



Department of Transport

An Roinn Iompair



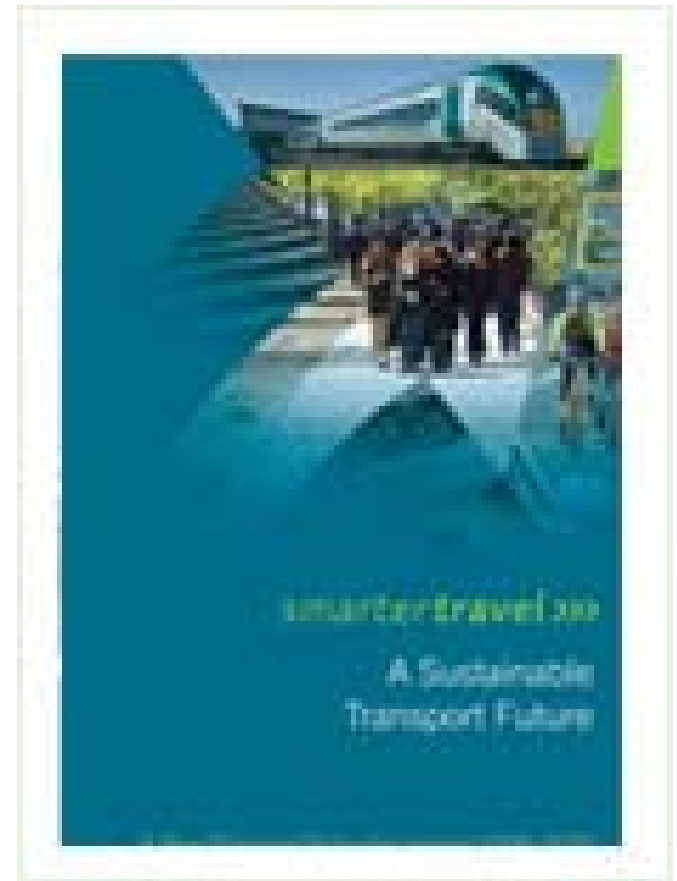
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How Smarter Travel Can Deliver Smarter Communities



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1. Why Smarter Travel?
2. Smarter Travel- A New Approach
3. Smarter Travel Areas
4. What's next for Smarter Travel?



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1. WHY SMARTER TRAVEL?

- Transport and travel in Ireland growing unsustainably
- Between 1996 and 2006:
 - Doubling of energy use in transport
 - Reduced walking, cycling; increase in car use
 - 88% increase in transport sector emissions
 - 5 yrs 2002-06 alone 22% increase in car use

PROJECTIONS TO 2020

- Continuing increase in car use and congestion
 - More time commuting, reduced quality of life
 - Less safe roads and urban areas
 - Less secure energy supply
 - Local air quality issues from traffic pollution
 - GHG emissions to increase further by 31-48%
- Recession only delivers a time-lag, not an overall change

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2. SMARTER TRAVEL-A NEW APPROACH

Required:

Fundamental shift in travel culture to
a sustainable transport system

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- Consultation launched in February 2008
- 500+ responses – detailed, engaged, supportive
- New Government Policy launched February 2009

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AMBITION

By 2020:

- Car modal share 66% to 45%
 - 500,000 commuters to other forms of transport: walking, cycling, P/T
- Total car kms not to increase significantly
- Up to 8 Mts Emissions savings



4 OVERARCHING ACTIONS

- Reducing the need to travel
- Providing alternatives to the car
- Improving fuel and energy efficiency
- New institutional arrangements

REDUCING THE NEED TO TRAVEL

- Spatial planning
- Employment planning
- Mobility management
- Freight
- Fiscal measures

PROVIDING ALTERNATIVES TO CAR

- Public transport
 - mainly bus; train, luas, metro when appropriate
- Cycling
- Walking
- Car clubs and car sharing

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IMPROVING FUEL & ENERGY EFFICIENCY

- Aviation and maritime (ICAO and IMO)
- ITS on roads
- Electric cars
- Improving fuel efficiency standards (EU)
- VRT system incentivising fuel efficient vehicles
- Eco-driving

NEW INSTITUTIONAL ARRANGEMENTS

- DoT – NSTO
- Interdepartmental Group
- LA Network
- NTA
- Agencies

ONE YEAR ON

- Published national cycle policy framework “Hierarchy of Solutions”
- Smarter Travel Projects Fund – 38 around the country
 - Pedestrian provision
 - Electric Vehicles
 - Cycle provision
 - Eco-driving
 - Sustainable freight
 - Workplace travel
- Developing national walking policy
- Mapping National Cycle Network
- Developing Pilot on e-working
- School & Workplace travel plans - 22% reduction car use

3. SMARTER TRAVEL AREAS

- Fundamental Behavioural Change delivered in local areas
- Demonstration projects to encourage innovation:
 - Potential for reshaping travel patterns in different types of communities
 - What works in Irish sustainable travel
 - High-quality innovative travel plans that can be built on and expanded as appropriate
- Delivered by LAs

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WHAT IS A SMARTER TRAVEL AREA?

- A geographically-based community, categorised according to population size
- A travel plan, prioritising better mobility management of the population
- Moving away from car-based transport
- Increasing modal share of walking and cycling
- Improving health, and lifestyles, streetscapes and local areas
- Reducing air pollution and transport emissions

NATIONAL COMPETITION FOR SMARTER TRAVEL AREAS

- Competition formally launched by Minister in July 09
- LAs submitted Stage 1 applications – high level expressions of interest by end September 09
- 39 applications in all
- 11 bids shortlisted for final stage: final bids due in April 30

Cork	Drimnagh	Dundalk	Dungarvan
Galway	Kilkenny	Limerick	Loughrea
Navan	Sandyford	Westport	

COMMUNITY DRIVEN APPROACH FOR SMARTER TRAVEL AREAS

- Bids led by Local Authorities – but joint approach with local communities, businesses, schools
 - MUST have political and community backing in order to be successful
- Bids designed around population's travel patterns and mobility needs:
 - first emphasis on people and their movements not infrastructure or engineering solutions
- **Expected modal shift key**
 - must be based on available evidence and in line with the level of ambition expressed in Smarter Travel and NCPF

ENGAGEMENT STRATEGY IS KEY

- Changing hearts and minds....
- Need to develop local culture of smarter travel
 - Involving existing local community groups
 - Best practice behavioural change programmes
- Bids to include action plans for community engagement
- Also strategies for engaging general public:
 - How to promote Smarter Travel?
 - What will be the theme? Who are the champions?
 - What message will work in each area?

CURRENT STATUS OF THE COMPETITION

- Competition still on for the 11 shortlisted bids...
- LAs now in process of developing Stage 2 bids, to be submitted by end April
- Stage 2 bids involve full business case and delivery/ implementation plan of 5-year Smarter Travel package
- Shortlisted bids total over €110 million - total pot €50 million
- Expect to fund 3-4 bids

REQUIRES SOME TOUGH DECISIONS FROM LAs

- Can you demonstrate that local planning practice is in line with Smarter Travel?
- Will you take out car parking and introduce charges?
- Will you pedestrianise town areas or individual streets?
- Will you take away road space from cars?
- Will you reduce speeds?
- Will you change signal cycles and slow down traffic?

STAGE 2 BIDS

- *BEHAVIOURAL CHANGE MEASURES KEY*
- Bids to identify impact of measures on modal shift
 - Explaining cause and effect of scheme
 - *Outputs > outcomes > impacts*
 - *Measure > modal shift > Reduced emissions/congestion*
- Should set **out proposed actual and percentage reduction in car journeys**
 - projections to be based on journey to work with baseline from 2006 Census data
- Must explain reduction in car use – where are they going?
- Also indicate increase in leisure walking and cycling

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STAGE 2 BIDS

- Must identify expected actual and percentage GHG savings
 - estimating the reduction in km travelled by car and multiplying by 167g CO₂ per km
- Other wider impacts can include:
 - Health benefits
 - Reduced accident rates
 - Economic benefits > reduced congestion, retail benefits
 - Air quality - reduced NO_x and SO_x
 - Better urban/ public environments
- Must attribute impacts to measures

ROLE OF DoT

- Feedback meetings with each of Local Authorities
 - advice on strong and weak areas of bids
- Ongoing engagement and support - as much as possible, without prejudicing outcome
- Organising Training and seminars for Stage 2 authorities
 - Best practice in behavioural change
 - Catering for cyclists
 - Electric Vehicles
- Providing some seed-funding for working up Stage 2 bids

IMPLICATIONS OF SMARTER TRAVEL

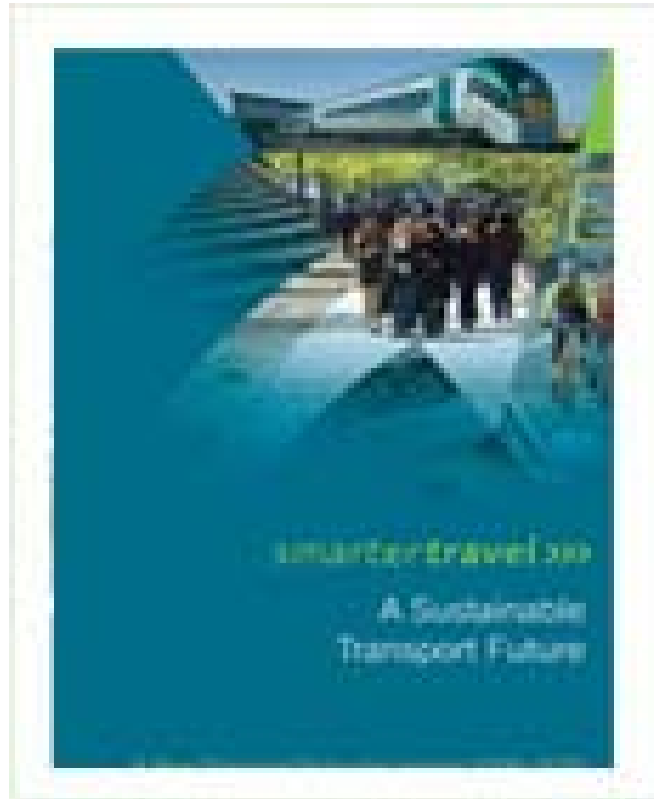
- New approach to transport – managing travel demand
- STAs give evidence on how sustainable travel works in Ireland
 - full evaluation of STAs over 10 years
- New technical skills: providing for cycling and pedestrians
- Wider range of skills needed:
 - Understanding drivers of travel behaviour key: surveys, census analysis – adding to data from traffic counts and cordons etc
 - Delivering behavioural change campaigns and “softer measures”
 - Communications and marketing – providing information and publicity

WHAT'S NEXT FOR SMARTER TRAVEL?

1. Work closely with successful Smarter Travel Areas
2. Irish Manual for Streets
3. 2nd National Bike Week (13th-20th June 2010)
4. Continue to deliver on Smarter Travel Actions
5. Continue to deliver on National Cycle Policy Framework Actions



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