



Stage II Submission
to the Department of Transport

April 2010



Waterford County Local Authorities
Udarás Áitiúla Chontae Phort Láirge



Department of Transport
An Roinn Iompair



Endorsement



John Treacy is CEO of the Sports Council of Ireland and Chair of the National Obesity Taskforce.

A native of Villierstown, County Waterford, John is an Olympic silver medallist and double World Cross-Country champion.

He is committed to the principles of sporting health and the benefits of an active lifestyle for general physical and mental well-being.

He has lent his name to one of County Waterford's flagship sporting events – The John Treacy Classic.

He says..

John Treacy

Chief Executive Officer, Irish Sports Council

Chairman, Obesity Task Force

It is with great pleasure that I endorse Dungarvan's Stage Two submission to the Department of Transport for funding under the Smarter Travel initiative.

In my roles as Chief Executive Officer of the Irish Sports Council and Chairman of the Obesity Task Force I see, on a daily basis, the importance of encouraging and supporting active living in Irish society.

Obesity is becoming one of the fastest growing health problems in Ireland. One in eight Irish people are obese and every second person is overweight. As a result, half of the population is at an increased risk of developing a chronic health condition such as cardiovascular disease. We must make it easier for people to address their food and activity habits. Obesity in childhood is a particular priority. Given that a child is twice as likely to be an obese adult, if obese in childhood, early prevention is key.

We need to create the social and physical environments that make it easier for children and adults to be more active on a regular basis. This will involve co-operation and direct involvement from all sectors of society; public, private and commercial including the policy makers, town planners, the educators, the employers, the family and many other groups who have an influence on lifestyle choices. To support and encourage active transport choices, infrastructural measures and behavioural change programmes and initiatives need to address the real concerns in relation to safety and other barriers to change.

As such, I welcome the holistic and inclusive approach of the application made by Dungarvan under the Smarter Travel initiative. The approach is robust and combines a comprehensive programme of infrastructural developments, education and above all engagement with the community to achieve behavioural change and modal shift from single use cars. I see strong evidence of partnership, collaboration and cooperation between all sectors of the Dungarvan community which will be vital for the success of this initiative. The Dungarvan Smarter Travel programme gives priority to behavioural change which demonstrates a real understanding of the importance of changes in attitudes and perceptions to its success.

I wish Dungarvan every success with this application and congratulate all concerned with its thoroughness, inclusiveness and vision.

Commitment



Ray O'Dwyer is Waterford County Manager, with responsibility for the Town Councils of Dungarvan, Tramore and Lismore.

He is Chairperson of the City & County Managers' Environmental Committee and a member of the EPA Environmental Enforcement Network.

Ray is an advocate for the principles of sustainable enterprise and sustainable development and a champion of sustainable waste solutions. Under his stewardship all of Waterford County Local Authorities' programmes have been environmentally proofed.

He says..

Ray O'Dwyer, Waterford County Manager

Waterford County Council and Dungarvan Town Council are fully committed to the ambitious objectives set out in this submission to the Department of Transport.

Smarter Travel builds on Waterford County Council's reputation for excellence in initiating and implementation of environmental initiatives, harness opportunities in the green economy and improve the well-being of residents of the County.

- We are the first local authority in Ireland to prepare and implement a Climate Change Strategy;
- Our Economic Plan 2010 – 2014 includes a section dedicated to harnessing opportunities in the green economy;
- Our Corporate Plan identifies environmental sustainability as one of the 4 key goals underpinning the operations of all of County Waterford's Local Authorities
- Our Draft County Development Plan 2011 – 2017 focuses on environmental awareness, renewable energy and the well-being of our citizens

These policy documents directly affect our actions, which include;

- Investment of €300,000 in developing cycling routes in County Waterford, following selection of Dungarvan as a regional cycle and walking hub;
- Delivery of new festivals and events such as; the Sean Kelly Cycle Tour, the John Treacy Classic Run and the Waterford Festival of Food, all of which aim to enhance healthy lifestyles;
- Incorporation of renewable energy designs and technologies into our Civic buildings and housing programme;
- Development of an intensive network of Constructed Wetlands, throughout the County;
- Development and operation of the award winning Regional Materials Recovery Facility (MRF), in Dungarvan;
- Installation of bio-diesel facilities in the Council's yard, to supply plant with capacity to run on bio-fuel;
- Recent signing of charter with the National Transport Authority, to implement a Workplace Travel Plan for the Council.

A dedicated team has been established to prepare this submission and the team will remain in place to oversee implementation of the 'Go Dungarvan' work-plan, as outlined in this submission. Waterford County Council and Dungarvan Town Council have allocated, and will continue to allocate financial support to implement Smarter Travel in Dungarvan. If successful, the team will ensure that Dungarvan acts as an exemplar model for smaller towns and rural areas.

Support



Cllr. Damien Geoghegan, Mayor of Dungarvan, is a member of both Waterford County Council and Dungarvan Town Council.

Damien is a committee member of the South-Eastern Regional Authority and is Waterford County Council's representative on the Southern & Eastern Regional Assembly. He is a member of the County Waterford Strategy Group and a member of the Smarter Travel Steering Group.

As a member of the Board of Management at St. Mary's National School and as an active member of the Dungarvan GAA club, Damien is committed to bequeathing a cleaner, greener environment to future generations and he sees Smarter Travel as the way forward.

He says...

Cllr Damien Geoghegan, Mayor of Dungarvan

On behalf of Dungarvan Town Council, I fully endorse this submission to the Department of Transport to implement Smarter Travel in Dungarvan.

The Dungarvan submission represents an holistic approach to achieving modal shift that combines investment in infrastructure and implementation of a behavioural change campaign targeting personal travel planning, workplace travel planning, changing attitude of youth and facilitating smarter travel among older adults, people with disabilities and parents with young children. In addition, the proposals set out how Dungarvan will deliver travel planning for schools under the Green Flag Programme. Our plan also provides innovative solutions to road safety and reduced carbon emissions.

The plan is informed by an extensive consultation process which both informed this submission and initiated the behavioural change campaign. The general public and workers were consulted and surveyed. One-to-one consultations took place with key agencies and community groups. A schools competition got the children of the Town thinking of alternative modes of transport to school. Because of this extensive consultation process I believe that Smarter Travel will gain the full support of sports clubs, schools, commuters, businesses and the broad community. In addition, we will be able to harness the actions of the agencies represented on the Steering Group to ensure that our plan for Smarter Travel – Go Dungarvan – is a success.

The proposals set out in this submission were presented at a meeting of Dungarvan Town Council on 19th April. Considering the consultation, project ambitions and innovations set out in this submission, I was not surprised that on my proposal, Dungarvan Town Council was unanimous in fully endorsing Go Dungarvan.

If successful, we look forward to continuing to engage with the community to make sure that the actions squarely meet the evolving needs of citizens of Dungarvan.

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Artwork Submitted By Schoolchildren of Dungarvan



SECTION I

INTRODUCTION



1. INTRODUCTION

- 1.1. **Waterford County Council**, in association with **Dungarvan Town Council**, welcomes this opportunity to make a **Stage Two Submissions** (Go Dungarvan) to the **Department of Transport** for funding under the **Smarter Travel** initiative. Located on the south coast of Ireland, Dungarvan is the County Town and administrative capital of County Waterford. Dungarvan is situated 73km east of Cork and 46km west of Waterford. The population within a three-mile radius of Dungarvan is 12,300 and that of the immediate 30-minute catchment area of the Town is c.46,000¹.

GO DUNGARVAN – A MODEL TOWN TO PILOT SMARTER TRAVEL

- 1.2. **Dungarvan will act as a model town for Smarter Travel.** Piloting Smarter Travel in Dungarvan will deliver a modal shift from cars to cycling, walking, public transport and shared transport for a range of sectors, all of which are vibrant in the Town and as such, the town can act as a model that can be replicated:
- **Public Services:** Dungarvan hosts key public bodies including: the headquarters of Waterford County Council and Waterford County Vocational Educational Committee; 9 primary and secondary schools; and a hospital. **Dungarvan can implement models of smarter travel for the public sector.**
 - **Industry:** Employers such as GSK, Microchem Lancaster Laboratories (Europe) Limited, Microbrush and Glanbia shared services centre are located in Dungarvan. **Workplace Travel Planning can be implemented expeditiously.**
 - **Local Services:** A thriving services town, a combination of high-street retailers, professional services, pubs, bars, cinema and award-winning restaurants are all available in Dungarvan. **Dungarvan & West Waterford Chamber of Commerce is committed to working with the Dungarvan Smarter Travel office to deliver a model workplace travel plan for smaller businesses.**
 - **Commuting:** Dungarvan also acts as a dormitory town for Cork, Waterford and Clonmel. In addition, residents of towns in County Waterford commute to Dungarvan for work and school. **Dungarvan can model shared transport for commuters to and from the Town with rural transport and car-pooling.**
 - **Tourism:** West Waterford including Dungarvan is increasingly recognised as a tourist destination. **We will put in place initiatives that will improve sustainable travel planning for tourists.**
 - **Topography & Planning:** Dungarvan is a compact town with a boundary of 553ha. The Town is relatively flat, with a vertical height of 8metres over long stretches. Topography and good planning should improve the propensity of residents of Dungarvan to walk or cycle.

¹ CSO Census of Population 2006

DUNGARVAN - A CAN DO APPROACH

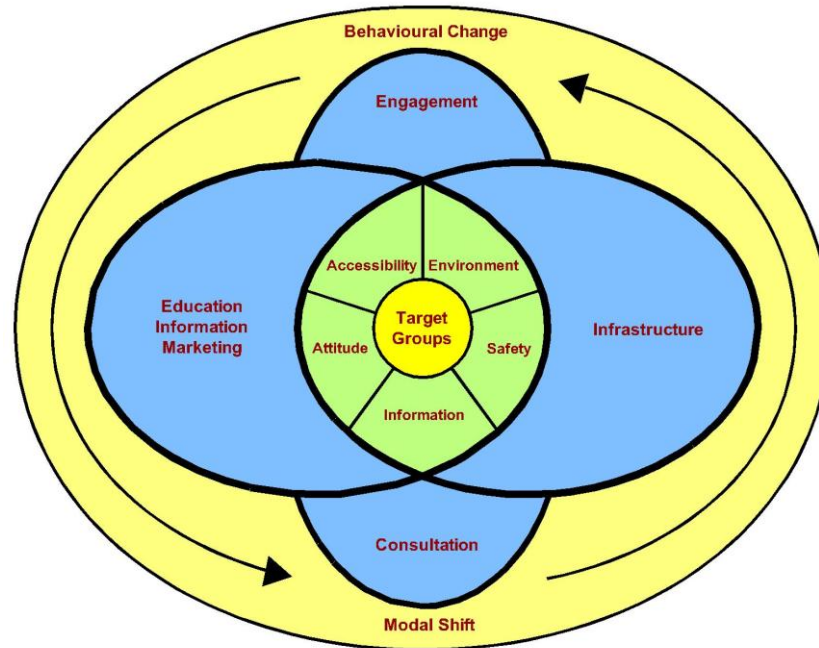
- 1.3. Prior to the announcement of this Smarter Travel competition, Waterford County Council and Dungarvan Town Council have been implementing programmes designed to harness the green economy. Thus, the Smarter Travel initiative builds on a strong track record of innovative projects that Waterford County Council has **successfully delivered**. These are designed to **improve the well-being of residents and visitors** to the County and to reduce the Council's carbon-footprint.
- Waterford County Council is the **first local authority** in Ireland to implement a **Climate Change Strategy**, which sets clear actions to reduce emission of greenhouse gases including; transfer of our energy supplier to renewable energy sources; phased conversion of our fleet to renewable energy; and development of integrated wetlands for water treatment. The Council's **commitment to environmental principles** is reflected in our policies including the Economic Plan for County Waterford 2010 – 2015, the Corporate Plan for Waterford County Council 2010 – 2014 and the Draft County Development Plan 2011 – 2017².
 - Working with Waterford County Council, all of the **schools** in Dungarvan have achieved or are committed to achieving **Green Flag** status of the **Green Schools Scheme**. Of the 9 schools in the town 6 have achieved green flag status and 3 are committed to green flag.
 - Waterford is a **pilot county for walking and cycling**. The Council is working with Fáilte Ireland and other partners to develop walking routes that build on our natural resources. Under this initiative, Dungarvan has been designated by Fáilte Ireland as a cycling hub, where regional cycling routes converge at the Town. Waterford County Council in association with Fáilte Ireland has invested €300,000 over the last year on infrastructure, signage and promotion to raise the profile of cycling in the County, building on the strength of the Sean Kelly brand³.
 - 2009 was the third year of the **Sean Kelly Cycle Tour** of Waterford, which attracted over 2,700 participants. The cycling tour is now a fixture in the cycling calendar and is one of the largest cycling tours in Ireland. This builds on the strong tradition of athletics in Dungarvan.
 - In 2009, the first year of the **John Treacy Classic Run** had 870 participants.
 - The **Waterford Festival of Food** has quickly built a reputation for excellence and in its fourth year has showcased locally produced seasonal food to over 10,000 people.
 - Waterford County Council has piloted **renewable energy training initiatives** in partnership with FAS and the Construction Industry Federation.

² Appendix C: Planning Policy

³ Appendix D: Current Walking & Cycling Initiatives

OUR APPROACH TO SMARTER TRAVEL

- 1.4. As illustrated figuratively below, Waterford County Council has adopted an holistic and innovative approach to implementing Smarter Travel in Dungarvan. This recognises that provision of infrastructure, development of an educational and promotional campaign, and ongoing consultation are required to achieve behavioural change, ultimately leading to a modal shift from single-use cars to walking, cycling, public transport and car-sharing.



LOCAL COMMITMENT – A TEAM APPROACH

- 1.5. There is clear and strong commitment by all relevant agencies to deliver Smarter Travel in Dungarvan. At its meeting of 9th April 2010, Dungarvan Town Council publicly endorsed this Smarter Travel Plan for Dungarvan.
- 1.6. A Steering Group was established with representatives of the community, businesses, relevant agencies and local government to provide direction on both preparation and implementation of the Dungarvan Smarter Travel Plan. The Steering Group is made up of representatives of:

- Dungarvan Town Council
- Health Service Executive
- County Waterford Community Forum
- Vocational Educational Committee
- Dungarvan and West Waterford Chamber of Commerce
- Waterford Sports Partnership
- Deise Link
- An Garda Síochána.

- 1.7. An **internal team** led by the Director of Services for Transport and Infrastructure and made up of marketing experts, engineers and community development workers was established to prepare this submission⁴. This team will remain in place to initiate and provide continued support for Dungarvan Smarter Travel.

PREPARATION OF THIS SUBMISSION – COMMUNITY ENGAGEMENT

- 1.8. Waterford County Council engaged in an extensive consultation process to prepare this submission. The objective of this process was twofold:
- i. To ensure that the submission was **informed** by all relevant groups including the general public, agencies and representative organisations that will be involved in implementation of the programme, employees and employers, schools, including teachers, parents and school children, and people with reduced mobility.
 - ii. To commence a process of **community engagement** by raising the profile of Smarter Travel in Dungarvan, effectively **commencing our behavioural change campaign**.
- 1.9. The consultation process involved:
- Establishment of a Smarter Travel **web presence** through the County Council's suite of websites. In addition to the display of information, the general public was provided with an opportunity to submit their views to the Smarter Travel Team.
 - Request for submissions that was advertised on **local press** and promoted by a **leaflet drop to 6,500 households** in Dungarvan and its catchment area.
 - **One-to-one consultation** with elected **members of Dungarvan Town Council** and with members of the **Dungarvan Smarter Travel Steering Group**. In addition, we consulted with members of specific target groups including older adults, people with disabilities, youth groups, sports groups etc, to gain an insight on the level of collaboration that can be achieved with the various partners⁵. The consultation process provided valuable insight into the infrastructural design and behavioural change campaign.
 - An **intercept survey** at key locations throughout Dungarvan a total of 348 valid surveys were conducted⁶.

⁴ Appendix E: Project Team

⁵ Appendix F: Steering Group & Consultation Panel

⁶ Appendix G: Results of the Intercept Survey

- A **workplace survey** which was delivered in association with Dungarvan and West Waterford Chamber of Commerce, and key employers in the IDA Business Park, the Shopping Centre and the other business parks in Dungarvan. A total of 2,500 surveys were distributed, both in hard copy and electronically, with a return of 698 or a 28% response rate⁷.
- Consultation with **principals** and **parents associations** of Primary and Secondary **schools**⁸.
- A **schools competition** for all school age categories, with a total of 324 entries⁹.
- Other initiatives that raised the profile of Smarter Travel included a float at the **Saint Patrick's Day Parade, press coverage, radio interviews** etc.

TARGET GROUPS

1.10. **Community Engagement** is **central** to our approach in achieving modal shift in Dungarvan. Working with business and community leaders we will implement interventions that will address:

- **Personal Travel Planning:** This involves a provision of facilities and infrastructure combined with a promotional campaign and recruitment of a travel advisor to promote modal shift among the general population.
- **Workplace Travel Planning:** Workplace Travel Planning will be implemented on a phased basis in Dungarvan. Both Waterford County Council and GSK, the main employers in the town, have signed charters to implement Work Place Travel Planning with the support of the National Transport Authority. Once the success of the workplace travel planning at GSK and Waterford County Council can be illustrated we will devise a model of workplace travel planning that can be used by the other employers in the Town.
- **Commuting To and From Schools:** From our consultation the key concerns facing parents, school children and teachers are: personal and road safety; the weight of books; and the perceived 'uncool' image of cycling and walking. We have devised a school travel plan that directly addresses each of these issues.
- **The Needs of People with Reduced Mobility:** It is important to ensure that the concerns facing people with reduced mobility, including older adults, people with disabilities and parents and toddlers are met. Our programme involves investment in access infrastructure, provision of reliable information and travel advice support for people with disabilities, older adults and parents with young children.

⁷ Appendix H: Results of the Workplace Survey

⁸ Appendix I: Results of the Parent Teacher Association and School Principal Consultation

⁹ Appendix J: Assessment of the Schools Competition
Department of Transport

INNOVATION – ICT SOLUTIONS TO REAL PROBLEMS

- 1.11. Waterford County Council is keen to continue to pilot new innovations. We have engaged with the Telecommunications Systems Software Group¹⁰ (TSSG) and the Department of Health and Sciences at Waterford Institute of Technology (WIT) to identify solutions to key issues. These include:
- Energy efficient lighting using Light Emitting Diodes (LEDs), to light our routes;
 - A telecommunications system devised by TSSG that will alert drivers to the presence of cyclists when approaching roundabouts;
 - eWorking for commuters at Dungarvan Enterprise Centre;
 - Smart Cards allowing access to bike parking facilities;
 - An e-Notebook to lighten the burden of children walking and cycling to school; and
 - A health impact audit of the implementation of smarter travel that is bespoke to Dungarvan in association with WIT.

HIT THE GROUND RUNNING

- 1.12. Detailed costings of our proposals are clearly set out. We are glad to refine this in association with the Department of Transport. Waterford County Council and Dungarvan Town Council has committed **€200,000 per annum** to the Go Dungarvan programme.
- 1.13. We have developed an ambitious programme that integrates infrastructural development and a behavioural change campaign designed to deliver modal shift. The programme is phased, but a phased approach means that it is achievable and can have early results along with long term successes.
- 1.14. Members of Dungarvan Town Council, the Steering Group and the in house team will continue to work on Go Dungarvan throughout the programme.
- 1.15. We propose a dedicated team with a Project Manager, Marketing Experts, Travel Advisors and, Engineers along with technical and administrative support to implement the Smarter Travel initiative over the period of the plan.

¹⁰ The Telecommunications Systems Software Group is a National Centre of Excellence based at Waterford Institute of Technology.
Department of Transport

THIS SUBMISSION

1.16. This submission illustrates that the approach required to achieve Go Dungarvan squarely meets the priorities of the Department of Transport. The remainder of this submission is set out as follows:

- **Section 2 - Project Ambitions**

This section provides an overview of the commuting profile of Dungarvan, our mission statement, objectives and target modal shift.

- **Section 3 - Information & Behavioural Change Campaigns**

This section presents the detail of our behavioural change programme to achieve modal shift to cycling, walking, public transport and car pooling.

- **Section 4 - Design of Project**

This section sets out the rationale for route selection, phasing infrastructural development, provision of cycling facilities, safety, public realm, traffic calming and other environmental improvements that will facilitate modal shift in Dungarvan.

- **Section 5 - Project Delivery**

Including phasing, costing, key performance indicators, Steering Group and Smarter Travel Office.





SECTION II

PROJECT AMBITION



2. PROJECT AMBITIONS

MISSION STATEMENT

Encourage active living and improve well-being of residents of Dungarvan through increased cycling, walking and use of shared transport by community engagement, consultation, information, promotion, education, infrastructure and environment.

OBJECTIVES

2.2. Go Dungarvan aim is to:

- Achieve a **shift** in **travel modes** from the private car to walking, cycling, public transport and car sharing;
- **Improve** the **health** and well-being of residents of Dungarvan;
- **Reduce** the level of **accidents** on the road through road design and road safety training;
- **Improve** the **air quality** of Dungarvan;
- Act as a **pilot town** for smarter travel that can be replicated in similar towns throughout Ireland;
- Act as an **international model of good practice** in smarter travel by delivering an ambitious programme of infrastructural improvements integrated with a behavioural change campaign;
- Enhance the economic impact through the development of a '**green economy**' by actively reducing greenhouse gas emissions by residents and employers of Dungarvan;
- Introduce internationally renowned **innovation** to smarter travel using Information Communications Technology (ICT); and
- Implement Smarter Travel efficiently and effectively delivering **value for money** on investment.

MODAL SHIFT

2.3. The main objective of Go Dungarvan is to achieve a modal shift from private car to walking, cycling, public transport and car-sharing. To quantify the likely modal shift we assessed figures provided by the CSO combined with results of the Workplace and Intercept Surveys that were conducted to inform this submission along with the modal shift achieved by other areas where Smarter Travel initiatives were implemented. The results provided us with a realistic modal shift target, based on current use, propensity to change and experience elsewhere.

THE CURRENT CHALLENGE

- 2.4. Table 2.1. illustrates the challenge facing County Waterford. As a rural county, there is a high dependence on private vehicle and lower use of public transport or cycling to travel to school or work when compared with the national average. Furthermore, County Waterford experienced a higher growth towards private vehicle and accelerated decline in walking and cycling when compared with the national average. Our objective is to reverse this trend, as presented later in this section.

Table 2.1. CSO Travel to School & Work County Waterford Vs the State						
Means of Travel	Waterford		Change	State		Change
	2002	2006		2002	2006	
Private Vehicle	75.0%	77.9%	2.9%	70.0%	71.4%	1.4%
Walk	13.2%	12.0%	-1.2%	11.6%	11.0%	-0.6%
Cycle	1.5%	1.3%	-0.2%	2.2%	2.1%	-0.1%
Bus	2.5%	2.3%	-0.2%	6.8%	6.1%	-0.7%
Train	0.4%	0.1%	-0.3%	2.1%	3.0%	0.9%
Motor Cycle	1.3%	0.7%	-0.6%	1.1%	0.7%	-0.4%
Work at Home	6.1%	5.7%	-0.4%	6.2%	5.7%	-0.5%
Source: CSO Census of Population 2006						

- 2.5. While contained in the above, the results for Dungarvan¹¹ specifically are less pessimistic and in 2006:

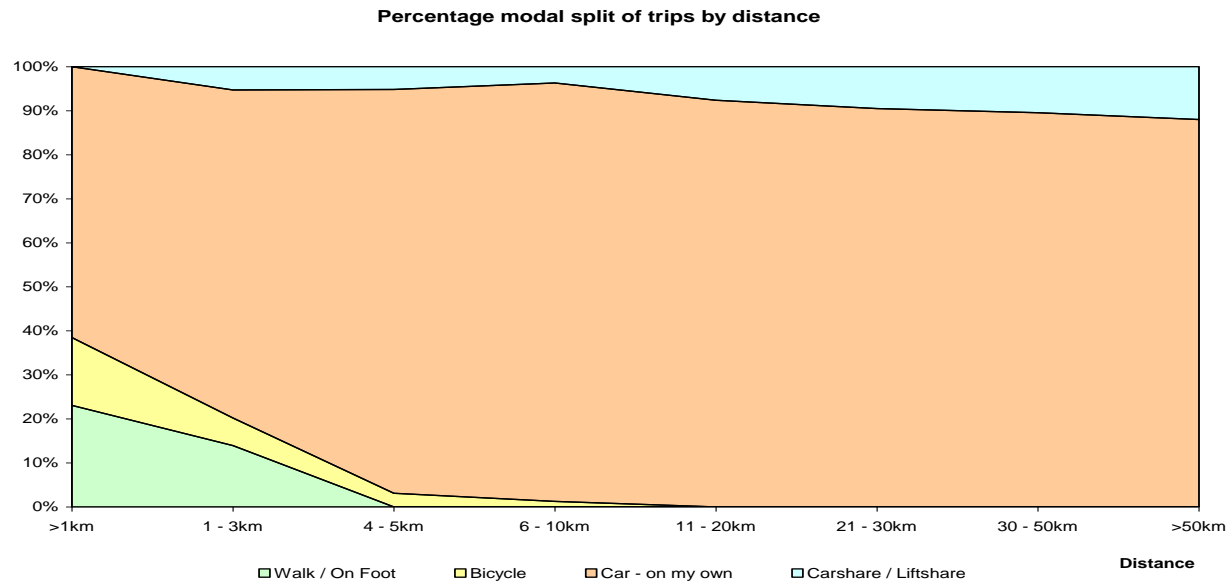
- 21% walked to school or work
- 4% went by bicycle
- 3% used public transport
- 42% used private car
- 21% car shared
- 9% other methods

- 2.6. This highlights that residents of Dungarvan are more willing to use sustainable methods of transport than their counterparts in the rest of the County. This may be attributed to the compact nature, level topography and scenic environment of the Town.

¹¹ CSO Census of Population - Dungarvan No 1 Urban, Dungarvan No 2 Urban and Clonea

Workplace Survey Findings

- 2.7. According to the Workplace Survey¹² 8% either cycle or walk to work in Dungarvan while 20% occasionally cycle or walk to work. The following graph illustrates the type of transport usually used by respondents to the Workplace Survey to travel to work by distance. It highlights the correlation between car use and distance to work to Dungarvan. With limited public transport, it is understanding that 0% of respondents to the Workplace Survey travel to work by bus.



Propensity to Change

- 2.8. In order to establish the general attitude towards using more sustainable modes of transport the following survey questions were asked if respondents would be willing to walk, cycle, travel by bus or car-share to work. Table 2.2 shows the propensity to change from car to walking, cycling, public transport or car pooling by those travelling by car or occasionally walk/cycle to work. In addition the survey found that there is considerable scope for people who already are travelling by sustainable methods will increase their frequency of walking or cycling or shift to another sustainable mode of travel.

¹² Appendix H: Workplace Survey
Department of Transport

Table 2.2.
Propensity to Change at Workplaces

Mode	Result
Consider Walking	21% those who occasionally walk to work would do so more frequently 16% of those who currently travel to work by car would consider walking to work
Consider Cycling	35% those occasionally cycle to work would do so more frequently 33% of those who currently travel to work by car would consider cycling to work
Consider Carsharing	51% of those who currently travel by car on their own to work would consider car sharing
Consider Public Transport	49% those who do not currently travel to work by bus would consider doing so 48% of those who travel by car alone would consider travelling to work by bus

General Public Survey Findings

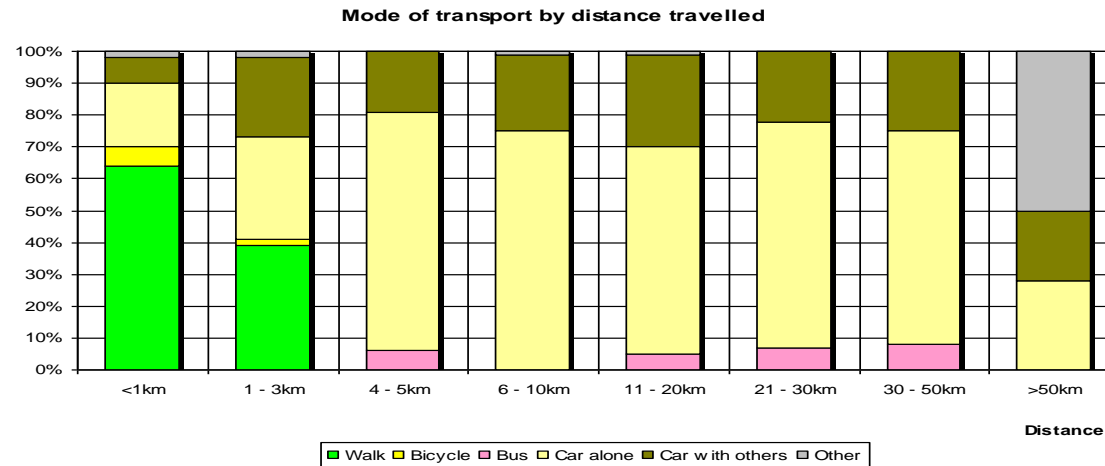
- 2.9. An intercept or on-street survey was conducted in March 2010¹³. Table 2.3. below gives a summary of the responses, revealing a high percentage of respondents are car users. That stated, the percentage walking/on foot is above the national average at 23%. Journeys by bicycle are below the national figures. However, this is not the entire picture, as presented in Appendix G some respondents use a combination of travel modes to Town.

Table 2.3.
Results of the Intercept Survey

Type of transport	%
Car - on my own	49%
Car with others	22%
Walk / On Foot	23%
Bus	3%
Bicycle	2%
Motorcycle	1%

¹³ Appendix G: Intercept Survey

2.10. The following graph illustrates the type of transport usually used by respondents to travel to town by distance. Again, it highlights the increased use of car as people travel from further distance. However, it also shows a willingness to carpool.



Propensity to Change

2.11. In order to establish the general attitude towards using more sustainable modes of transport respondents were asked if they would consider walking, cycling, public transport or cycling to work. The results are presented in Table 2.4 below. This clearly illustrates that the general public of Dungarvan are willing to change their travel habits if alternatives are available to them.

Table 2.4. Propensity to Change – General Public	
Mode	Percentage
Walking	Of those who do not currently walk in to town at least some of the time, only 7% of those intercepted indicated that they would consider walking
Cycling	Of those who do not currently cycle in to town at least some of the time, 22% of those intercepted indicated that they would consider cycling
Carshare	39% of those intercepted indicated that they would carshare for their trip into town if a service was available to match lifts.
Bus	Of those who do not currently travel into town by bus, 45% of those intercepted indicated that they would consider using a bus if one was available

Schools Consultation

- 2.12. In the stage one submission detailed findings from surveys carried out identified in a school survey undertaken at St Augustine's that 58% of students attending St Augustine's live within the immediate Dungarvan area and only 16% of the overall student numbers walk or cycle. In addition 66% go to school by car and 18% by bus. These findings are in line with baseline surveys undertaken for the Green Schools programme. The green schools travel programme is evidence of the possible levels of change within the area of schools. Surveys have shown reductions in car use to school of 22%, modal share for walking increase of 43% and 7% increase in bicycle use. The school consultation with parents, principals and students along with the engagement through essay/colouring competition with the students has been very positive towards change from all concerned. It was evident from the consultation process that there was a willingness to change subject to issues such as personal and route safety being addressed. Particular reference was made towards the parents preference towards the car against the students desire to walk or cycle.

MODAL SHIFT TARGET

- 2.13. Based on the above findings, we derived a target change among the general community for period 2010 – 2015 both in terms of percentage change and actual quantified change. In the table below we present both a percentage and actual modal shift. The assumptions are made based on the population growth for Dungarvan as set out in the County Waterford Housing Strategy.

Table 2.5. Modal Shift Targets					
	Cycle	Walk	Public Transport	Carshare	Car
CSO 2006 Waterford	1%	12%	2%	0%	78%
Existing (Number)	160	1,476	283	0	9,594
Targets 2015	12%	18%	10%	15%	45%
2015 Target (Number)	1,756	2,635	1,464	2,196	6,587

Note: The figures for carsharing for 2006 would be included in those travelling by car.

GREENHOUSE GAS EMISSIONS SAVINGS

- 2.14. We have devised the green house gas emissions savings that can be derived from a combination of commuting to school and work, improving shared transport and installing light emitting diodes. This represents the savings in greenhouse gases as a result of workplace travel planning and shared travel, it excludes modal shift from other sectors of the public. However, the figures illustrate the achievements if elements of the programme are implemented.

Commuting Greenhouse Gas Emissions Savings

- 2.15. Using the CSO details for Persons aged 5 years and over travelling to work, school or college the CO₂ savings can be outlined. The following table illustrates the potential reduction for those journeys in vehicle kilometers travelled (VKT) for the electoral districts of Dungarvan and Clonea apportioned over three ranges of journey distance. An overall reduction of 15% of car journeys would equate to a saving of 1,311 tonnes Co₂ over the 5 year plan period. Figures presented in Table 2.6. below relate to savings as a result of changes in commuting to school and work only.

Table 2.6 Green House Gas Savings as a Result of Workplace & School Travel Plans						
Journey Distance	Vehicle Km travelled VKT	% Change	2015 VKT	Reduction of VKT	167g /co2/km	CO2 saved Tonne 5-Years
0-9km	11,263	-30	7,884	3,379	564,276	0.56
10-50km	22,306	-14	19,183	3,123	521,514	0.52
> 50km	19,250	-7	17,903	1,348	225,033	0.23
Day Total	52,819	-15	44,970	7,849	1,310,823	1.31
5year Total	52,819,000	-15	44,969,760	7,849,240	1,310,823,080	1,311

Shared Transport

- 2.16. The following table demonstrates the possible Vehicle Kilometers Travelled (VKT) based on various achievement percentages of the cars being shared transport cars carrying a rider who otherwise would have driven. By 2020, if the 20% target is achieved the total VKTs saved on the N25 corridor via Dungarvan could be in the order of 13million.

Table 2.7.
Saving Greenhouse Gas Emissions as a Result of Shared Transport

Year	% cars are ST	Inbound/Outbound	KMs (one way)	Total VKTs per day	Total VKTs per week	Total VKTs per month	Total VKTs per annum	CO2 (tonnes) saving
2015	12.50%	2204	10	22,037.5	110,188	440,750	5,289,000	792
2014	10%	1763	10	17,630	88,150	352,600	4,231,200	634
2013	5%	882	10	8,815	44,075	176,300	2,115,600	317
2012	2%	353	10	3,526	17,630	70,520	846,240	127
2011	1%	176	10	1,763	8,815	35,260	423,120	63

HEALTH BENEFITS

2.17. Enabling regular physical activity plays a major role in maintaining both mental and physical well-being. Add this to the body of evidence that physical activity reduces death and disease from coronary heart disease, stroke, diabetes, obesity, osteoporosis and some cancers, and you have a compelling case for enabling people to lead active lifestyles. One of the easiest ways of achieving this is by providing the opportunity for people to incorporate physical activity into their daily lives. Go Dungarvan will focus on encouraging people to be active as they get around, whether for recreation, to get to school, work or the shops or to visit each other. A Health Impact Assessment of Go Dungarvan will be undertaken by Waterford Institute of Technology.

- **Active Lifestyle:** Go Dungarvan will make it easier, safer and more attractive for people to choose to walk and cycle for their local journeys enabling them to be physically active everyday.
- **Active Adults:** Adults start to get health benefits from at least 150 minutes a week of moderate physical activity, such as brisk walking. This means an average of 30 minutes of activity on five days a week¹⁴.
- **Active Children:** Children and young people need at least 60 minutes of moderate physical activity on five days a week. Go Dungarvan will promote the benefits of incorporating walking and cycling into everyday life to help to achieve these goals.
- **Healthcare Savings:** The healthcare system would benefit from reduced costs if people became more active. An Australian study estimated that if Australian people became more active for just 30 minutes per day, it could save \$1.5 billion (€815 million) a year in costs linked to CHD, stroke, type 2 diabetes, breast cancer, colon cancer, depression and falls. This equals

¹⁴ Department of Health and Children, HSE (2009)
Department of Transport

17% of the total health costs linked with the medical conditions included in the study (Medibank, 2007). The level of inactivity in Ireland is even higher than in Australia, so the possible cost benefits of increased activity may be even greater.

- **Safety:** The benefits of physical activity far outweigh the possible risks. Few people are likely to injure themselves taking part in moderate intensity activities for the duration recommended in the guidelines. Evidence shows that only one injury occurs for every 1000 hours of walking activity, and fewer than four injuries occur for every 1000 hours of running. The most common injuries are minor, short-lived musculo-skeletal ones, such as straining a muscle or tendon.

ECONOMIC BENEFITS

2.18. Investment in infrastructure and the behavioural change campaign will obviously generate direct and indirect economic impacts in Dungarvan. However, Waterford County Council has long recognised the potential economic benefits of the green economy as is evident from our track record:

- Our energy is entirely sourced from renewable sources;
- We have initiated the process of converting our fleet to bio-fuels;
- Our buildings and new-build housing are designed for renewable energy;
- We have a high density network of integrated wetlands for water treatment;
- Dungarvan hosts the Materials Recovery Facility for the South East; and
- We have devised models of training in renewable design in association with FÁS and the Construction Industry Federation.

2.19. This represents an excellent foundation to our continued commitment to harnessing the potential of the green economy, which is stated strategic objective of Waterford County Council. Waterford County Council recently adopted the Waterford County Economic Plan 2010 – 2015. As part of the consultation process that informed the economic plan we found that internationally mobile investors are increasingly seeing solutions to energy costs and reducing their carbon footprint. We are committed to the green economy as we believe that it will provide the County with a Unique Selling Proposition when seeking to attract investment and we have prioritised actions that will position County Waterford as an attractive location for environmentally sound industries. Waterford County Council set a number of objectives that will harness the opportunities of the Green Economy, one of which is implementation of Smarter Travel. Positioning County Waterford at the forefront of the Green and Smart Economy is a stated goal. Harnessing the green economy is a goal and as such has a dedicated chapter of our Economic Plan the main points of which are to:

- Implement policies of 'green procurement', sustainable design and **smarter travel** within the Local Authority.
- Develop County Waterford as a centre of best practice of the development of green technologies by harnessing the local business and household energy market to stimulate investment and to create and sustain jobs in the green economy.

- Harness the natural resources of the County to develop renewable energy including wind farms, bio-crops, and water resources.
- Investigate the potential to develop green industrial parks in association with IDA Ireland.

REDUCED ACCIDENT RATES

- 2.20. The occurrences of accidents in the Dungarvan area are concentrated where roundabouts and junctions are located. In general the proposal will have a positive impact on accident locations by way of the behavioural change campaign and the infrastructural measure to be delivered within the plan period. Specific initiatives, such as the research through WIT in conjunction with TSSG, traffic reduction and calming coupled with awareness, education and engagement will seek to reduce the accident rates.

AIR QUALITY BENEFITS

- 2.21. Air quality improvements are a positive impact of modal shift. Pollutants (SO_x, NO_x, PM, HC, VOC and CO) associated with car travel will be reduced as a result of the reductions in car journeys. Tonnes per kilometer of PM₁₀, NO_x and VOC were sourced from the literature review. The reduction in VKT for 5 years is taken from the same source as for Greenhouse Gas Emissions Savings above. Traffic management, in particular the management of heavy goods vehicles, and the movement towards a more pedestrian priority urban landscape has a positive effect on air pollutants and the overall quality of the air.

Table 2.8. Improvement in Air Quality			
Pollutant	Tonnes of pollutant/Km	5yr Total reduction of VKT(Km)	Total 5-Year Reduction of pollutant (tonnes)
PM10	0.0115	7,849,240	90,266
NOX	0.31175	7,849,240	2,447,001
VOC	0.04538	7,849,240	356,198

PUBLIC REALM BENEFITS

2.22. Dungarvan has the benefit of an existing high quality public realm. The design infrastructure and environmental improvements set out in Appendix B of this document have been designed to ensure that the public realm of Dungarvan is further enhanced. Creation of a good environment should improve cyclists willingness to switch to walking or cycling. The delivery of the programme will further compliment and enhance the attractiveness of Dungarvan Town. The direct benefits from the delivery are:

- Attractive urban landscapes;
- Priority of movement for walking and cycling;
- Better and more judicious pedestrian areas;
- Improved social interaction;
- Safer more comfortable environment;
- Better connectivity for leisure, shopping and recreation;
- More enjoyable experience;
- Greater numbers of people;
- Less cars and more open visible space; and
- Rest areas and lighting provisions.

SECTION III

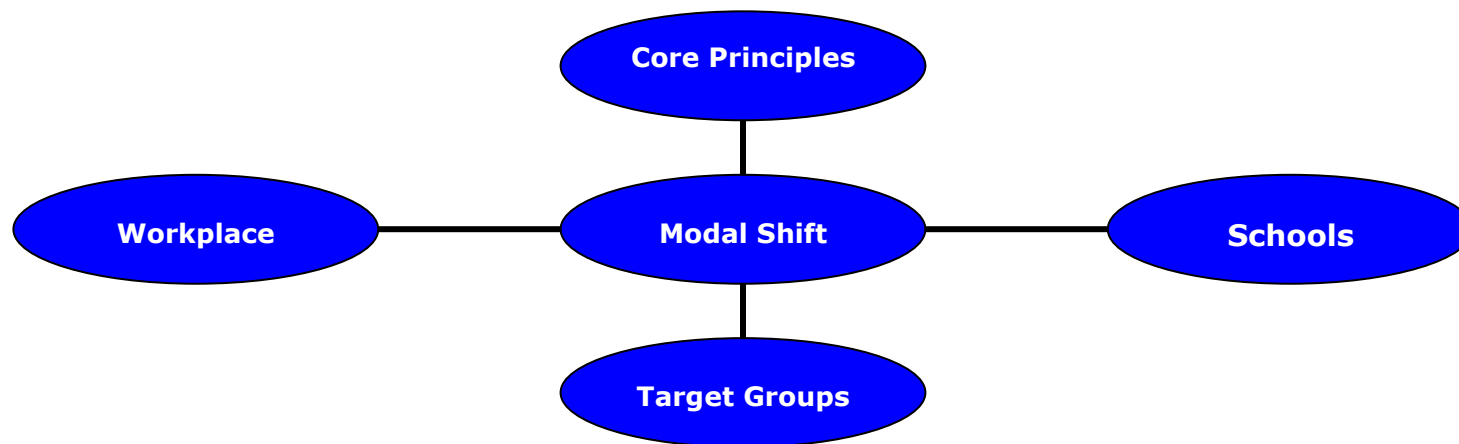
INFORMATION & BEHAVIOURAL CHANGE CAMPAIGNS



3. INFORMATION & BEHAVIOURAL CHANGE CAMPAIGNS

OBJECTIVES

- 3.1. We have devised a comprehensive behavioural change campaign based on the findings of consultation, the literature review, best practice in social marketing and an expert review with WIT. The Behavioural Change campaign seek to create a movement of change from car based journeys in Dungarvan over the 5-year period by ensuring that all residents are contacted through personal travel planning, workplace or school travel planning and by addressing the needs of target groups, particularly those with reduced mobility including older adults, people with disabilities or parents with toddlers. Details of the programme and breakdown of costs are provided in Appendix A. The objectives of our campaign are:
- Maximise the level of community engagement by increasing the level of direct contact with the public;
 - Create a momentum of change of mode of travel from car based travel to cycling, walking, public transport and car-pooling;
 - Promote the positive personal consequences of alternative modes, such as the health and financial benefits;
 - Minimize the perceived negative personal barriers of using alternative modes - such as time, safety training & correct apparel;
 - Increase people's belief that they have control over the way they travel; and
 - Provide simple guidelines and information about how to bring about changes in their travel.
- 3.2. The remainder of this section sets out the approach to behavioural change for the Go Dungarvan Programme:



CORE PRINCIPLES – HELPING TO ENGAGE THE COMMUNITY

- 3.3. From our review of international best practice we found that there are several **important principles** that ensure that travel behaviour change will occur in a sustainable way for individuals participating in the programme. These are to enable change by making sure that:
- Change our lifestyle and fits into our core values;
 - Providing a range of choices;
 - Gain personal benefits;
 - Enable change easy by addressing barriers to change;
 - Take a stepped approach to change starting with small start;
 - Recognise achievements; and
 - Be part of a wider movement of change, particularly part of change of the household;

BRAND IDENTITY

- 3.4. We have developed a clear brand which is easily recognisable, consistent with the national brand, has a distinctive Dungarvan identity and has the versatility to be used to present varying modes of transport, different marketing campaigns.



- 3.5 The strengths of the GoDungarvan brand are that it:
- Has local resonance; Go **Dungarvan**;
 - Conveys a link to transport without being mode specific; **Smarter Travel**
 - Include a call to action; **Go** Dungarvan

- 3.6. We have developed icons that are variations of the Go Dungarvan image that we will use on our website and on promotional material to tie in different elements of our campaign.



PERSONAL TRAVEL PLANNING

- 3.7. The general promotional campaign will target the entire population of Dungarvan and its catchment area. The campaign will be designed to target change in as **high a volume of people as possible**. Key components of the campaign are outlined below with further detail, along with key performance indicators presented in Table 3.1.

Travel Centre – A Visible Presence

- 3.8. The key component of the Go Dungarvan initiative will be the Travel Centre, which will be located in the town centre. The Travel Information Centre will be staffed by the Go Dungarvan team. The Centre will ensure that there is constant engagement with the general public. The Travel Centre will:
- Be a first point of contact for Dungarvan residents, employers, schools, visitors and tourists for sustainable travel information;
 - Contact local residents about their personal travel planning by distribution of a local guide and implementation of a telemarketing campaign;
 - Manage travel information systems, carpooling, bike hire, GoDungarvan website; and
 - To be a centre of excellence in providing travel information.

Education, Promotion & Information Literature – Community Engagement

- 3.9. In addition a full campaign targeting the general public will be delivered. At all stages in the process the public will be asked for their views in relation to Smarter Travel. This will involve a mix of media including the following:
- **Go Dungarvan - Local Guide & Mode Specific Resources:** A local guide mapping all travel options and travel distances and times¹⁵ for the town will be distributed to every household in Dungarvan and its catchment area. The guide will be updated on a regular basis. In addition, information flyers containing mode specific information will be circulated. **A first illustration of the Local Guide is presented overleaf.**
 - **Website:** Waterford County Council has **already established a Smarter Travel Page** on www.dungarvan.ie one of the Waterford County Council's suite of websites. A Go Dungarvan website will be developed updated regularly with news and events relating to Smarter Travel.
 - **Radio Advertising:** An advertising campaign will be developed for local radio. This will be altered every season, addressing issues such as; return to school, Christmas season, school and work holidays, information for tourists during the summer and prompting residents to return to walking or cycling following inclement weather conditions¹⁶ etc.
 - **Newsletter:** A quarterly newsletter will be posted on the internet and circulated to households in Dungarvan and its catchment area. This newsletter will highlight key initiatives, progress on developing walking and cycling tracks, highlight improved security and safety, address concerns of residents of the town as well as reporting on workplace travel plan and personal travel planning success stories that will aim to inspire the reader.
 - **Telemarketing Campaign:** As part of our contact with the community every household will be contacted on an annual basis by phone. The purpose of the calls will be to assess if people are changing their travel modes, identify the continued or emerging concerns of residents of Dungarvan in relation to Smarter Travel. This personal contact has proven to yield benefits for other communities that have implemented similar initiatives.
 - **Smarter Travel Events & Competitions:** Waterford County Council will commit to continue to roll out specific national and international initiatives, such as Bike Week, Environment Week, European Mobility Week. Quarterly competitions will stimulate interest in providing insight in relation to Dungarvan's progress with Smarter Travel and how the initiative can be fine tuned.

¹⁵ The literature review indicates that a key component of a behavioural change campaign for smarter travel is to illustrate that the relative travel times, showing the practicality of cycling and walking.

¹⁶ The literature review revealed that weather bears influences the mode of transport selected by commuters, with people reverting to car in times of poor weather.
 Department of Transport

- **Public Safety Training:** Road Safety Training will be provided for members of the public with safety apparel and equipment provided to participants. This will be supported by a programme to train a cohort of trainers.
- **Bike Hire Scheme:** To be managed by the Travel Centre and rolled out throughout Dungarvan over the period of the plan.
- **Home Delivery:** Go Dungarvan will work with local partners to develop and promote the use of home delivery services to suppress trips.
- **GP Referral:** General Practitioners will provide their patients with information on Go Dungarvan as a healthy lifestyle.

SCHOOL TRAVEL PLANNING - GREEN SCHOOLS PROGRAMME

- 3.10. Of the 9 schools in the town, 6 have achieved green flag status and 3 are committed to the green flag scheme. Travel is the fourth theme of the Green-Schools programme. 2010 is the second year that Travel is a national theme of Green-Schools and its roll-out nationwide is supported by the Department of Transport and National Transport Authority. As part of their Action Plan, participating schools set their own Travel targets, with the ultimate aim of increasing the number of pupils walking, cycling or using public transport, which will ease congestion by reducing the number of private cars arriving at the school gates. By promoting sustainable transport modes, the schools will also improve pupils' safety, health and fitness. The journey to school is an ideal way for children to take part in regular physical activity, to interact with their peers, and to develop the road sense children need as pedestrians and cyclists. Alternative modes of transport also improve children's alertness, with 90% of teachers surveyed across England & Wales saying that walking, cycling or using public transport increased pupils' concentration levels in class. The schools will also lessen their overall impact on the environment, by reducing emissions and pollution.
- 3.11. The five primary and four secondary schools in Dungarvan are all committed to the Green Schools Programme. The schools are at varying levels of the programme with some waiting to achieve their first flag whilst others are about to embark on the fourth theme 'Travel'. Go Dungarvan will support and work with the local primary & secondary schools as they work towards the Travel theme. Green Schools is committed to working with Go Dungarvan to promote and deliver best practice guidelines relating to smarter travel to the schools in Dungarvan. **Key components of our work with the Green Schools are set out below as the schools reach that stage of the Green Flag Programme¹⁷.**

Safety – A Real Concern for Schools

- 3.12. The consultation process identified that the **Principals** and **Parent Teacher Associations** of both primary and secondary schools throughout Dungarvan are **unanimous** that both **personal and road safety** are concerns with regard to allowing children walk or cycle to school. A central component of our behavioural change strategy will be to address the safety concerns of parents, teachers and the children commuting to and from school.

¹⁷ Appendix K Green School Status
Department of Transport

Personal Safety- A Meaningful Solution

- 3.13. A range of actions will be implemented to abate concerns of personal safety, in addition to improved lighting and CCTV monitoring, as outlined in Section 4, we will establish **covenants** between the Schools, Parents and An Garda Siochana on bicycle or by foot participating in the Go Dungarvan initiative to ensure that the main routes to the schools are policed at the start and end of school days.

Road Safety

- 3.14. It is important to instil a sense of road safety at an early age. GoDungarvan will encourage and assist local pre, primary & secondary schools to avail of Road Safety Training in association with the Road Safety Authority and the Gardaí including:

- **Pre-School:** Training implemented with the Road Safety Authority and the County Waterford Childcare Committee.
- **Primary School:** Cycle Skills Training, Road Safety Training including the Road Safety Authorities 'be safe' and 'hi glo sliver' initiatives.
- **Secondary School:** Road Safety Training with the Junior Cycle and Transition Year students.
- **Safety apparel** such as reflective bands and bicycle helmets etc will be distributed free of charge to all participating school children as a reward for successful completion and an indication of their commitment to Smarter Travel.
- **GoBookSmart:** Go Dungarvan will pilot a notebook to provide school children with their text books **electronically**, reducing the burden of carrying schoolbooks as a barrier to cycling and walking to and from school.

WORKPLACE TRAVEL PLANS

- 3.15. As presented in Section Two, there is a real propensity for workers to change their travel patterns in Dungarvan. As previously stated, **Waterford County Council and GSK, the two main employers in Dungarvan, have agreed to implement Workplace Travel Plans in association with the National Transport Authority.** While they will be implemented immediately, these initiatives will form part of the work-programme of Dungarvan's Smarter Travel initiative. The Workplace Travel Plans being implemented in these organisations will involve:

- Facilitated sessions to present the key benefits and to raise the profile of alternative transport;
- Establishment of a Dungarvan specific shared transport web tool;
- Promotion of the Bike to Work Scheme; and
- Raise the profile of cycling or walking to work through Work Travel Days, Bike Week, Environment Week etc.

3.16. Whilst this represents an **immediate success**, the majority of employees in Dungarvan are medium or small. Thus a key challenge of Dungarvan's Smarter Travel initiative will be to pilot a workplace travel plan for the town that encompasses the needs of smaller businesses. The Smarter Travel Team will implement a national pilot programme aimed at workplace travel planning for smaller businesses by working with the representative organisations such as Dungarvan & West Waterford Chamber of Commerce, IDA Ireland, Enterprise Ireland and Waterford County Enterprise Board to **define a programme that meets the needs of their respective clients that would involve:**

- **Smarter travel training** events will be hosted for employers to illustrate the human resources and cost benefits of implementing workplace travel plans;
- Prepare a **Go Smart Programme for employees** of business in Dungarvan illustrating how they can walk, cycle or car-pool to work in Dungarvan; and
- Provide the functionality on the Go Dungarvan website **to** facilitate **shared-transport** to and from the town to other key employment centres such as Cork, Clonmel and Waterford and vice versa.

3.17. Workplace Travel Plan will be implemented in three stages as follows:

- **Stage One - Main Employers:** The main employers in the town, Waterford County Council and GSK have signed charters with the National Transport Authority. Through this a series of facilitated sessions, promotion of bike to work scheme and promotion of events will be developed.
- **Stage Two – Main Employers:** Rollout of the GSK and Waterford County Council pilot to the main employers at the IDA Business Park.
- **Stage Three – Small Businesses:** Working with the Chamber of Commerce to pilot Workplace Travel Planning for Smaller Businesses in the Town.

YOUTH – KEEN PARTNERS

3.18. As part of our consultation process we found that youth are keen to be part of the process. Already **Comhairle na nÓg**¹⁸, or the County Waterford Youth Council has helped to devise a comprehensive campaign to raise the profile of smarter travel and to make walking and cycling 'cool'. The following programme youth campaign will be implemented:

- Specific **radio campaign** targeting teenagers and younger adults on Beat 102 – 103 FM¹⁹.

¹⁸ Appendix L: Comhairle na nÓg Submission

¹⁹ Beat 102 103 FM is an award winning radio station targeting younger adults.
Department of Transport

- A **social networking** site on Facebook has been established providing updates on smarter travel for younger adults. Comhairle na nÓg has developed and will manage the Facebook page on behalf of the County Council, giving ownership of the project to the target group.
- Identification of a **local champion** to promote walking and cycling to school. To ensure that this is fresh, the champion will be agreed with Comhairle na nÓg and will change annually.

SPECIFIC TARGET GROUPS

- 3.19. Our consultation has found that groups of the community, particularly older adults and people with disabilities, face specific challenges when attempting to change transport modes, particularly in relation to access and reliability of services.

Access

- 3.20. We are informed by people with disabilities that the **topography of Dungarvan lends itself to relatively good access**. The infrastructure being developed under the Smarter Travel initiative will be designed to ensure that people with limited mobility will benefit from the investment in pathways and traffic calming that will be provided. As part of the behavioural change campaign, information will be provided to these target groups on how to manage their mobility. In addition, the public will be educated on the respect for the challenges facing people with disabilities and older adults with regard to their mobility in Dungarvan.

Reliability

- 3.21. Where additional services are provided they must be reliable to ensure that people will stick to their changed mode of transport. Information campaigns will be designed to ensure that people are kept up to date on any changes to services that may affect them.
- 3.22. Key actions to improve modal shift among target groups include:
- Ongoing consultation with people with reduced mobility;
 - Implementation of a 'Play it Safe' campaign that encourages road safety when playing sports;
 - Go Sport Smart: Encourage smarter travel when attending sports fixtures or training;
 - Event Management Tool: to illustrate Smarter Travel modes at key sporting fixtures and events;



SECTION IV

DESIGN OF PROJECT



4. DESIGN OF PROJECT

INTRODUCTION

4.1. In this section we provide an overview of our approach to design of the infrastructural and environmental enhancements that will be implemented in Dungarvan to facilitate modal shift under Smarter Travel. As previously stated infrastructure cannot work in isolation of a behavioural change campaign and as such, Dungarvan will take an holistic approach to smarter travel that integrates both work programmes. Once we illustrate the integrated approach, we present an overview of our approach to design and prioritisation of delivery of key Go Dungarvan infrastructure. The remainder of this section is set out as follows:

- Approach to Cycle / Walk Route Design;
- Approach to Route Selection and Prioritisation;
- Components of Infrastructure Design;
- Review of Traffic Management;
- Innovative & Green Solutions; and
- Integration of Behavioural Change and Infrastructural Measures.

4.2. Details of the programme and breakdown of costs are provided in Appendix A and details of design are provided in Appendix B

CYCLE/WALKING ROUTE SELECTION & DESIGN

4.3. Go Dungarvan will adopt a staged approach to delivering the required infrastructure that will address the following:

- i. Origins and destinations from residential, workplace, schools & town centre as illustrated in Section 2;
- ii. Implementation and delivery of behavioural change measures;
- iii. Target group pilots; and
- iv. A phased programme

Principles

- 4.4. Walking and cycling infrastructure are taken as one unit to explore the possibility of addressing the needs of both within the principle design of the network. In developing additional infrastructure and modifying existing, the layout of Dungarvan is complimentary to both cycling and walking user groups. From the literature review, we derived five core principles of cycle infrastructure. These are safety, coherence, directness, attractiveness and comfort. These core principles encompass both walking and cycling. Through consultation and surveys Dungarvan's barriers to modal shift were identified. Our approach to core route selection combine the five core principles with the barriers to modal shift experienced in Dungarvan as presented in Table 4.1 below.

Table 4.1 Principles of Design		
Theme	Principle	Addressing Barriers
Safety	Routes should make cycling/walking as safe as possible. Both from a road and personal safety viewpoint.	Safety/ Attitude
Coherence	The routes should form a coherent network and have a consistent design. Permeability, desire lines and way finding information are essential.	Accessibility/ Information
Directness	Cycle/Walk ways should offer direct and fast routes for both users.	
Attractiveness	It should be attractive and pleasant to use the routes	Environment
Comfort	Using the routes should be comfortable.	

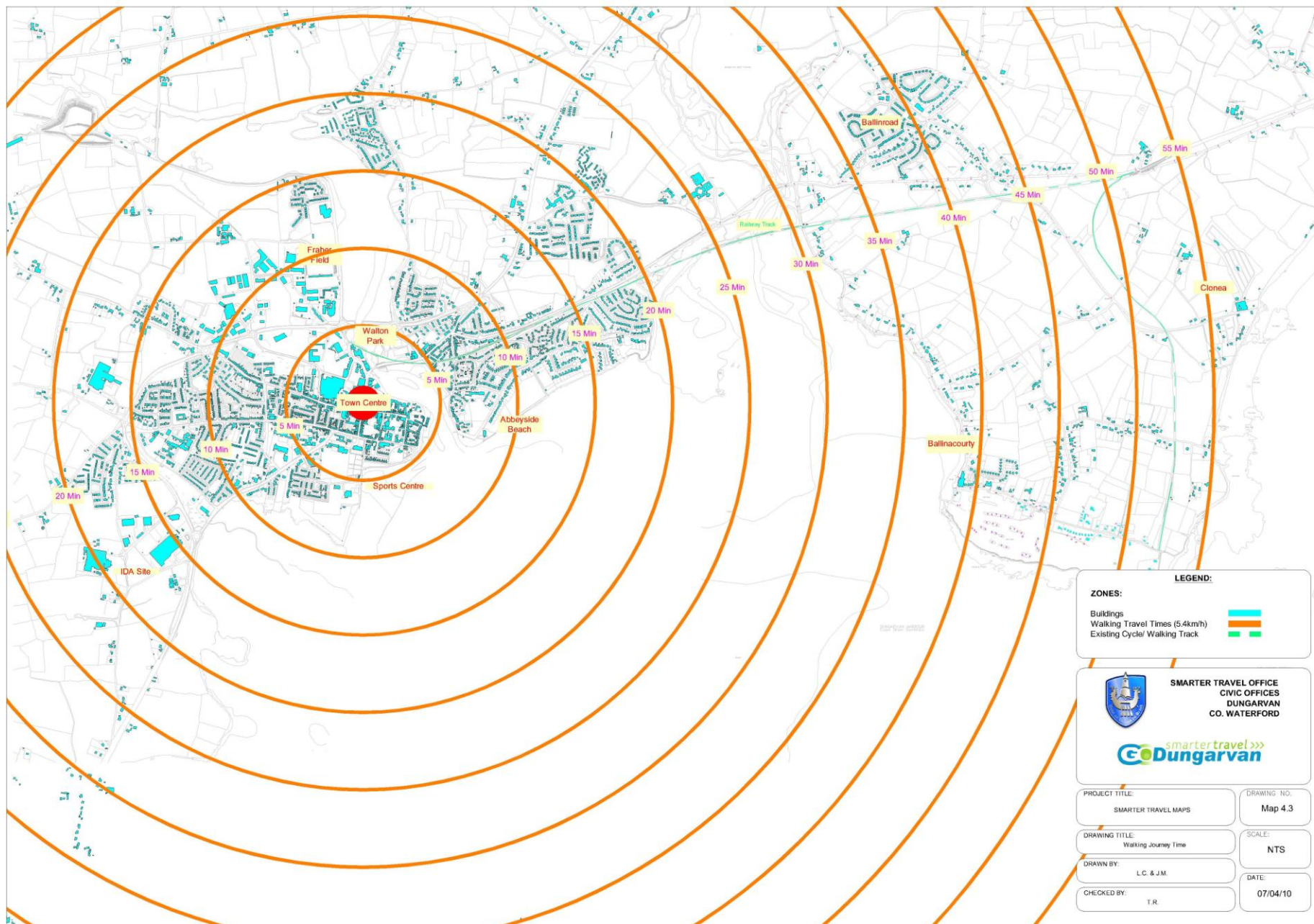
APPROACH TO ROUTE SELECTION

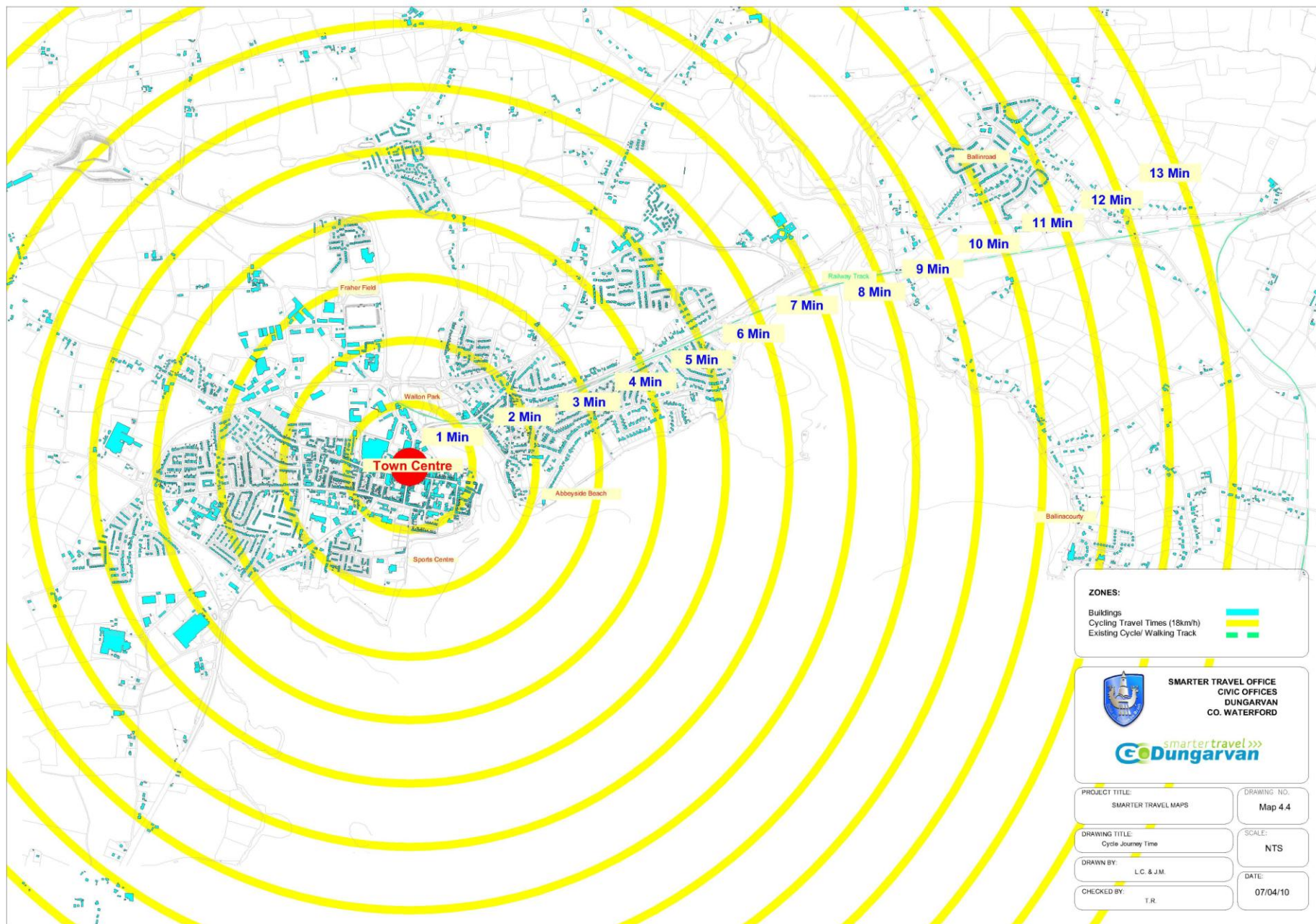
- 4.5. Routes are selected to maximise the effect of investment on infrastructure to achieve modal shift. This was based on the current and planned **land use**, the **propensity to change** as identified in the surveys conducted in 2010, **travel patterns** and the hierarchy of solutions identified by the literature review.

Land Use

- 4.6. Dungarvan enjoys close proximity to all day to day activities, see *Map 4.5, Appendix B*. The Dungarvan area is compact and enables short cycle and walking times throughout, see *Map 4.3* and *Map 4.4* overleaf.

The existing layout of Dungarvan, its land use and areas of interest, such as schools, industry, residential, Town Centre, Amenity, recreation, etc can be seen on *Map 4.6* overleaf.







LEGEND:

ROADS:

N25
Regional Roads
Local Roads
Existing Cycle/ Walking Track



PARKING:

Off Street Parking



ZONES:

Residential
Education
Institutional
Industry
Open Space
Sport/Recreation
Tourism



SMARTER TRAVEL OFFICE
CIVIC OFFICES
DUNGARVAN
CO. WATERFORD



PROJECT TITLE:
SMARTER TRAVEL MAPS

DRAWING NO:
Map 4.6

DRAWING TITLE:
Existing Road Network & Land Use

SCALE:
NTS

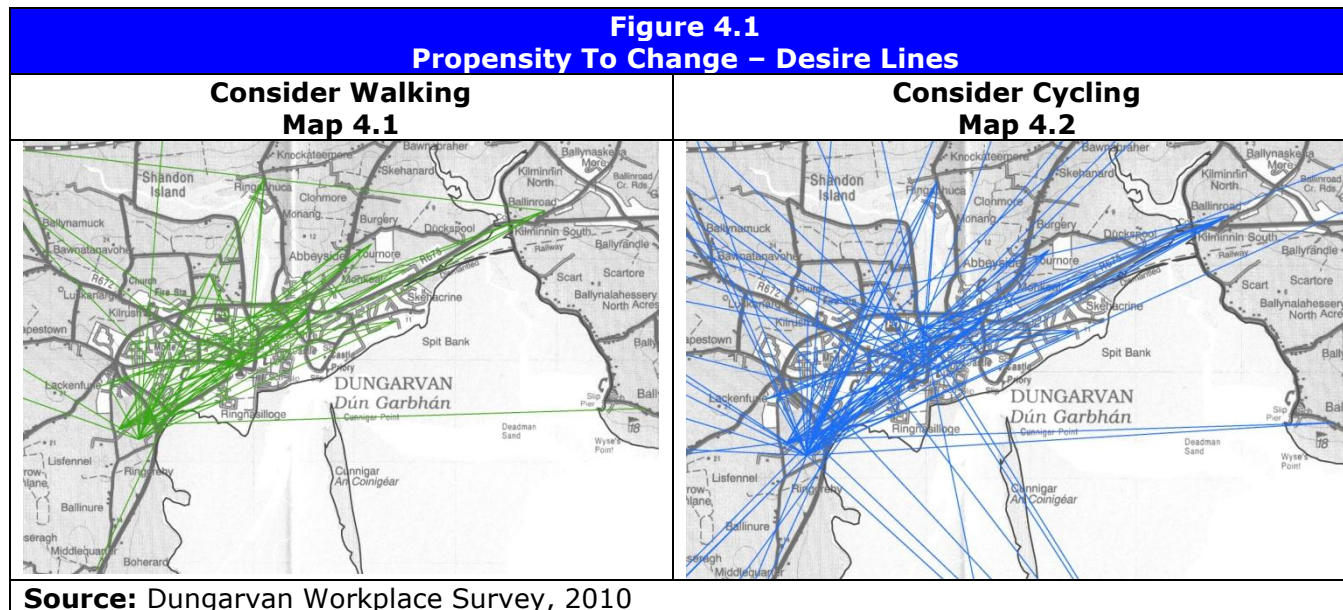
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L.C. & J.M.

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07/04/10

CHECKED BY:
T.R.

Propensity To Change

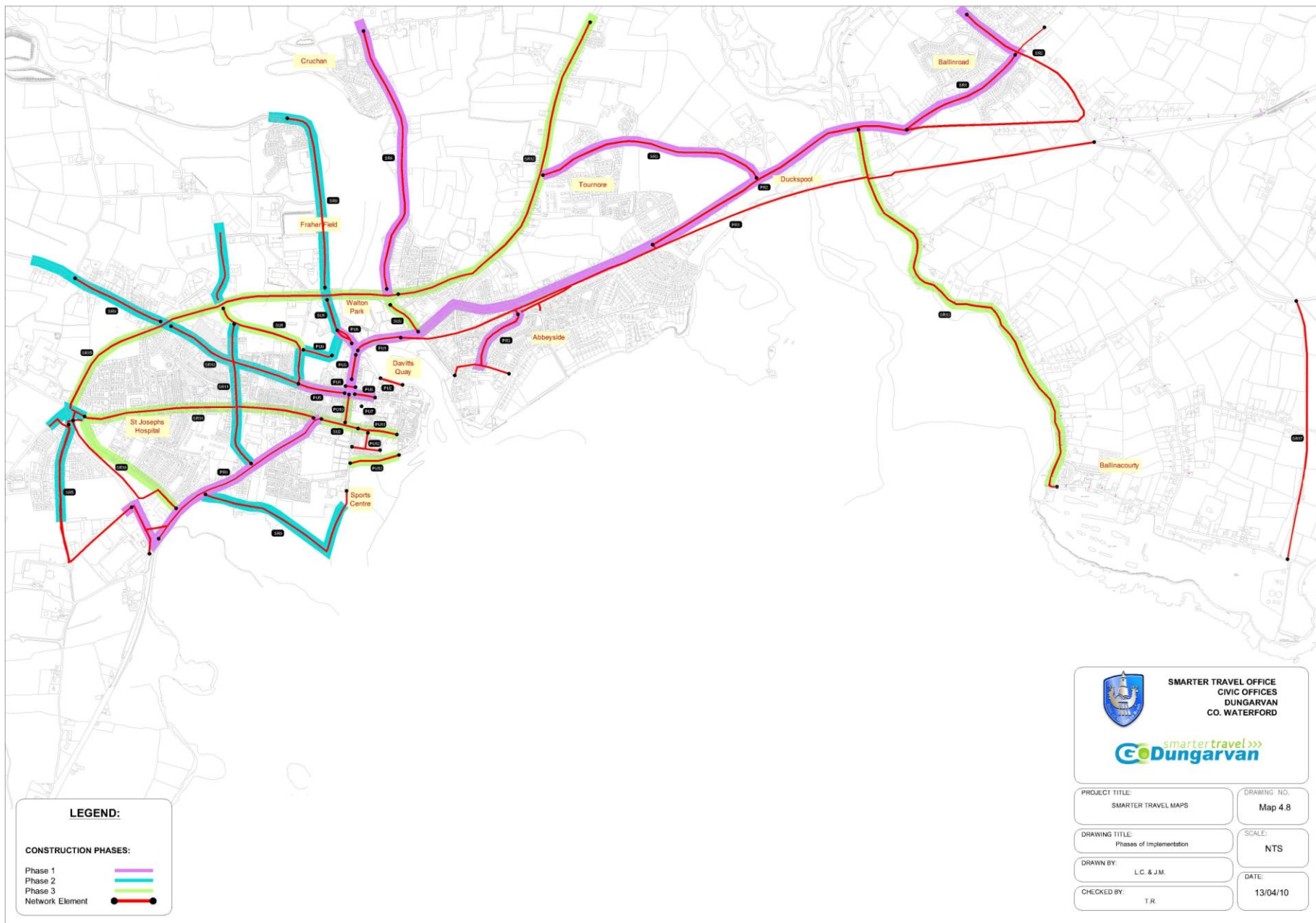
- 4.7. The surveys undertaken in the workplace and on the street identified the percentage of people who would consider walking and cycling. Figure 4.1 presents the origin and destination of those willing to change to walking and as found in the workplace survey. The maps illustrate a clear desire line across the Dungarvan area from the IDA Business Park in the west to the residential area of Ballinroad in the east.



PRIORITY ROUTES

- 4.8. Using the key route selection criteria and land availability the route corridors and preferred routes were identified, see *Map 4.8* overleaf. The corridors are set in 3 phases to coincide with the implementation of the overall plan. The preferred routes are defined by the following:

- **Primary Urban (PU):** Routes in the Town Centre and immediately leading into the Town Centre where speeds are low.
- **Secondary Urban (SU):** Routes, mainly local roads, leading to the PU routes
- **Primary Routes (PR):** Priority routes leading directly into the urban area linking existing infrastructure and land use
- **Secondary Routes (SR):** All other routes outside the urban area connecting infrastructure and land use



“Hierarchy of Solutions” & Dungarvan.

- 4.9. The *National Cycling Policy Framework* forms the cornerstone from which the design of Dungarvan’s preferred routes has been derived. The “hierarchy of solutions”, has been adhered to in order to ensure that the network of infrastructure proposed for Dungarvan gives priority to cyclist and pedestrians. Appropriate legislation, regulations and best practice guidelines have been used in the design process. The development of both invisible and visible infrastructure across the network on site specific grounds is central to the proposal and the success of the desired outcomes. *Map 4.9* overleaf identifies the elements of the Hierarchy and integration across the Dungarvan network.

Table 4.2. Hierarchy of solutions	
1	Traffic Reduction
2	Traffic Calming
3	Junction Treatment and Traffic Management
4	Redistribution of the carriageway
5	Cycle Lanes and Cycle Tracks
6	Cycle-ways (public roads for the exclusive use of cyclists and pedestrians)

COMPONENTS OF DESIGN

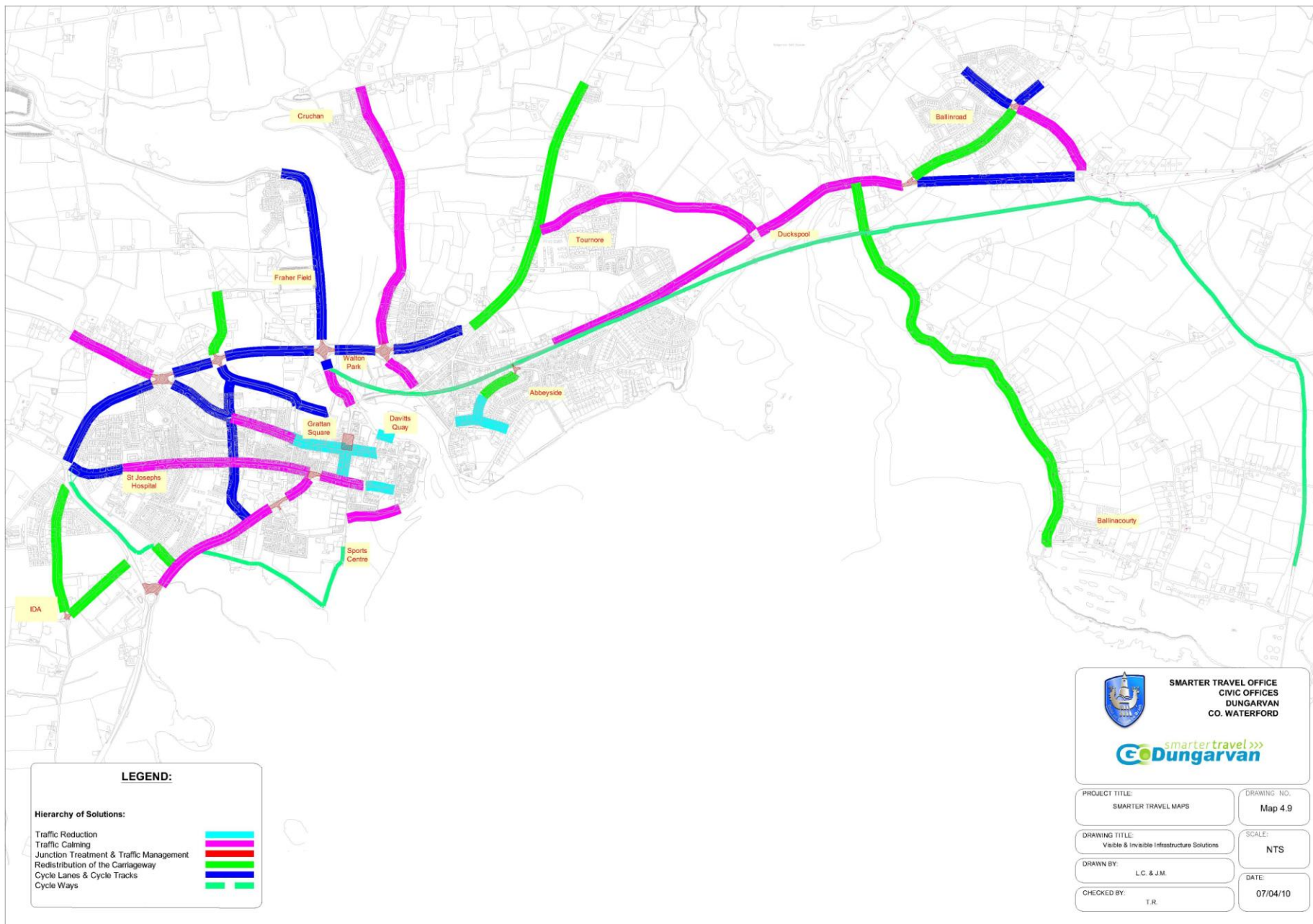
- 4.10. The design is in accordance with the outcome of the route selection process and the hierarchy of solutions. With reference to the detailed drawings in *Appendix B*, the breakdown of the design elements for phase 1 to 3 are set out in *Appendix A*.

Audits

- 4.11. Road Safety Audits, and other quality control measures, such as cycle audits and accessibility audits of the routes, to ensure the designs are of the highest quality with construction standards to match will be employed as part of the consultation stage and a detailed design review process.

Urban Area

- 4.12. The urban area design, see *drawing DC-00 Appendix B*, has used the idea of giving the space over to the pedestrian to encourage movement, footfall and consequently fulfill the essential requirements to encourage and create an attractive space for cyclists through the use of the following:
- Urban landscaping;
 - Increased pavement allocation;



- iii. Priority of movement & pedestrian zone (Raised Crossings/ Retractable bollards);
- iv. Traffic management review;
- v. Reduced car- parking;
- vi. Priority parking for bikes, electric vehicles and high occupancy vehicles;
- vii. Reallocation of parking spaces

Speed

- 4.13. A survey was carried out by An Garda Síochána and the mean speed around Dungarvan within the N25 orbital route and excluding the Youghal Road was 35Kph, see *Map 4.11, Appendix B*. The new urban layouts will be developed. Speed within the likely low speed limit zone, see *Map 4.10, Appendix B*, will be assessed. If at that point speeds do not fall within the desired low speed of 30Kph a low speed limit zone will be put in place.

Town Centre

- 4.14. The introduction of a central pedestrian priority crossing point and amenity space across the centre of the square allows for a review of markets that are operated on a weekly basis in the square with a view to using the central circulatory area, see *D3D-SQRE, Appendix B*. In addition, the use of the central area of the square for events will be more attractive due to the adaptability of the vehicular movement around the area to a roundabout system.

N25 Orbital Route

- 4.15. The Dungarvan urban area is severed by the National Road, N25. Users from residential, workplaces, industry and amenity/leisure need to navigate across the national road and potentially along the desired route of the N25 around Dungarvan. The proposed network along the substantial length of the N25 is off road and only integrates with the N25, in any significant way, at the Roundabouts.
- 4.16. The principle of the orbital route is sound both in terms of keeping the National Road traffic and the vulnerable user separate and creating a link across the outskirts of the urban area. There is an alternative to integrate the cyclist onto the national road by taking over the hard shoulder. A design plan of the orbital route will be addressed as part of Phase Two of the Go Dungarvan Plan.

End of Route Facilities

- 4.17. The provision of facilities, including 412 bike spaces, is essential for the completion of the individual routes and their termination at the key target areas. Where required facilities are within the public realm, they will be provided at areas mainly in or within proximity of the urban centre, neighbourhood centres or areas of specific interest see *Map 4.12* overleaf. The types of facilities are set out in the detailed drawings in the attached appendices and include cycle parking, lockers, drying areas, changing/shower facilities, electric vehicle charging points, seating, set down areas, etc., see *appendix B*.

Where facilities are required within areas outside the urban area, such as schools, retail areas and workplaces, commitment has been given to develop these facilities. These will be delivered by the relevant organizations in partnership with Smarter Travel Team.

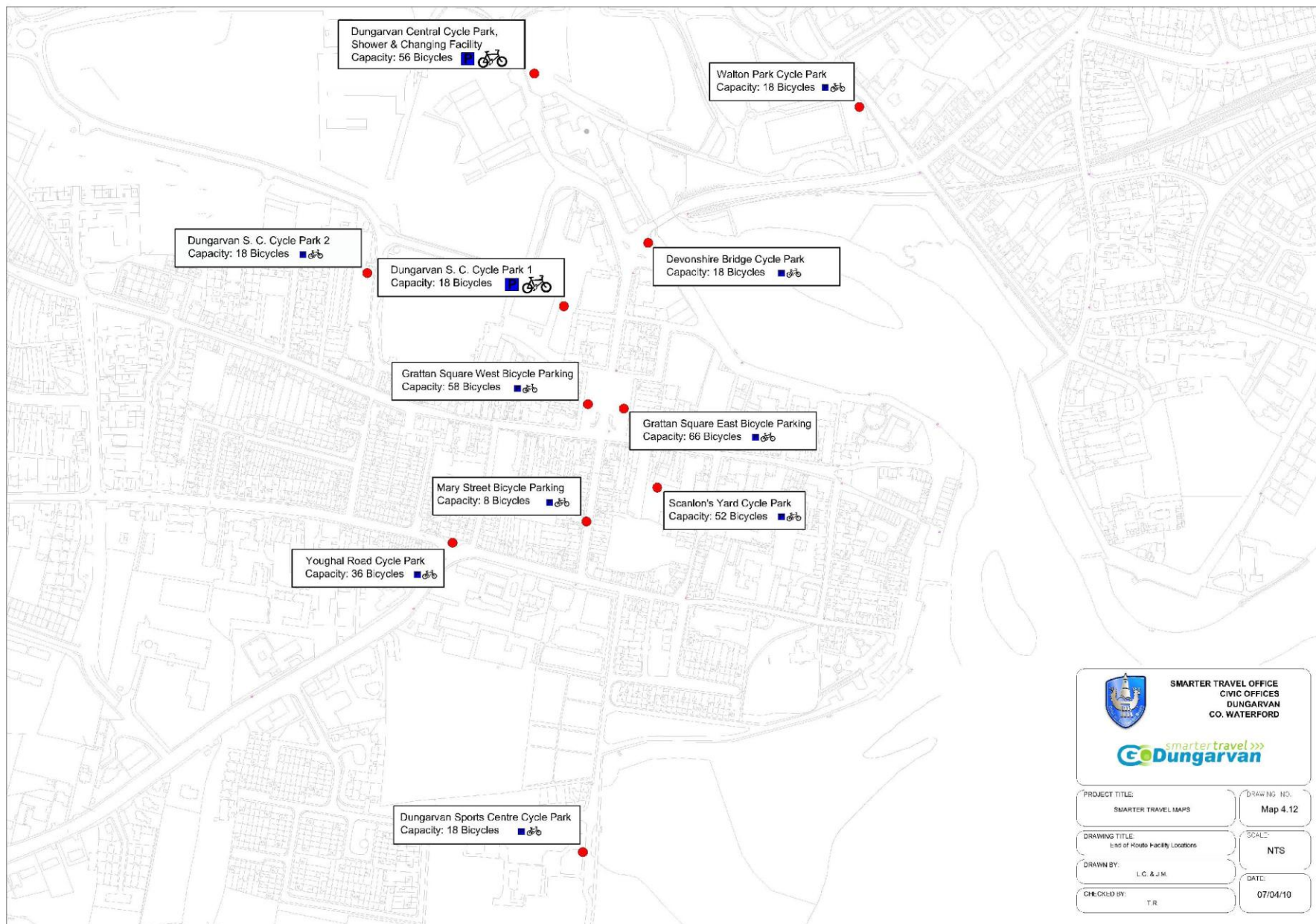
TRAFFIC MANAGEMENT REVIEW

Heavy Goods Vehicles

- 4.18. As part of the network design and implementation a full review of Heavy Goods Vehicles (HGV) and the routes used within the urban area will be undertaken as a priority. The review will set out to develop, in conjunction and consultation with the relevant stakeholders, a specific plan for moving HGV's into and out of the Town Centre in a regulated and controlled manner. The concept of a designated drop off or set down location outside the main urban area where goods can be offloaded and distributed to the destinations by smaller vehicles will be explored.

Parking

- 4.19. A car parking review within the Town Centre of Dungarvan was undertaken in July 2008. The car parking layout proposed for 2015 under the Go Dungarvan, see *Map 4.13* overleaf, has been tabulated with the 2008 review for comparison, see *Table 4.3*. This represents **a 17% reduction** in car parking spaces over the period of Go Dungarvan.



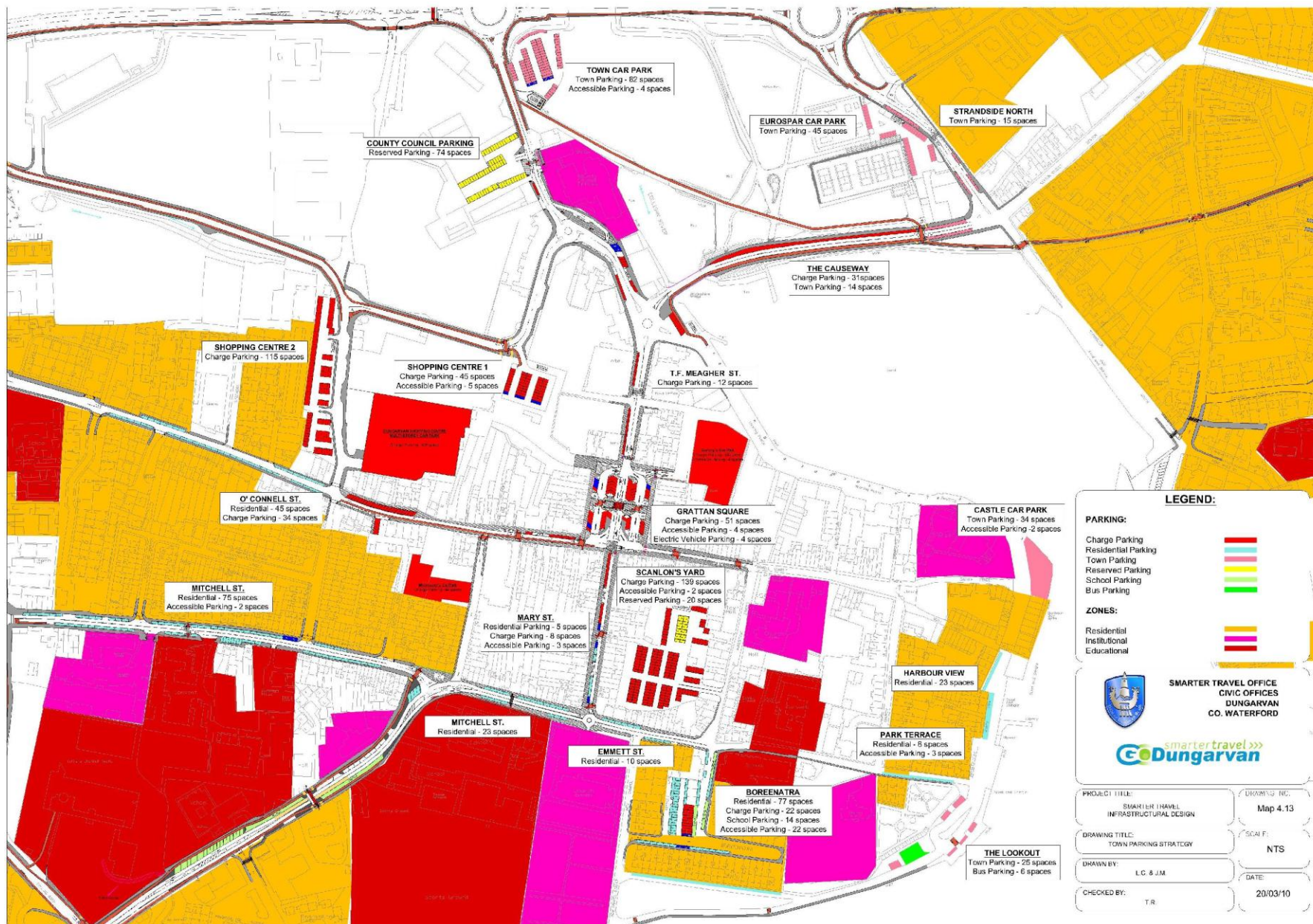


Table 4.3 Car Parking Spaces					
Streets			Car Parks		
Street Area	2008	2015	Street Area	2008	2015
Grattan Square	115	59	Scanlon's Yard	171	161
Main Street	31	0	Shopping Centre	58	58
Park Terrace	11	11	Castle Street	31	31
Look-Out	19	19	Castle	36	36
Emmet St	19	10	Town Park	24	24
Mary Street	21	16	Boreenatr�	55	80
TF Meagher Street	15	12	Davitts Quay	126	86
O'Connell Street	45	2	EuroSpar A.Side	55	45
Mitchel Street	88	100	Co.Co.Employees	74	74
Causeway	32	32			
Summary	396	261	Summary	630	595
Total	1026	856			

4.20. The proposed development of the urban area is centred on the movement of people in a safe and direct manner to their destinations through an attractive urban landscape. The urban design, as set out in drawing no's. *DC-00 Appendix A*, achieves the objectives and in doing so addresses car parking as follows:

- i. Prescribed Car Parking, segregated into Residential, Accessible, Town, Reserved and school spaces.
- ii. Loading Bay review and location plan in accordance with HGV Plan.
- iii. Priority parking for Sustainable modes of transport, such as cycle parking/facilities, electric vehicle parking/charging and High Occupancy Vehicles.
- iv. Reduced number of on street spaces within the core urban centre with more defined parking at the entry points to the urban area.

4.21. The urban design proposes:

- An **additional 412 cycle parking spaces** throughout Dungarvan;
- The introduction of 8 electric vehicle charging points/spaces; and
- An allocation of spaces for High Occupancy Vehicles (HOV) will further allocate priority for more sustainable modes of travel.

4.22. The overall reduction in car parking as a result of the proposed urban design and priority of movement towards pedestrians and cyclists within the urban area is potentially **170 spaces**.

Home Zones

4.23. Home Zones will be developed as a key link from the residential areas to the route network as part of the plan. Initially in year one a selected estate will be targeted for development as a home zone. The development and evaluation of the initial home zone will enable a measured approach to developing a more comprehensive home zone plan across the Dungarvan residential area with the resident associations as the project develops over its 5 year period and into a more long term delivery programme.

Electric Vehicles

4.24. In addition to 8 no charging points; 4no in Grattan Square, 2 no in the Glanbia car park and 2 no for Dungarvan Town Council. In addition, two electric vehicles will be purchased for the use by Dungarvan Town Council. The allocation of a charging point to the courtyard fronting the main civic offices will give optimum visibility and set a desirable precedent for others.

Traffic Signals

4.25. A review of cycle times at signalised junctions will be undertaken as part of phase one of the implementation plan. The objective is to ensure that the cycle times meet the Traffic Management Guidelines and ensure usability of the signalised junctions by cyclists. Where cycle times are not coherent with the said guidelines measures will be put in place to set the required cycle times in favour of the cyclist.

CCTV

- 4.26. Personnel safety and the security of facilities form part of the issues identified. It is proposed to install, in conjunction with the Gardai, 4 additional CCTV locations around Dungarvan. An Garda Síochána have committed to monitor and operate the additional CCTV network post instalment. This will help to assure walkers and cyclists, and in particular parents of their personal safety.

Variable Message Signs

- 4.27. The use of Variable Message Signs across the network will be investigated. As part of the evaluation and measure of the network delivery assessments on traffic speed will be undertaken and where areas are identified to be problematic measures such as Variable Message Signs will be considered.

INNOVATIVE & GREEN SOLUTIONS

- 4.28. Innovation is a key theme of this submission. Working with WIT we have identified a number of innovative solutions to roundabout safety, lack of public transport, lighting and access to secure facilities using smarter cards. These are detailed in the paragraphs that follow.

Roundabouts

- 4.29. Both cyclists and walkers encounter the same difficulty at the interchange with the roundabouts. The design option to introduce a continental type system, by significant reduction of the roundabouts and definition of cycle movements was explored, see Drawing No. *ST N25-1 AND ST N25-2, Appendix B*. Other modifications of the continental style system were explored but they are not an optimum solution for Dungarvan.
- 4.30. As stated in Section One, the TSSG at WIT was approached with a view to developing an innovative solution to safely and confidently navigating roundabouts. TSSG will develop a wireless sensor system which can reduce the danger by providing advance warning drivers of invisible and unexpected risk of cyclists approaching the roundabout. The number of accidents involving cyclists at roundabouts can be decreased if motorists are provided with the necessary real-time information on possible imminent danger before an accident may be caused. The proposal is innovative and grounded firmly on the principle that awareness of the cyclist is the main cause of user conflict with cyclists on roundabouts. It is expected that the system will effectively reduce accidents involving cyclists with the use of wireless sensor network technology.



Typical Schematic of Roundabout system with real-time information and warning

4.31. The low price of the miniaturised sensor nodes which will in effect create a sensor network makes this solution more feasible. Furthermore, the sensor nodes communicate with each other through wireless medium which dramatically reduces the construction costs of the system and its environmental impact. The messages displayed on Variable Message Signs deployed at the roadside will guide all drivers to stop at the stop line. Based on the position and the direction of road users, the system decides the priority for crossing safely. The system will deliver:

- A cost-effective innovative solution to cyclist safety at roundabouts;
- Continuity of the network operation through efficient and environmentally sustainable energy consumption; and
- Real-time delivery of events and required actions.

Public Transport & Car Sharing

4.32. There is very limited public transport in Dungarvan. This has resulted in 0% of those commuting by public transport. In the paragraphs that follow we present the current provision and set out proposals for a Town Service and plans to facilitate shared transport, which we will develop in association with the National Transport Authority. We propose an innovative approach to public transport and car sharing to abate this trend.

Current Public Transport Services in Dungarvan

4.33. There are currently two providers of public transport:

- **Bus Eireann:** Bus Eireann Expressway operates a daily, on the hour commuter service that connects Dungarvan to Waterford and Cork cities. As of 28th. February 2010 Bus Eireann withdrew all Rural Services operating in County Waterford.

- **Deise Link:** Déise Link Ltd, a not-for-profit company is the only one of 36 companies funded under the Rural Transport Programme that is operated by a Local Authority. In 2009 Desie Link co-ordinated 46,384 passenger journeys completed on 4,174 services operated by 14 local private transport.

Proposed Town Bus Service

- 4.34. Based on the findings of our surveys, there is scope to develop a bus route to operate within a 5km radius of Dungarvan.

Type of Service

- 4.35. It is proposed to provide a service on two fully accessible 16 seater buses. The service will operate on a demand responsive basis allowing passengers in peri-urban areas the facility of booking a door-to-door service. Set stops will be established in the urban areas. Pilot services will operate initially between the times of 07.30hrs to 09.30hrs and 16.30hrs to 18.30hrs Monday to Friday and expand operational times in line with demand.

Co ordination of services

- 4.36. Deise Link Travel Dispatch Centre will liaise closely with car share and the Town Bus Service operators to ensure that the services complement the existing main services and are efficiently co-ordinated. An integrated timetable will be made available on line and in hard copy. The timetable will display telephone numbers for booking purposes and travel information queries as well as contact numbers for alternative modes of public transport such as local hackney and taxi companies. Information regarding pick up points, fare prices and general travel queries will be obtainable from the travel dispatch centre on a free-phone number.

Shared Transport

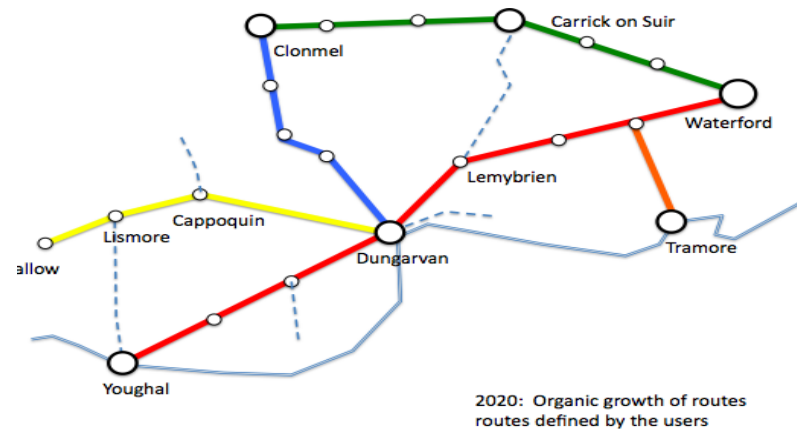
- 4.37. It is proposed to expand the current scheme by introducing Shared Transport a concept that is being developed by Avego, an Irish supplier of bus and coach management systems. This is very much a demand responsive service; matching the demands of riders with supply of drivers and buses. The benefits of expanding the current bus services with private cars include:

- More flexibility in route options;
- Less setup and operational costs;
- Incentive monies go back into the community;
- Greater flexibility in the number and frequency of services offered;
- Lower operational costs that running a bus service and in-time the Shared Transport service will be self financing;

- User defined routes and stops;
- Automatic collection of trips completed (Vehicle Kilometres Travelled (VKTs)) which can be aggregated and measurable at the Waterford County level;
- Automated micro-payment system where riders pay 20c per km (min €1) which is automatically credited to the driver on completion of a route

4.38. The following schematics show the proposed roll-out of Shared Transport corridors across Waterford County. These corridors were chosen because:

- There are existing public transport services (hourly service (no 40) operated by Bus Éireann on the Waterford to Youghal corridor and by Deiselink weekly service on the Tallow to Dungarvan route);
- Over 10,000 vehicles²⁰ per day travel on the Waterford-Dungarvan-Youghal corridor.



4.39. Proposed Phase 1 Shared Transport corridors, the Waterford/Youghal corridor aligning with existing Bus Éireann services. Phase 2 will add new Shared Transport corridors once the previous corridors are demonstrating that they are self-sustaining. Future expansion with time, with new routes defined by the users, based on demand/supply criteria.

²⁰Average NRA traffic count data for 2009
Department of Transport

EWorking Centre

- 4.40. Dungarvan Enterprise Centre Limited, a not-for-profit voluntary organization is currently developing a 10,000sq ft Community Enterprise Centre in Dungarvan. The purpose of the €1.2million office facility is to support start-up businesses in the town. Assessment of the CSO statistics found that there is considerable commuting from Dungarvan to Cork, Waterford and Clonmel along with other centres throughout Ireland. There is an increasing trend among employers to provide solutions to reduce commuting. As part of the Go Dungarvan we will provide 1,000 sq ft fitted office space to employees that commute to other centres. This will enable them to work from Dungarvan and reduce the need to commute. Desks, ICT equipment and top-class broadband will be provided at the eWorking Centre.

E Notebook For Schools

- 4.41. **GoBookSmart** is a pilot notebook to provide school children with their text books **electronically**, reducing the burden of carrying schoolbooks as a barrier to cycling and walking to and from school.

Light Emitting Diodes – Reduced Emissions, Energy & Operational Cost

- 4.42. We intend to reduce emissions and operational costs, while improving safety on the routes by installing Light Emitting Diodes. Whilst the capital cost of the LED is generally four times that of the standard lantern. However the carbon savings of 66tonnes, cost saving of €22,550 is further supported with the longevity of the LED lantern. Over the lifetime of an LED lantern the average standard lantern needs replacing at least 7 times. The cost associated with the maintenance and replacement of the standard lantern adds weight to the case for LED lanterns. This is particularly relevant in the case in Dungarvan where 8Km of off road cycle/walking track is to be developed with one lantern per 46m. This equates to 175 LED lanterns. The standard lantern spacing is 43m, equating to 187 standard lanterns.

Go Dungarvan Smart Card

- 4.43. Go Dungarvan will pilot a smart card scheme that will allow access to bike parking, showers and drying rooms. Members of the scheme will be kept up to date with information on Smarter Travel.

INTEGRATION OF BEHAVIOURAL & INFRASTRUCTURE MEASURES

- 4.44. Go Dungarvan will take an holistic approach to Smarter Travel, integrating infrastructure and behavioural change measures for maximum impact. This will involve using a mix of 'behavioural change measures' to reduce car trips and increase the use of alternatives. A key objective is to deliver the benefits of the Smarter Travel initiative through physical measures to improve the quality and availability of alternative modes. The link between behavioural change measures and infrastructure provision are addressed below for personal travel planning, school travel planning, workplace travel planning and measures designed to assist travel planning for groups experiencing reduced mobility.

Personal Travel Planning

- 4.45. Go Dungarvan will deliver a range of Behavioural Change Measures that will provide the general population with advice and information about walking, cycling and shared transport as well as the infrastructure measures and address some of the key barriers to use of alternative modes. As sport and culture is part of the lifeblood of the town Go Dungarvan will also work to develop best practice guidelines for sports clubs and large sporting & cultural events.

Table 4.4. Integrated Approach to Personal Travel Planning	
Behavioural Change Measures	Infrastructure Measures
Travel Centre Local Guide Website Development of Shared Transport Portal Mode Specific Resources Subsidised Safety Equipment Smart Card for Facilities Access Bike Hire Scheme Quarterly Newsletter Tele-Marketing Campaign Radio Advertising Campaign Local Press Release Campaign Competitions in Local Press National Bike Week Community Protection Training Adult Cycle Skills Training GP Referral Scheme - Active Living Home Delivery Services Sli na Slainte Routes Best Practice for Sporting/Cultural Events	Traffic calming Contra-Flow Cycling Open and passive security Speed Reduction (where necessary) Garda CCTV Garda Bike Patrols Design Around Trouble Spots Contra-Flow Cycling Priority at Crossings/Roundabouts Separate Pedestrian & Cyclist Advanced stop lines for cyclists On road cycle routes Off road cycle/pedestrian routes New/modified footpaths Lighting & seating on routes Machine laid surfaces Vegetation Clearance Secure Cyclist Facilities parking/lockers/changing Passive Secure Cycle Parking Drying rooms/showers Cycle Parking Priority Urban Areas

Workplace Travel Planning

- 4.46. GoDungarvan will provide a suite of measures for workplaces to encourage walking, cycling and shared-transport. These measures will include safety and cycle skills training information provision as well as infrastructure measures to address safety & comfort issues.

Table 4.5. Integrated Approach to Workplace Travel Planning	
Behavioural Change Measures	Infrastructure Measures
Facilitated Sessions Travel Planning Information Days Shared Transport Webtool Promote Bike to Work Scheme Work Travel Days Bike Week	Speed Reduction (where necessary) Garda Bike Patrols Designated Shared Transport Pick-Up and Drop-Off Zones Priority at Crossings/Roundabouts Enhancement of Off-Road Cycle/Pedestrian Routes Establish Direct Routes Bike Storage Facilities at Workplaces Drying Rooms/Showers

Specific Target Groups

- 4.47. Go Dungarvan has identified other specific targets groups who may have different transport needs including; people with disabilities and older adults and parents with toddlers. Go Dungarvan will also pilot a Home Zone project with a specific community.

Table 4.6. Target Group	
Behavioural Change Measures	Infrastructure Measures
Facilitated Sessions with People with Disabilities & Older Adults Safety Training for Older Adults Go SportSmart Promote 'Play it Safe' Home Zone Pilot	Speed Reduction (where necessary) Garda Bike Patrols Designated Shared Transport Pick-Up/Drop Off Zones Priority at Crossings/Roundabouts Enhancement of Off Road Cycle/Pedestrian Routes Establish Direct Routes Vulnerable user Priority Drying-rooms/Showers Cycle Parking Priority Urban Areas



SECTION V

PROJECT DELIVERY



5. IMPLEMENTATION

- 5.1. The Smarter Travel initiative will be implemented in partnership with the members of the Dungarvan Smarter Travel Steering Group, Dungarvan Town Council and Waterford County Council. Specific working groups will be established where necessary to deliver actions relevant to their sector, whether it be for workplace, schools, general public or members of specific target groups. This approach to implementation of the Smarter Travel Initiative will ensure that the actions are continuously informed by consultation with relevant agencies and representative organisation.



PHASING

- 5.2. While our approach is ambitious, we have devised three phases to ensure that it can be delivered in a manageable way. The behavioural change campaign has already commenced with press releases, radio interviews, presence at St Patrick's Day Parade, the consultation process, the surveys and the schools competitions, all of which has raised the awareness of Smarter Travel in Dungarvan. Thus, once successful, we will immediately 'hit the ground running' with continued promotion and education. In parallel we will recruit a dedicated smarter travel team as set out below. Our phasing sets out key timescales for planning, delivery and review of each component of Go Dungarvan. This is presented Appendix A.

COSTS

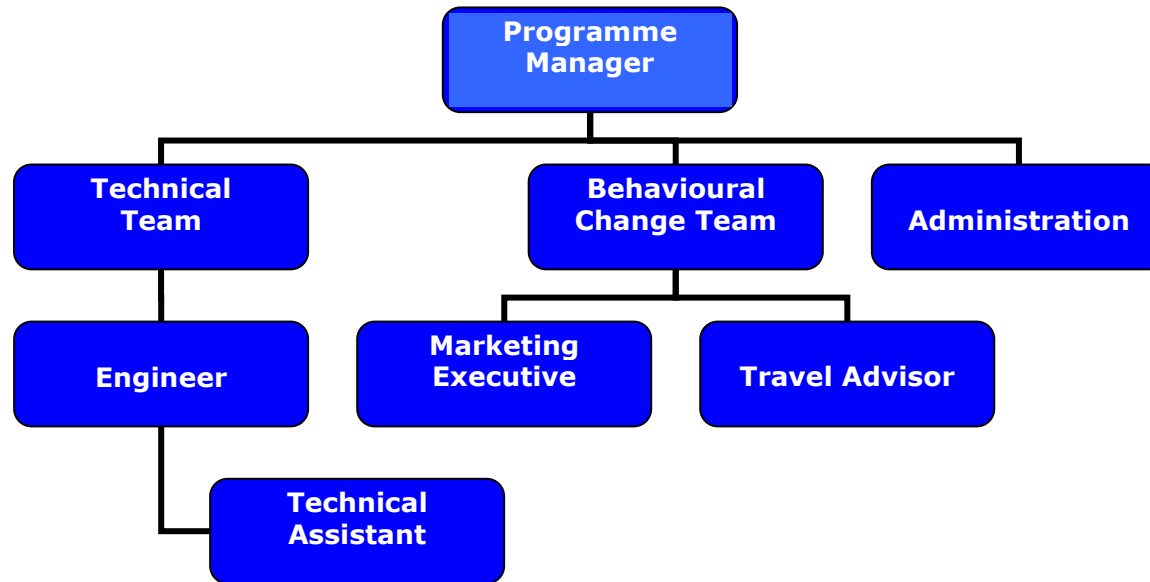
- 5.3. We have prepared detailed costs of Go Dungarvan. The Smarter Travel team will assess the other funding opportunities that can match or complement this investment. These include funding under the RAPID programme for urban regeneration, or EU Funding under Intelligent Energy Europe.

BEHAVIOURAL CHANGE CAMPAIGN

- 5.4. Whilst the provision of infrastructure is clearly visible, the impact of the behavioural change campaign is less tangible. Thus, we have set a clear set of targets to be delivered. We have not included targets for the Green School Campaign, these will be prepared and reviewed in association with An Taisce. The target level of contact is presented in Appendix A.

PROJECT TEAM

- 5.5. Delivery of the programme will be supported by a dedicated Smarter Travel Team, as illustrated below. This team will not work in isolation, but will link with the community through the Steering Group and be supported by the internal project team with Waterford County Council. Brief description of each role is set out below:



Programme Manager

- 5.6. The Programme Manager will be responsible for the implementation of the project, specifically ensuring that the project is delivered efficiently and effectively. The Programme Manager will co-ordinate between the behavioural change campaign and the provision of infrastructure. The Programme Manager will also be responsible for engagement of the community, businesses, schools and target groups. The Programme Manager will also be responsible for review and refinement of the programme on an interim basis focussing on results and value for money. The Programme Manager will have experience in delivering projects, community development, implementation of behavioural change campaigns and knowledge of smarter travel.

Project Engineer

- 5.7. The Project Engineer will be responsible for completion of design, procurement and delivery of the cycle and walk routes, traffic calming measures, innovative solutions for roundabouts and the provision of facilities for cyclists, along with implementation of other traffic management systems in Dungarvan that are consistent with Smarter Travel objectives. The person will be experienced on procurement, design and delivery of projects of this nature.

Technical Assistant

- 5.8. The Project Engineer will be supported by a Technical Assistant, who will finalise design, prepare costs, tender documents and assist in overseeing the development of the infrastructure.

Marketing Executive

- 5.9. Working with the Programme Manager, the Marketing Executive will be responsible for implementation of the behavioural change programme. The Marketing Executive will deliver the promotional campaign for schools, workplaces and the general public. The Marketing Executive will also research the review of the Smarter Travel Initiative for Dungarvan, ensuring that the expenditure on promotion maximises the impact. The Marketing Executive will be responsible for all print and electronic media etc, liaising with the media and implementation both a general and targeted Smarter Travel Behavioural Change Campaign.

Travel Advisor

- 5.10. A Travel Advisor will provide support to members of the public who are changing their travel patterns. The Travel Advisor will provide advice on travel times by foot or by bicycle, options in relation to public transport and matching for car –pooling and public transport. The Travel Advisor will also be responsible for ensuring the most up-to-date travel information is available for residents in Dungarvan and its catchment area, by using eCommerce, telephone, and other communication techniques to provide the most up-to-date, reliable information to people. In addition, the Travel Advisor will provide members of the public with personal travel plans through a systematic telemarketing campaign of all residents of the catchment area. This will provide residents and visitors to Dungarvan with personal, direct contact with the Smarter Travel office. The Travel Advisor will be personable and have an interest and willingness to train in Smarter Travel.

Administration

- 5.11. An administrator will be appointed to provide support to all the teams.

