rate their health at pre and post engagement stages to ascertain if there is any correlation between increased activity levels and self rated health. The proportion of respondents rating their health as excellent, very good and good increased in the post engagement surveys overall. Among PTP participants the proportion reporting very good health had increased significantly.



6.5.6 (v) Attitudinal Questions - Getting About

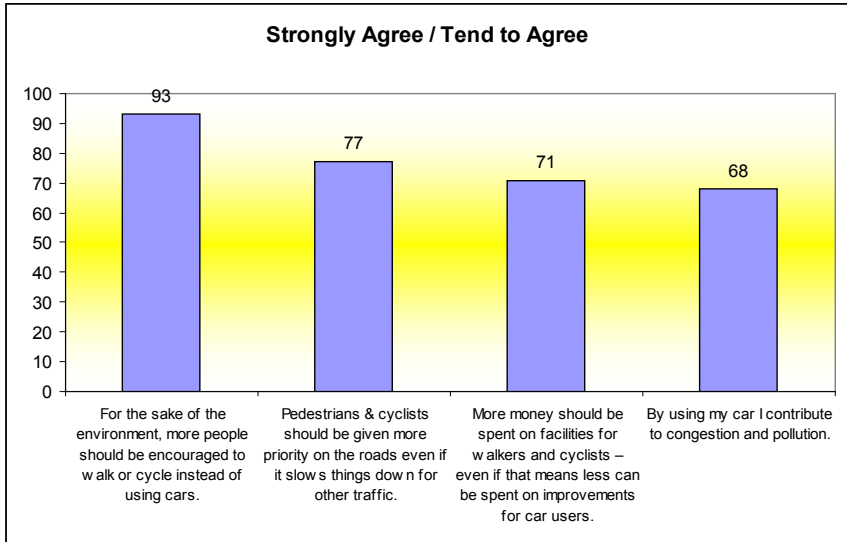
Respondents to the post engagement surveys were asked 6 questions about getting around by various modes and asked to indicate whether they found it: very easy, fairly easy, fairly difficult, very difficult or neither. The proportion of post engagement respondents indicating very or fairly easy to each question is outlined below. The responses show a high level of satisfaction for getting about in general; 90% of respondents indicated that it is very easy or fairly easy to get about the local area on foot. Car also fared well with 82% of respondents indicating that it is very or fairly easy to get about by public transport and only 28% indicated that it is very or fairly easy to get about by bike. The low satisfaction with travel by bike may explain why indications of a modal shift to bike remained low during the programme.



9 in 10 find it easy to get around the local area on foot; less than 3 in 10 find it easy to get about by bike

6.5.6 (vi) Attitudinal Questions Agree / Disagree

Respondents to the post engagement surveys were asked a number of attitudinal questions to ascertain their views on the environmental impacts of travel and on giving priority to sustainable modes. Over 9 in 10 respondents agreed that for the sake of the environment people should be encouraged to walk or cycle and almost 7 in 10 acknowledged that car use contributes to pollution. Almost 6 in 10 agreed that facilities for pedestrians and cyclists should be given more priority.



1 in 9 agree that people should be encouraged to walk or cycle for the environment

6.5.6 (vii) HOUSEHOLD SURVEY CONCLUSIONS

The household surveys indicate that over a short timeframe Travel Smart Communities has begun to deliver positive changes in travel behaviour on a community wide basis with the greatest impact on those engaged directly through household or local centre Personalised Travel Planning.

The surveys show a 2% reduction in car as the main mode for journeys undertaken on the previous day overall, with a 5% reduction among PTP participants. The greatest modal shift has been to walking with an increase of 9% overall and of 11% among PTP participants. While there is a reported decrease in numbers cycling overall the proportion of PTP participants cycling remained constant.

Respondents also reported modal shift for some trips over the last 6 months. The reported shifts from car to walking and car to public transport were highest with a smaller shift to bicycle. Respondents overall indicated higher activity levels and improved self rated health. In the attitudinal questions, respondents indicated a high sense of awareness of the environmental impacts of travel and the need to prioritise sustainable modes. Reported satisfaction with getting around is generally high.

7.0 EVALUATION

Monitoring and evaluation to ascertain the impact of the overall programme and individual initiatives is important so that the more effective elements of Travel Smart Communities Phase 1 can be identified and taken forward to future phases.

7.1 PROJECT OUTCOMES

7.1 (i) Evaluation of Objectives

A set of project objectives were agreed by the Steering Group at a meeting on 22nd November 2011 against which the performance of the programme must be assessed. It was agreed that the Project Team would deliver measures during the project with a view to achieving the objectives. A series of monitoring surveys were undertaken pre and post engagement to ascertain whether the programme had influenced travel behaviour. An evaluation of each objective, measures delivered with a view to achieving the objective and the impact arising is set out below.

Objective	Measures Delivered	Impact
PRIMARY OBJECTIVES		
Achieve a modal shift from private car to more sustainable modes for commuting, leisure and other trips as follows: - Reduce single occupancy car travel. - Increase car occupancy (car sharing) rates. - Increase walking mode share. - Increase cycling mode share. - Increase bus mode share. Increase train mode share.	<p>A community based travel behaviour change campaign was delivered between March and September 2012. Travel advisors engaged with the target population through households, schools, community groups, community events, community challenges, newsletters, newspaper, website and facebook and twitter. Modal shift from private car to more sustainable modes for all trips was a key message of all initiatives.</p> <p>Interactions Ltd targeted 4,000 households with PTP – advisors undertook travel conversations with 1,900 people with the aim of promoting a modal shift from car to more sustainable modes where possible. Resources distributed included local maps, public transport timetables, information leaflets, bus tickets and leap cards.</p> <p>A series of 25 community events targeting the general public, school children and community groups ran from April to September 2012. Events ranged from larger family events to smaller events with individual groups. All events had a sustainable transport theme, be it to promote walking, cycling, bus or train use.</p> <p>Community challenges ran over 4 months, focusing on walking, cycling and sustainable journeys.</p> <p>Information leaflets sought to promote car sharing, walking, cycling, and integrating active travel as part of daily journeys and tax saver schemes for transport tickets and bikes. Local public transport timetables also distributed.</p> <p>Cycle skills training and bike maintenance classes delivered to adults and children.</p> <p>Leaflets on local cycling routes and key links were distributed.</p> <p>Resources such as bike helmets, high-visibility vests, bags, slap-wraps, lights and puncture repair kits were procured and distributed.</p> <p>New cycle shelters were installed at schools, Ballyowen Local Centre and at some bus stops.</p>	<p>51% of respondents to the PTP Aftercare Survey indicated that they changed their travel behaviour as a result of the door step engagement, with 34% indicating that they walk more, 19% indicating that they used bus tickets and 17.5% indicating that they cycled more.</p> <p>Local Centre Surveys showed a 10% decrease in those driving to the centres, a 6% increase in car passengers, a 7% increase in numbers walking and a 1% increase in those cycling. The survey results show a greater shift among PTP participants, with 11% less PTP participants driving when compared against all other respondents.</p> <p>The Travel to School Surveys show a 10% reduction in private car drop off overall with modal shift to walking, cycling and park and stride evident.</p> <p>Outputs from the Dublin Bus transactions database when seasonality effects are removed show increases in patronage at the post engagement stage, of between 1% (Lucan Weekdays) and 19% (Clondalkin Saturdays). There was a 1% reduction in Lucan on Saturdays.</p> <p>Household Surveys show a 2% reduction in car as the main mode for all journeys overall, a 7% increase in walking, a 2% decrease in cycling and a 4% decrease in bus. The impact was more significant among PTP participants with a 5% reduction in car as the main mode for all journeys, a 9% increase in walking and cycling remained constant. 16% of participants overall indicated a shift from car to walking over the last 6 months, with 24% of PTP participants reporting this shift. 13% of participants overall reported doing journeys by public transport that were previously done by car over the last 6 months, with 15% of PTP participants reporting this shift. 4% of participants overall reported doing journeys by bicycle over the previous 6 months that were previously done by car, with 5% of PTP participants reporting this shift.</p>
Increase bike ownership and use.	<p>Cycling promoted through door to door engagement, schools engagement and events - pedal to the park family day, Grand Canal Cycle, bike maintenance classes, cycle skills training, school and community group cycles.</p> <p>SDCC developed and distributed information resources such as 'Bike to Work Scheme' information, 'Get Cycling' information, hosted community challenges with the opportunity to win bicycles; provided information on the cost of fuel to help promote alternatives to the car.</p>	<p>17.5% of respondents to the PTP Aftercare Survey indicated that they cycled more post engagement and 15% undertook the cycle challenge. Local Centre Surveys showed a 1% increase in those cycling overall and a 3% increase among PTP participants.</p> <p>The Travel to School Surveys should an increase in cycling at 4 of the 6 schools. New bike racks installed in November were heavily utilised within 2 days of installation.</p> <p>Household Surveys show a 2% decrease in cycling. Cycling remained constant among PTP participants. There was no significant increase in bike ownership identified through the Household Surveys and only 28% of respondents felt that it was very or fairly easy to get around the local area by bike.</p>
Increase awareness of sustainable travel through the Travel Smart Communities brand	<p>SDCC develop brand and logo for use on all materials; developed website and branded resources.</p> <p>Brand was advertised via facebook and twitter, community engagement campaign, schools campaign, newsletters, newspaper add, and travel advisor uniforms.</p>	<p>The PTP Aftercare Survey indicated a significant level of positivity around the brand and programme. 96% of respondents believe that it is a good initiative for the Council to be involved with and 67% indicated that they benefited from being involved.</p> <p>22% of Local Centre respondents had heard of Travel Smart Communities. 30% of Household Survey respondents had heard of Travel Smart Communities. 1977 people were exposed to the brand through household PTP. 5,000 school children and their families were exposed to the brand through school engagement. Hundreds more were exposed to the brand through community group and public events, newspaper coverage, website and social media coverage and newsletters.</p>

Objective	Measures Delivered	Impact
SECONDARY OBJECTIVES		
Improve local health and mental wellbeing through active travel.	<p>The community based travel behaviour change promoted active travel modes such as cycling and walking.</p> <p>SDCC distributed the Get Active Ireland "Get active on your way" leaflet – with tips on building 30 minutes activity a day into your journeys and outlining benefits of same.</p> <p>SDCC developed and distributed local maps with walking and cycling distances to schools and local centres and main public transport routes to promote alternative travel to the car.</p> <p>Local 'Sli Na Slainte' leaflets showing Irish Heart Foundation local walking route information were distributed.</p> <p>SDCC hosted local Group Walks - guided 3km walks through local parkland and group cycles through local areas and along Grand Canal Green Way to encourage modal shift to more active modes.</p> <p>SDCC promoted walking, cycling, park&stride through Walk on Wednesday at schools.</p>	<p>Respondents to the Household Survey were asked to indicate how many times in the last week they had spend doing at least 30 minutes mild exercise (requiring minimal effort e.g. walking). At pre-engagement stage 1% of respondents reported doing 30 minutes mild exercise 10 or more times per week. Post engagement this had increased to 4% overall and to 7% among PTP participants.</p> <p>The proportion of respondents rating their health as very good increased from 35% pre engagement to 38% post engagement, with 44% of PTP participants reporting very good health.</p>
Sustain and enhance local retail economies.	<p>The community based travel behaviour change campaign encouraged people to think more locally when accessing goods and services.</p> <p>SDCC hosted Local Centre Weekends – where Travel Advisors engaged in travel conservations with visitors to the centre to provide tailored information on travel. A bike doctor service and cycle skills demonstrations was also provided.</p> <p>Group walks and cycles started in the vicinity of local centres to promote these as community nodes.</p> <p>SDCC developed and distributed local area maps with walking and cycling routes and times to Local Centres.</p>	<p>Respondents indicated an increase in frequency of trips to local centres. Ballyowen daily trips increased from 19% to 26% and 1-2 weekly increased from 35% to 39%. Bawnogue daily trips increased from 41% to 50% and 1-2 weekly increased from 23% to 24%. At post engagement stage 55% off PTP participants indicated that they visit the centres daily compared to 28% of all other respondents.</p> <p>Respondents were asked to indicate how much they were intending to spend at the centres. Overall, there was an increase in mid-range spending (€10-20) between pre and post engagement. PTP participants showed an increase in the higher end spending (40-€100) with 33% indicating this level of spend compared to 14% of all other respondents.</p>
Improve access to employment opportunities and services.	<p>SDCC provided local maps with walking, cycling and public transport links to local centres and the wider city.</p> <p>SDCC took youth groups on public transport day trips and cycles to highlight the potential to access a range of services and opportunities by bike. Free bike maintenance classes were offered in both local areas.</p> <p>SDCC explored links to local unemployment groups. However, these were more difficult to engage.</p>	<p>89% of respondents to the PTP Aftercare Survey indicated that the initiative prompted them to think about how they travel and 67% indicated that they benefited from being involved. 51% indicated that they changed their travel behaviour as a result of the door step engagement.</p> <p>Local Centre results show increases in frequency of visits to the centres.</p> <p>Household Surveys respondents were asked to indicate how easy they find it to get around. 88% find it very or fairly easy to get around locally and 75% find it very or fairly easy to get outside the local area. 90% find it very or fairly easy to get around on foot, 82% to get around by car, 41% to get around using public transport and 28% by bike.</p>
Reduce household car usage and ownership.	<p>The community based travel behaviour change campaign encouraged people to think about alternatives to car based travel, highlighted the cost of car travel relative to other modes and probed whether participates could consider reducing household car usage and ownership – e.g. where one occupant worked close to home or along a public transport corridor.</p>	<p>Local Centre surveys show a 10% decrease in those driving to the centres. The survey results show a greater shift among PTP participants, with 11% less PTP participants driving when compared against all other respondents.</p> <p>The Travel to School Surveys show a 10% reduction in private car drop offs overall, with reductions in 5 out of the 6 schools surveyed.</p> <p>Automatic vehicle counts focused on 12 sites within the anticipated area of influence and show a 2.9 percent decrease in average vehicle flows overall.</p> <p>Household Surveys show a 2% reduction in car as the main mode for all journeys overall and a 5% reduction in car as the main mode for all journeys among PTP participants.</p> <p>There was no evidence of a change in car ownership levels.</p>

7.2 INITIATIVES, EFFECTIVENESS & LESSONS LEARNED

7.2.1 Initiatives

7.2.1(i) SDCC Management & Services **€185,000**
Travel Smart Communities was developed, managed and delivered by staff of South Dub-
lin County Council. A summary of tasks undertaken by SDCC is outlined below. The costs
relate to staff time primarily.

Project Set-Up:

- Engaged Strategic Advisors to provide strategic guidance and mentoring sup
port to SDCC team;

- Conducted research, analysis and consultation with partners;

- Developed baseline evidence case that was used to establish appropriate
interventions. This included the review of available transport and travel
behaviour data held by the NTA and Census data and local data sets both
qualitative and quantitative;

- Established a Steering Group comprising relevant stakeholders and managed
all meetings and communication;

- Developed and agreed a set of project objectives and indicators that were
monitored as part of the programme in consultation with key stakeholders;

- Developed a population segmentation strategy to ensure that the interventions
and campaigns were appropriately targeted;

- Developed and implemented a Branding and Promotion Strategy that included
brand and logo creation, website development and management, social media
management and advertising.

- Developed a Resources Strategy identifying promotional material and
information resources needed to support engagement and procured resources
as appropriate. Information leaflets were designed and developed in house.

- Developed and agreed a detailed Engagement Strategy and Work Programme.

- Developed and agreed a monitoring and evaluation framework with key
stakeholders having regard to guidance set out in the Smarter Travel Areas
Monitoring and Evaluation Framework, Department of Transport (August 2010);

- Established a travel planning team in-house to deliver interventions and
campaigns to schools, community groups and at community events; and
procured the services of Interactions Ltd to execute the household
engagement.

- Delivered training to Travel Advisors in conjunction with JMP, ahead of
engagement to and during engagement.

7.2.1(ii) Community Engagement:

- Managed Interactions Ltd in executing the Household Engagement Strategy.

- Executed community engagement strategy through working with 10 schools, 6
Community Groups, organising a series of 25 public events and delivering an
information campaign.

7.2.1(iii) Project Evaluation SDCC:

- Engaged and managed Interactions Ltd in carrying out household and local
centre surveys pre and post engagement;

- Engaged and managed nationwide data collection in carrying out vehicle
counts pre and post engagement;

- Carried out school surveys at the start and end of school engagement; and

- Analysed the raw data returned following these surveys and reported on same.

The Travel Smart Communities Team had responsibility for every aspect of the pro-
gramme. This was the teams first large-scale community based campaign. A significant
amount of time was spent researching comparable projects internationally with a view to
developing and executing a campaign that would be relevant and effective. Increased ef-
ficiencies would be achievable for future phases given the experience gained and lessons
learned from this initial phase. In addition, structures and strategies developed for Phase
1, such as a Delivery Framework, Engagement Strategy, Resources Strategy, Promotion
Strategy, Brand, Logo and Website can be used for future phases.

7.2.1(iv) Strategic Advisors **€26,000**

JMP were engaged as Strategic Advisors to assist SDCC during Project Development.
This involved 4 no. face to face meetings and ongoing support with project development.

7.2.1(v) Household Engagement (PTP) **€102,000**

The household engagement cost includes Interactions Ltd fee's for executing household
engagement and the cost of resources distributed. Management, training and promo-
tional costs are accounted for in the SDCC fee above. In total 3,978 households were
targeted. Of these, 1,657 households and 1,977 individuals participated. The cost of
engagement averaged at c. €21 per targeted household. The cost of resources distrib-
uted was €4 per targeted household. Based on the experience gained some downward
adjustment on execution and resources costs could be achieved for future phases. It is
however, noteworthy that the cost of execution was higher than estimated, based on UK
examples, primarily due to higher hourly rates for staff.

7.2.1(vi) School Engagement **€14,600**

The school engagement cost includes the cost of Travel Advisor Time (200 hours/€6,600),
prizes and branded resources. Schools were an effective with school principals, staff and
parents supporting the campaign. The School Travel Campaign targeted 10 schools and
c. 5,000 pupils. This equates to a cost of €3 per pupil engaged. The schools were a very
effective pathway and feedback from Travel Advisors indicates that the benefits of school
engagement stretched beyond those directly engaged to the entire school community.

7.2.1(vii) Community Events **€12,800**

The cost of community events includes the cost of Travel Advisor Time (200 hours/€6,600),
Resources and Events. Other expenditure relates to venues, cycle skills and bike main-
tenance training, resources, entertainment and refreshments. The main resources used
for the groups were LEAP travel cards and Dublin Bus tickets. Light refreshments were
also provided at a number of the events. Public events at local centres proved very suc-
cessful in raising awareness among the general population about travel issues in general.
Community groups were a very effective pathway and a good way to reach sections of
the community such as youths and over 55's that may not be attracted to walks or cycles.

7.2.1(viii) Community Challenges **€3,300**

The cost of community challenges was relatively high based on known participation rates.
The costs include prizes for challenge draws only. The use of challenges is considered
to be a valuable element of the programme. Roll out and promotion, however, would be
reviewed for future programmes and feedback suggests that issuing personal challenges
might be more effective and that the prize draw is not overly effective.

The overall package of behavioural change initiatives cost c €30,700 (excluding SDCC
management and services, PTP and monitoring costs), equating to a cost of €2 per
household targeted overall.

7.2.1(ix) Monitoring & Evaluation **€38,000**

A monitoring and evaluation framework was agreed with key stakeholders in January
2012. The framework sought to ascertain the impact of the overall campaign and of
some individual initiatives. The overall cost of monitoring and evaluation relates to the
Household and Local Centre surveys and Vehicle Counts. SDCC received raw data and
analysed it in-house. The Dublin Bus data was provided by Dublin Bus and the Aftercare
Survey formed part of the PTP contract.

7.2.1(x) Other **€39,500**

A range of other overarching project costs were incurred such as advertising, printing etc.
This figure also includes the cost of resources purchased and not used during the course
of the initial phase.

7.2.1(xi) School Cycle Shelters **€25,000**

Following an audit the absence of cycle shelters was considered to be a barrier to cycling
at some schools. SDCC with NTA approval installed covered shelters at 4 schools in
2012 to overcome this barrier. The cost of supply and installation of the Cycle Shelters
was €25,000.

The total cost of the programme was €446,000. Of this sum €211,000 related to the set
up and management costs associated with the programme (SDCC management and ser-
vices and strategic advisor costs).

7.2.2 EFFECTIVENESS OF CAMPAIGN

The Travel Smart Communities target area comprised 14,000 households. The campaign
sought to directly engage with 4,000 households through door-knocking and influence
the remaining 10,000 households in a more general way through schools, community
groups, events and an information campaign. Community engagement took place over
a 6 month period with pre and post engagement surveys undertaken immediately before
and immediately after engagement. It is noteworthy that campaigns internationally tend to
deliver a sustained package of measures over a number of years, reviewing and refining
the approach throughout. While signs of success are apparent it is important to note that
Travel Smart Communities is in its relative infancy when compared to international cam-
paigns and could achieve much more if applied over a longer timeframe and larger area.

There is a 2% reduction in reported car trips across the entire community post engage-
ment (Travel Diary refers) and a 2.9% reduction in average vehicle flows (Vehicle Counts
refer).

The Household engagement was highly effective in changing behaviour over a very short
timeframe. 138 respondents to the post engagement Travel Diary were signed up to the
Travel Smart Communities programme through household engagement. This represents
8% of all households engaged. Post engagement, 64% of 'PTP Participants' reported car
as the main mode for all trips, a 5% reduction on the pre-engagement survey. PTP partici-
pants reported walking as the main mode for 26% of their journeys, a 9% increase on the
pre engagement surveys. The proportion of respondents cycling had dropped overall by
2%. However, it had remained constant among PTP participants. The household surveys
have demonstrated a 5% reduction in car based trips among those engaged showing that
direct engagement is highly effective as a means of achieving behaviour change.

The School Surveys showed a 10% reduction in car trips to school overall with increases
in walking, cycling and park and stride showing the effectiveness of this relatively inex-
pensive initiative. Feedback from Travel Advisors also suggests that the reach of the
engagement was community wide influencing the parents and extended family of the
children engaged.

The monitoring and evaluation framework has demonstrated that the programme has been successful in changing travel behaviour over a very short timeframe with a 5% reduction in car trips among PTP participants and a 2-2.6% reduction in car trips on a communitywide basis.

While the impact of the direct household engagement was significant it is noteworthy that the cost of this more intense form of engagement is significantly more than the general campaign.

7.2.3 LESSONS LEARNT

Travel Smart Communities Phase 1 is one of the first large-scale Travel Behaviour Change Programmes undertaken in an Irish Context. In developing and managing Phase 1 important lessons have been learnt which should inform future programmes.

7.2.3(i) Project Management and Execution

Delivery of an effective Travel Behaviour Change programme is relatively staff-intensive. Project set-up is a critical time as information gathered and contacts and decisions made at this early stage underpin the entire programme. Once engagement commences it is important to sustain a momentum around events and initiatives to build brand awareness. The core SDCC team comprised two technical/professional members of staff, with one additional staff member joining the team to coincide with engagement, supported by a student on placement. These are considered lower limits given the scope of the project.

The team considered a number of execution options, seeking to recruit travel advisors in-house and through student placements. Travel advisors were recruited in house to execute community events and school engagement. However, it was not possible to recruit an adequate number for household engagement. On foot of this, it was decided to procure the services of a contractor for this aspect. Following two procurement processes, a reliable and experienced contractor was engaged within the available budget.

Interactions Ltd, made efforts but were unable to source travel advisors from the host communities. This was not an issue in this instance, as the enthusiastic and dynamic travel advisors recruited were quick grasp local information and were very well received in the community.

While take up of student placements offered was low, the student engaged was from a relevant field with the appropriate skills to contribute to the programme.

7.2.3(ii) Overarching Structures

Buy in and support from key stakeholders such as those involved with transport and travel, community support and development, health promotion, environmental awareness, education and active movement is important. It takes time to identify stakeholders, to make contact and to reinforce the value and importance of the programme. Some stakeholders initially questioned the 'intangible' nature of benefits. A 'high level' steering group comprising representation from the NTA, Irish Rail, Dublin Bus, CPLN Area Partnership, HSE Health Promotion, SDCC Environmental Awareness, Community, Traffic, Sports Partnership and Parks Departments was established to shape the initial phase. The steering group provided important information and guidance at a strategic level.

It is also important to harness local energies and engage other partners during the implementation phase. Local stakeholders such as community workers and school staff and parents supported the Council in delivering initiatives during the initial phase. Formalising wider input through a series of implementation groups could be considered for future phases. Community groups, schools, employers, business representatives and transport operators could be targeted.

The team engaged with elected members on an ongoing basis outlining the value of the programme and seeking support. Elected Members did attend a number of events. The support of elected members as ambassadors is considered important and members can be good champions for sustainable modes. Engagement with elected members would be strengthened for future phases.

7.2.3(iii) Baseline Evidence Case

It is very important to establish the baseline evidence case and a good understanding of the target population from the outset, as this will underpin the entire programme – objectives, initiatives, monitoring and evaluation.

Research should include a review of available transport and travel behaviour data held by the NTA, Census data and local data sets both, qualitative and quantitative.

New surveys, while expensive, may be required where information gaps or time lags exist. Survey types and methodologies and sample sizes need to be carefully considered in the context of overall programme size and budget. It is easier to strike a good balance with a larger programme that runs over a longer time period. For smaller programmes, such as the initial phase of Travel Smart Communities, the money allocated to survey can be a substantial proportion of the overall budget.

Market research type surveys of target communities should be used to inform the interventions. Information gathering techniques such as focus groups would provide a useful insight into the barriers and motivations influencing the travel patterns of certain sectors of the target population. It was intended to run focus groups as part of the initial phase of Travel Smart Communities, targeting regular car drivers and potential cyclists to probe their barriers and motivations and to get a better understanding of how to effectively engage with these groups. It was not possible to implement the focus groups due to time constraints but this would be considered for future phases.

Population segmentation, dividing the target population into subsets based on age, gender, location relative to transport and facilities etc is also important to ensure that the interventions and campaigns are appropriately targeted. SDCC targeted households close to local centres, primary school children, youths, over 55's and parents with young children separately. This approach proved very effective and would be expanded for future phases.

7.2.3(iv) Monitoring and Evaluation Framework

The Monitoring and Evaluation Framework was informed by the Smarter Travel Areas Monitoring and Evaluation Framework, Department of Transport (August 2010). The data collected as part of the initial phase provided insights into the effectiveness of the programme that can be used to inform future programmes.

It is important to establish what the programme is trying to achieve from the outset by setting out a series of key objectives and indicators and considering how data will be collected to measure the outcomes. SDCC undertook this process in consultation with the Steering Group. Overarching objectives should be broad enough to encapsulate key local issues, opportunities and national policies; however, the number of objectives needs to be limited so that they remain manageable. This is a key consideration as it is important that a straightforward and concise assessment can be made on the relative success of the programme. Objectives might include transport outcomes and wider social, economic and environmental outcomes influenced by the transport outcomes.

The initial phase of Travel Smart Communities included a broad range of objectives agreed with the Steering Group. There were limited data sources available and new data collection represented a significant proportion of the project budget. To reduce costs, raw data was supplied for Local Centre and Household Surveys and Vehicle Counts and evaluated by the SDCC team. For efficiency reasons, SDCC would consider engaging a single contractor to carry out all monitoring and evaluation for future phases.

While a robust process within which to assess the impact of a programme is needed, a trade off needs to be struck between cost and the quality of data collected and evaluated. A particular issue of the initial phase was the short timeframe, with only 6 months between pre and post engagement monitoring. A longer programme timeframe would allow for monitoring over a longer timeframe with some interim monitoring, so that that programme can be refined during its lifetime to address any issues or omissions arising.

The monitoring and evaluation framework should be transferable between phases and projects and provide sufficient flexibility to allow for the variations in context, scale, and type of measures, whilst also giving common data sets with which to make comparisons.

A common set of monitoring and evaluation tools that can be used to access the impact of all programmes would be welcome. Overall, the framework needs to be methodologically robust, producing results that are statistically significant and survey methods that are replicable. Sampling methods need to be directly transferable so that same survey execution can be carried out in different places. The survey methods need to be easy to implement if they are to be carried out by a diverse range of people in a diverse range of environments.

7.2.3(v) Engagement Strategy and Work Programme

To ensure a coordinated and comprehensive approach an engagement strategy and work programme needs to be established early on, outlining all of the interventions to be undertaken. While finer details will need to be worked out as the programme progresses it is important to have an overarching strategy from the earliest possible stage. This informs budgets, resources needed, timelines etc.

7.2.3(vi) Branding and Promotion

It was important to invest in a strong brand for the programme, with a clear community identity and a positive tone.

For future programmes a proactive press and PR strategy would be used to ensure extensive positive media coverage. Substantial effort was invested in ensuring that information and publicity materials were widely distributed, using a range of outlets. For future programmes as many outlets as possible would be considered. These might include websites, door drops, information counters, newsagents, community centres, employers, health centres, local radio, local newspapers, bus backs, bus shelters, billboards and town centre banners.

The use of innovative campaigns to celebrate sustainable travel and capture the imagination would be considered for future phases, to help build a supportive culture of sustainable travel, by demonstrating that residents were prepared to take up these choices. Customer satisfaction surveys, local case studies and quotations from residents who participate in initiatives would be considered.

Synergies from the overall programme of initiatives implemented under a common branding are evident and feedback from advisors suggests that changes in behaviour were sometimes due to combined impacts from more than one initiative. This highlights the importance of implementing a package of measures, with the sum of the whole tending to be greater than the individual parts.

Experience from the UK suggests that programmes can be successfully targeted to encourage specific modes and that interventions targeted at specific modes are most effective when accompanied by improvements in quality. Travel advisor feedback suggests that residents were open to taking up cycling and rail services but that concerns about cycle infrastructure and quality of rail services presented a major barrier. A campaign weighted towards cycling or rail use and accompanied by significant service improvements might be needed to address these issues.

7.2.3(vii) Resources

The development and procurement of a range of targeted information resources and incentives is considered essential to support community engagement.

It was found that the estimated quantities were in excess of what was required to support the programme and that in many instances those engaged were more open to the personal engagement than to resources and incentives. While the type of resources used would not be significant altered for future phases, quantities acquired and offered would be significantly reduced.

Good quality resources are important. Poor quality resources such as faulty pedometers or poor maps have a negative impact on participant's perception and confidence in the programme.

7.2.3(viii) Interventions

Residential PTP and the Schools Programme were the most effective engagement methods and yielded significant behaviour change. The broader campaign also had a significant impact on the wider community at lower cost.

Future phases would be supported by a stronger marketing campaign using a more proactive press and PR strategy.

When hosting large scale community events it was found that capitalising on other promotional weeks and large scale community events run by SDCC was a successful way to promote the programme with greater economies of scale and cost effectiveness. Having a presence at many pre-arranged events would be important for future phases - events carried out during Bike Week, Mobility Week and Eco Week events were all promoted through the larger umbrella promotion and were very successful.

Community Groups proved a very effective means of engaging with a broad spectrum of participants and is seen as important to any future phases.

Post Primary Schools and Third Level Institutions are good pathways to young people who are forming their travel habits but have proved difficult to access as part of this project. Future phases would focus on this aspect from the outset.

Other key locations identified during Phase 1 identified are businesses and health centres. Other potential campaigns which should be investigated are 'shop local' schemes, public transport marketing campaign, incentive schemes, car clubs or car sharing schemes.

7.3 SUMMARY OF RESIDENTIAL PTP COMMENTS AT DOOR STEP

Travel Advisors recorded details of travel conversations at the doorstep as part of the residential PTP. Over 2,000 individual comments in relation to travel and transport in the area have been recorded. Set out below is a summary of the common themes and opinions which emerged as part of this process;

- The most commonly recorded comments across two areas related to public transport not being a viable option for work; there are no direct bus/luas/train routes to workplaces; public transport is inconvenient and the journey time is greatly increased by use of public transport. Destinations referenced for lack of direct public transport included; Tallaght, Blanchardstown, Celbridge, Naas, Sandyford. Residents reported interest and willingness to shift to public transport but felt it was not possible for their particular journey.
- Where public transport was used for journeys to work a large proportion of respondents reported using tax saver tickets.
- A high number of residents reported using public transport for leisure/evening trips and journeys to the city centre. The cost of parking in the City Centre is seen as a disincentive to driving to the City Centre.
- There was a strong interest in the Leap Card for those currently using public transport and the Leap Card is acting as an incentive for those incorporating public transport into their journeys.
- The majority of those met at the doorstep were very enthusiastic and willing to trial new travel methods and to think about a change in travel behaviour for trips outside the commuting trips. Most people recognised that they could and should change to more sustainable modes.

- There is great interest in a return to cycling; lack of bicycles and fear around bicycle theft are impediments. The bike to work scheme is referenced often and many residents were planning to avail of this scheme.
- The need for more cycle lanes was mentioned regularly and the lack of maintenance of existing facilities, with glass on lanes referenced by many as an issue.
- Many residents are already walking and cycling for local trips and the Canal Route is very popular for leisure trips across the two areas.
- Parents often reported that journeys to school were already taken on foot or by bike and the Travel Smart Communities schools engagement was referenced by many respondents.
- Workplaces can often influence peoples choice of mode where employers promote and monitor sustainable travel; eg: Ikea employees commented on the sustainable travel culture at their workplace.
- A high number of residents are employed in shift work where public transport to work was not possible but for other trips there was positivity around alternative modes.
- The weather was a theme which arose a number of times as an impediment to using public transport or cycling.
- Residents were open to suggestions by travel advisors. Bus tickets, Leap cards and pedometer, cycle and journey logger challenges were very well received.
- There was a high level of interest in a shift towards walking and cycling for local and leisure trips for health purposes. Many residents made comments in relation to the need to take up walking and cycling again after a period of relative inactivity and were open to the idea of active travel to achieve this.
- Parents with small children often felt public transport was not a convenient option with more than one child or with buggies.
- Children at Second Level in school were making travel behaviour change as a result of moving from Primary School and this appeared to be an opportunity to influence behaviour towards more sustainable modes.
- Travel advisors were well received and residents were generally very positive about the programme.

Comments made by participants during household engagement provide a useful insight into the barriers and motivations underpinning travel patterns and correlate closely with programme outcomes. During the programme modal shift for non-work trips was greater than work trips, and this is reflected in the comments with many participants stating that public transport is not a viable option for the work trip as there are no direct connections. While residents indicated an interest in cycling, barriers such as the lack of a bike and concern over safety and facilities were highlighted by many. This is reflected by the very limited modal shift to cycling during the programme. The comments show a general willingness among participants to consider alternatives, to avail of new technologies and payment options and to make changes to travel behaviour where feasible.

7.4 OVERALL CONCLUSIONS

- Travel Smart Communities Phase 1 has demonstrated that over a short timeframe a package of 'soft' measures can begin to deliver positive changes in travel behaviour.
- Data collected from a broad range of sources demonstrates a community wide modal shift away from private car use to more sustainable modes and shows a greater impact among those engaged directly through household PTP and School engagement. Household PTP was, however, more costly (€25 per household targeted) and reached a smaller proportion of the population when compared against the more general campaign (€2 per household targeted). The School engagement was highly effective and inexpensive (€3 per pupil).
- The programme had the greatest impact on local trips with a more limited impact on commuting trips outside of the area. POWSCAR data and participant comments indicate that a high proportion (almost 50%) of the target population commute throughout the GDA for employment to locations that are not serviced by direct public transport links, making this a more difficult change.
- The most notable modal shift has been from private car to walking with significant increases in numbers walking locally. This would appear to be a relatively quick and easy shift, with 90% of household survey respondents indicating that it is easy to get around the area on foot. The shift to cycling and public transport has been more limited. While many participants indicated a desire to cycle or use the train they also expressed dissatisfaction around quality of service and safety.
- Findings highlight the importance of considering smarter travel initiatives in a holistic way, integrating service improvements with marketing initiatives. Infrastructure and service enhancements, marketing, information and publicity should all follow together from an assessment of a target market.
- The programme has identified a general willingness to consider alternatives to car based travel and to make changes to travel behaviour, with the majority of those engaged showing support for the programme. However, participants were more reluctant to consider major changes for e.g. the commuting trip where they felt travel time, reliability, convenience or cost would be negatively impacted.
- The programme has identified that the best time to engage is during a major lifestyle change where trip origin or destination has changed due to e.g. a house move, job change or school move and where the participant is still evaluating travel options. Participant comments indicated that children moving to post primary school are a good example of this opportunity.
- Travel Smart Communities is in it's relative infancy when compared to international campaigns that run over a number of years and the programme could deliver much more if delivered over a longer timeframe.
- For future phases the types of engagement should be carefully considered. The more costly PTP approach might be best suited to 'best fit' areas, in the vicinity of service improvements, along high frequency transportation corridors or close to Town Centres. A more generalised approach using schools, community groups, broader marketing and information campaigns and other suitable pathways might work best outside of these areas.

Appendix 1Expenditure Summary

Travel Advisor Uniforms	Description	QTY Purchased	QTY Used
Tee - Shirts	Branded tee-shirts	45	25
Fleeces	Branded fleeces	30	15

Information Resources	Description	QTY Purchased	QTY Used
Local Area Info Map – Lucan	Map of Local Area with walking/cycling routes, local centres, public transport routes	4000	1322
Local Area Info Map – Clondalkin	Map of Local Area with walking/cycling routes, local centres, public transport routes	3000	793
Local Bus Timetable (fridge sticker) - Lucan	Summary of local bus timetables.	3000	1322
Local Bus Timetable (fridge sticker) – Clondalkin	Summary of local bus timetables.	2000	793
Local Rail Timetable (fridge sticker) – Clondalkin	Summary of train timetable from Fonthill Station.	2000	793
RTPI & Transport for Ireland - Leaflet	Information leaflet developed in house.	4000	1945
Sli Na Slainte Map – St. Cuthberts	Irish Heart Foundation Local Walking Route Information	1500	793
Sli Na Slainte Map – Clondalkin	Irish Heart Foundation Local Walking Route Information	1500	1945
Get Cycling Leaflet	Information leaflet developed in house for people who want to start cycling - with tips on safety, buying a bike & accessories, how to maintain your bike etc.	4000	1945
Bike to Work Scheme – Leaflet	Information on tax saver scheme.	4000	1945
Travel Tax Saver Scheme – Leaflet	Official leaflet on tax saver scheme, supplied by Irish Rail.	4000	1945
Get Active On Your Way – Leaflet	Get Active Ireland & HSE leaflet promoting health through active travel, supplied by HSE	4000	1945
Car Sharing – Leaflet	Official leaflet.	4000	1945
Eco-Driving – Leaflet	Information leaflet developed in house promoting eco-driving.	4000	1945
We Missed You Slips	Card to notify householder that travel advisor called to door.	6000	3985
Advanced Notice Letter	Letter to PTP Households advising that travel advisors will be circulating in the area.	4000	4000

Challenges Resources	Description	QTY Purchased	QTY Used
Pedometer Challenge Card	4 week challenge card. On-line entry also available	2000	1097
10 min + Cycle Challenge Card	4 week challenge card. On-line entry also available	2000	584
Journey Logger Challenge Card	4 week challenge card. On-line entry also available	1500	841

Tickets, Prizes and Promotional Materials	Description	QTY Purchased	QTY Used
Leap Cards		600	600
Dublin Bus 1 Day Family Bus Ticket	One day unlimited travel for 2 adults and 4 children.	300	223
Dublin Bus 3 Day Rambler Ticket	3 non consecutive days of unlimited travel	500	284
Branded Pedometer	Step counter	2200	1175
Branded Slap Wraps	Band to protect trousers when cycling	2240	2022
Branded Hi Vis Vest – Adult		2328	1915
Branded Hi Vis Vest – Child		1836	1836
Adult Bike Vouchers	€350 voucher for bike and accessories	6	5
Child Bike Vouchers	€250 voucher for bike and accessories	8	8
One4All Vouchers	€30 Vouchers	40	40
Cycle Helmets – Child		100	90
Bike Light Sets		50	24
Puncture Repair Kits		100	24
Branded Balloons		1500	250
Branded Hi Vis Draw String Bag		2800	2295
Branded Pens		1000	250