



Department of Transport
An Roinn Iompair



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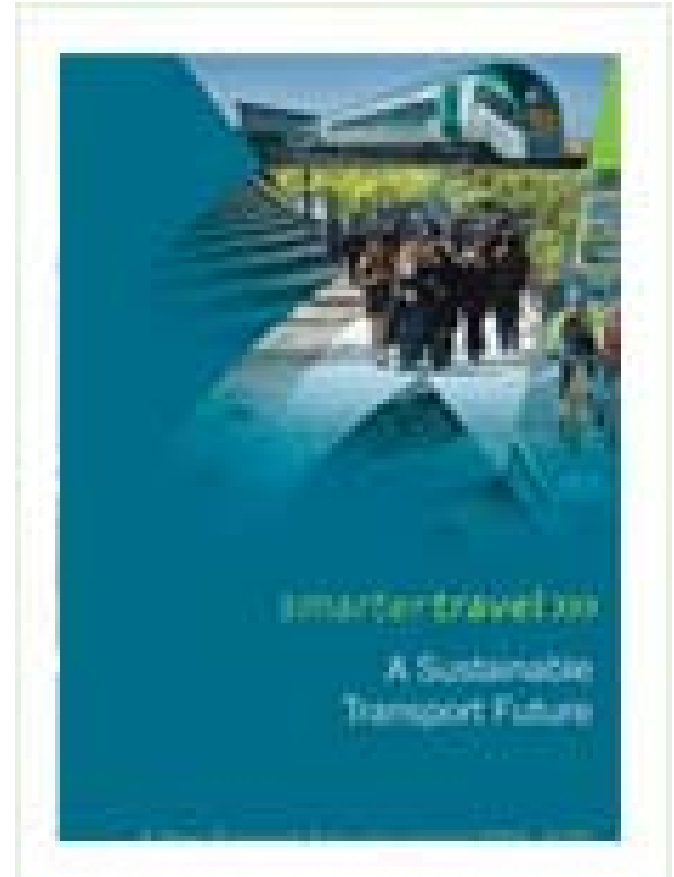
The New Policy Framework for Transport in Ireland

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- Why Smarter Travel?
- The new national policy
- Smarter Travel Areas
- What does this mean for you?



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

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- Projections to 2020
 - Continuing increase in car use and congestion
 - More time commuting, reduced quality of life
 - Less safe roads and urban areas
 - Less secure energy supply
 - Local air quality issues from traffic pollution
 - GHG emissions to increase further by 31-48%
- Recession only delivers a time-lag, not an overall change

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Required:

Fundamental shift in travel culture to
a sustainable transport system

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

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AMBITION

By 2020:

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



4 OVERARCHING ACTIONS

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

REDUCING THE NEED TO TRAVEL

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

PROVIDING ALTERNATIVES TO CAR

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

IMPROVING FUEL & ENERGY EFFICIENCY

- Aviation and maritime
- ITS on roads
- Electric cars
- Eco-driving

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Year 1 of the policy

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

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- Smarter Travel = Fundamental Behavioural Change delivered in local areas
- Smarter Travel Areas – a microcosm of national policy
- Will demonstrate:
 - Potential for reshaping travel patterns in different types of communities
 - What works in Irish sustainable travel
 - High-quality innovative travel plans that can be built on and expanded as appropriate
- Delivered by LAs: €50 million available over 5 years

What is a Smarter Travel Area?

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

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- Bids led by Local Authorities – but joint approach with local communities, businesses, schools
- Bids designed around population's travel patterns and mobility needs: first emphasis on people not infrastructure
- 11 bids shortlisted for final stage: final bids due in April 30

Cork	Drimnagh	Dundalk	Dungarvan
Galway	Kilkenny	Limerick	Loughrea
Navan	Sandyford	Westport	

Requires some tough decisions from LAs

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

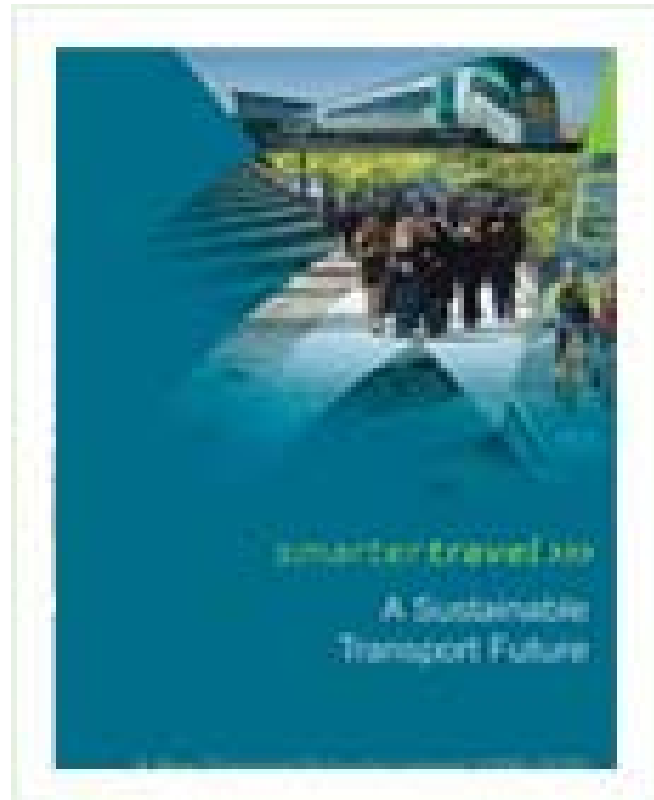
Engagement Strategy Key

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

Implications for the Transport Sector

- New approach to transport – managing travel demand, not building infrastructure to meet needs
- New technical skills: providing for cycling and pedestrians
- Wider range of skills needed:
 - Understanding drivers of travel behaviour key: surveys, census analysis – adding to data from traffic counts and cordons etc
 - Delivering behavioural change campaigns and “softer measures”
 - Communications and marketing – providing information and publicity

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