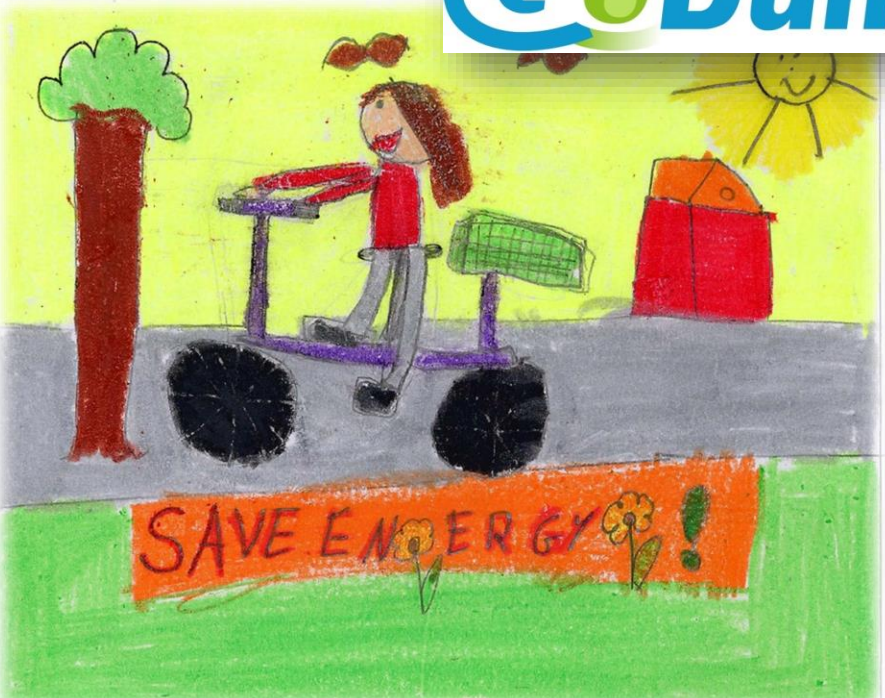




smarter travel >>>
GoDungarvan



Smarter Travel

- DTTAS Initiative – 3 Pilot Sites
 - Dungarvan - €7.2m
 - Westport - €5m
 - Limerick - €9m



MAIN OBJECTIVE

MEMORANDUM OF UNDERSTANDING

- **SHIFT TRAVEL MODES** FROM THE PRIVATE CAR TO WALKING, CYCLING, PUBLIC TRANSPORT AND CAR SHARING;
- IMPROVE THE **HEALTH AND WELL-BEING** OF RESIDENTS OF DUNGARVAN;
- BENEFITS TO THE **ENVIRONMENT**
- **LEAD BY EXAMPLE** FOR TOWNS THROUGHOUT IRELAND AND ACT AS AN INTERNATIONAL **MODEL OF GOOD PRACTICE**

How

- DELIVERY OF BEHAVIOURAL CHANGE
- INTRODUCE INFRASTRUCTURAL CHANGE

SOFT MEASURES

EDUCATION/ INFORMATION & MARKETING





MAIN MEASURES INCLUDED:

- **QUARTERLY NEWSLETTERS**
- **REGULAR PRESS RELEASES AND MEDIA CAMPAIGN**
- **SOCIAL MEDIA**
- **EDUCATION AND PROMOTION TO LOCAL SCHOOLS AND CHILDCARE PROVIDERS**
- **WORKPLACE SMARTER TRAVEL**
- **PROMOTION REGULAR EC INITIATIVES E.G. EUROPEAN MOBILITY WEEK, ROAD SAFETY WEEK, WALK TO SCHOOL WEEK, BIKE WEEK**
- **EVENTS AND FESTIVALS**
- **CYCLE SKILLS TRAINING PROGRAMMES**
- **E-BOOK PILOT PROJECT**
- **CHAMPIONS INITIATIVE**
- **GO SPORT SMART**
- **GP EXERCISE REFERRAL**
- **PROMOTION OF E-WORKING**

go smart your town your move

GO smartertravel >>> Dungarvan
go smart newsletter ... Issue 2 : Autumn

WELCOME!
to the Autumn Edition of the Go Dungarvan Newsletter
The newsletter will keep you up to date with all smarter travel news, information and events

We are delighted to announce that the Go Dungarvan Website at www.godungarvan.ie is now **LIVE!!**
The website is a one-stop-shop for Smarter Travel for the people of Dungarvan and visitors to the town. It is packed full of tips and ideas on how to incorporate Smarter Travel into your daily routine, handy tools for tracking your savings and news and updates from the Go Dungarvan Team.
Check it out today!

go smart your town your move

GO smartertravel >>> Dungarvan
go smart newsletter ... Issue 3 : Spring 2013

WELCOME!
to the Spring 2013 edition of the Go Dungarvan Newsletter go smart
The newsletter will keep you up to date with all smarter travel news, information and events

go smart your town your move

GO smartertravel >>> Dungarvan
go smart newsletter ... Issue 1 : Summer 2012

WELCOME!
to the first issue of the Go Dungarvan Newsletter go smart
The newsletter will keep you up to date with all smarter travel news, information and events
If you would prefer to receive the newsletter electronically please email info@godungarvan.ie

Dear Reader,
It is with great pleasure and excitement that I introduce you to the first edition of the Go Dungarvan Newsletter "go smart".

What is Go Dungarvan? - since 2009, Dungarvan has been involved in a National Smarter Travel Competition, along with thirty-eight city, county and town councils. We convinced the National Sustainable Transport Office that Dungarvan is ready to make a change. That change is Smarter Travel, making the choice to walk, cycle or car-share as part of our daily lives.

Many of us who use our cars for most journeys don't even think about it, it has just become the norm. Go Dungarvan is about encouraging alternatives to single occupant car journeys and developing walking, cycling and car-sharing as the natural choice. Change needs direction and the tools to make it happen. Dungarvan won the competition and has been awarded a significant fund to deliver that change - €7.2 million over five years to develop and



BIKE WEEK 42
SATURDAY 16th JUNE 2012

go smart your town your move

GO smartertravel >>> Dungarvan
go smart newsletter ... Issue 4 : Summer 2013

WELCOME!
to the Summer 2013 edition of the Go Dungarvan Newsletter go smart
The newsletter will keep you up to date with all smarter travel news, information and events

go smart your town your move

GO smartertravel >>> Dungarvan
go smart newsletter ... Issue 5 : Winter 2013

WELCOME!
to the Winter 2013 edition of the Go Dungarvan Newsletter go smart
The newsletter will keep you up to date with all smarter travel news, information and events

go smart your town your move

GO smartertravel >>> Dungarvan
go smart newsletter ... Issue 6 : Spring 2014

WELCOME!
to the Summer 2014 edition of the Go Dungarvan Newsletter go smart
The newsletter will keep you up to date with all smarter travel news, information and events

Dungarvan Town Centre Have Your Say!

The Town Centre proposals have been on public display since 1st October. You have until the 26th November to send us in your views, Please do take this opportunity to let us know what you think.

There have been and always will be discussions, queries and questions as to what is best for Dungarvan Town Centre. The only sure way that changes meet the needs of the majority is for everyone to get involved. Go Dungarvan has engaged with the people of Dungarvan and will continue to do so over the coming weeks. Please take the time to express your view; whether your view of the proposal is good, bad or indifferent.

Dungarvan is a Smarter Travel Demonstration Town. The funding for Go Dungarvan and the Town Centre Proposal comes from the Department of Transport and not the purse of Dungarvan Town Council. It is not funding money for maintenance of existing roads and footpaths. If we choose not to take the opportunity given to Dungarvan, there are many other local Authorities in the queue who will. The funding is for making life changes to Dungarvan so that people of the town can have a choice to walk or cycle instead of using the car. The money is for making your journey by foot or bike easier, more attractive, safer and convenient. The goal of Go Dungarvan is to encourage active living, improve the well-being of the residents of Dungarvan and improve footfall and the vitality of the town.

The plans are currently on public display in the Go Dungarvan Travel Centre beside the Tourist Office in Dungarvan and in Dungarvan Town Council. Please take the time to call in and express your views. The plans are on display from 9am to 1pm & 2 to 5pm, Monday to Friday and on Wednesday evenings until 9pm (in the Go Dungarvan Travel Centre ONLY). The public display period ends on 12th November 2013.

What you want to say is important but most important is that you say it in the first place!
SEE PAGE 8 & 9 for more details on the proposed Town Centre Improvements including your Frequently Asked Question Answered!

go smart your town your move

GO smartertravel >>> Dungarvan
go smart newsletter ... Issue 7 : Spring 2014

WELCOME!
to the Spring 2014 edition of the Go Dungarvan Newsletter go smart
The newsletter will keep you up to date with all smarter travel news, information and events

go smart your town your move

GO smartertravel >>> Dungarvan
go smart newsletter ... Issue 8 : Summer 2014

WELCOME!
to the Summer 2014 edition of the Go Dungarvan Newsletter go smart
The newsletter will keep you up to date with all smarter travel news, information and events

go smart your town your move

GO smartertravel >>> Dungarvan
go smart newsletter ... Issue 9 : Autumn 2014

WELCOME!
to the Autumn 2014 edition of the Go Dungarvan Newsletter go smart
The newsletter will keep you up to date with all smarter travel news, information and events

go smart your town your move

GO smartertravel >>> Dungarvan
go smart newsletter ... Issue 10 : Winter 2014

WELCOME!
to the Winter 2014 edition of the Go Dungarvan Newsletter go smart
The newsletter will keep you up to date with all smarter travel news, information and events

Official Opening of Baranwee Bridge

The new Smarter Travel Footbridge at Baranwee Bridge was officially jointly opened by Mayor of County Waterford, Cllr. Damian Geoghegan and Deputy Dungarvan Town Mayor, Cllr. Nicky Sheehan, who were assisted by children from 3rd class at Scoil Gaibhéal and their teacher Jenna Haldridge.

After months of planning and preparatory work the bridge was lifted into position in late February and the need for pedestrians and cyclists having to pass over the bridge on the narrow road is now no more. This simple addition to the Go Dungarvan walking and cycling network is significant. Go Dungarvan have also installed pedestrian and cyclist counters adjacent to Baranwee Bridge and already we are seeing the impact of the new footbridge on cyclist and pedestrian numbers. It is hoped that the bridge's installation will encourage greater numbers to choose to walk or cycle to school, work, etc. whereas the narrow nature of the bridge may have been seen as a barrier, particularly for the more vulnerable road user up until now. The bridge is now open for all to use as part of their journey by bike or on foot.

STAT ATTACK!
Prior to the new bridge the daily average recorded trips by walkers and cyclists was 123 in total, with 81% walking and 19% cycling. Now the total daily average recorded is 237 trips, an increase of 93% or 114 trips. There has been a significant increase in trip numbers over a short period and the split between walkers and cyclists has also changed, with 76% walkers and 24% cyclists now making up the total number of trips recorded. The numbers of walkers and cyclists using the Baranwee Bridge is increasing with the numbers cycling increasing at a faster rate.



your town... your move...

As you can see from some of the great photos here, we had a fantastic response to the 'Smarter Travel' themed category for the Dungarvan St. Patrick's Day Parade.

We are delighted to sponsor prizes again this year for 'Smarter Travel' themed entries.
1st Prize - €500 | 2nd Prize - €300 | 3rd Prize - €150
Visit www.godungarvan.ie for more info on Smarter Travel.
Start planning your entry today!

School Cycle Bus Programme



As part of National Bike Week 2012, Go Dungarvan in conjunction with Waterford Sports Partnership piloted a 'School Cycle Bus' programme for 3rd - 6th class students from Scoil Mhuire Abbeyside and St Mary's N.S., Dungarvan.

The purpose of the programme was to ensure that children had the ability to cycle to school and the teachers and parents received the training that would support a regular Cycle Bus. In addition, the programme raised awareness of the benefits of cycling as a mode of transport.

As part of the weeks activities an art competition was held in both schools. The four winners were Oisín O'Mahony and Stephen Moynihan from Abbeyside NS, with Kara McGovern and Shona O'Neill the winners from St Mary's NS. All students and parents who took part in the programme received a printed t-shirt showing the winners artwork.

In order to ensure the pilot was a success, the School Cycle Bus programme was broken into two elements; firstly, cycle training for parents, teachers and children from both schools and secondly the cycling events. Cycle training for parents, teachers and children took place the week prior to the cycle on the track. Cycle training for forty parents and teachers and 145 students was provided by Liam Collins from Safe Cycling.

One evening was spent with parents and focused on organising a group of children while road cycling. Two days were spent at St. Mary's and Abbeyside Primary Schools. Over 150 children followed a programme which was designed to improve their bike handling skills, teach them the do's and don'ts of cycling in a group on the road and improve their knowledge of the rules of the road. This was extremely successful and the feedback from the young cyclists was really positive.

Following this training, on Wednesday 20th June, 170 students, parents and teachers cycled from their school to Walton Park. Here, the group were supervised on a cycle along the newly redeveloped railway track and upon completion were given goody bags and certificates. Students were extremely enthusiastic about the spin.

On Thursday 21st June, over seventy students from Abbeyside National School braved the elements and cycled to school via routes devised by Go Dungarvan from Lisfennel, Ballinroad and Tournore. Each route was supervised by staff and parents with a number of pick up points on the way. On Friday 22nd June, more than thirty five students, teachers and parents cycled to school via routes from Lisfennel, Kilrush and Ballinroad to St. Mary's National School.

It is hoped that this initiative has opened people's eyes to the possibility of cycling safely to school and using cycling as an alternative means of transport. It was great to see the bike racks full in both schools. We hope that the young people will continue cycling to school via the safer routes that have been put in place.



'Awesome, I loved doing two laps of the yard'
David Foley
Scoil Mhuire Abbeyside

'Challenging but fun'
Alannah Kelly
St Mary's N.S.

'I thought it was really fun because we had to go up ramps; it was kind of hard but fun'
Roisín Hurney
Scoil Mhuire Abbeyside

'The willingness of the children to embrace the week and the numbers who were on this morning's cycle to school were a testament to the success of the programme'

Christine O'Keefe
Parent

'What a lovely way to start your morning'
Margaret Mansfield
Parent

BEEP BEEP DAY in Walton Park!

As part of National Road Safety Week and to celebrate Beep Beep Day, 60 pre-school aged children took the 'walking bus' from their respective childcare facilities to a fun packed 'travel themed' morning in Walton Park on Friday 12th October. Young children, their parents and carers from The Little School of Montessori, Tina's Kinderkare and Tir na nÓg all attended the activities which were organised jointly by Go Dungarvan and Waterford County Childcare Committee.

The children themselves had designed their own maps which guided them to Walton Park. They also put their 'Simon and Friends' road safety skills to work as the walking bus made its way along the Old Railway Track, resplendent in new Go Dungarvan hi viz vests!

On arriving at the park children could participate in Buntús activities kindly organised by Waterford Sports Partnership. They also got to have a go on a balance bike around a specially designed course. These types of bike really help younger children with balance and coordination. Community Garda Claire Courtney was also on hand to offer road safety advice to the children. At the end of the morning's activities children received a Go Dungarvan goody bag as an acknowledgement for all their hard work!

Go Dungarvan would like to thank Waterford County Childcare Committee, Waterford Sports Partnership, Community Garda Claire Courtney, the staff of the childcare services involved and most importantly the children and their parents/guardians for taking part in the morning's activities.



RESEARCH PROJECT

Go Dungarvan and Waterford County Childcare Committee will be on a research project into the travel behaviour and attitudes of children in the Dungarvan Smarter Travel area. This research is run by WIT and will be funded by Go Dungarvan. It is hoped that the future Go Dungarvan/County Childcare programmes. It will also travel element of the pilot Green Flag initiative for pre schools, of which County Waterford is a part. There are lots of prizes and incentives on offer as part of this research and Go Dungarvan is really looking forward to working with the service providers over the coming months and years.



Storytelling Session

at Dungarvan Library

Very popular and talented storyteller Neil Griffiths enthralled a young audience at Dungarvan Library on Thursday 11th October. Go Dungarvan supported this event which was organised by Waterford County Childcare Committee in conjunction with Dungarvan Library. Again 'travel' was the theme of this event. Those who attended from Le Cheile on Marquis Drive did so by walking bus. Like those who participated in Beep Beep day these young children are really leading the way when it comes to choosing sustainable transport.



Life is like riding a bicycle - in order to keep your balance, you must keep moving. -Albert Einstein

For further information on the School Cycle Bus Programme, please contact Johnny Brunnock on (058) 21496

FESTIVALS/ EVENTS & SPONSORSHIP



Dungarvan & West Waterford
CHAMBER
IN BUSINESS FOR BUSINESS



Behavioural Change

During the 2014-2015 School Year

223-BALANCE
BIKE TRAINING

511-STUDENTS
BIKE TRAINING

157-BIKE
PARKING
MONITORED

4-PRIMARY
SCHOOLS BIKE
WEEK

200-BIKE
MAINTENANCE
COURSE

30 BIKES AVAILABLE
FOR PRIMARY
SCHOOLS

180 STUDENTS
CYCLED BIKE WEEK

HARD MEASURES INFRASTRUCTURE





Changing Units



SIGN UP TODAY

Do you CYCLE TO WORK in Dungarvan?

Would you like **safe parking** for your bike and somewhere to **shower and change**?

smartertravel >>> GoDungarvan

The Go Dungarvan Travel Facility, including **showers, changing facilities and secure bike parking** is now open and we are encouraging people to sign up and start using this great facility.

The facility will be of particular benefit to people who work in Dungarvan and would like to cycle but up until now have not had a suitable place to change or securely store their bike. **It will also be beneficial for shoppers or those who wish to walk, run or cycle during their lunch break.**

Joining is easy, simply download the **Application Form from our website www.godungarvan.ie** complete it and call into the **Go Dungarvan Office** in the Courthouse Buildings **Monday to Friday 9am to 1pm - 2 to 5pm** and we will sign you up. **There is a nominal maintenance/ administration fee of €20 per annum per person.**

To view the facility please call into the office. **For further information please call (058) 21496 / 21425 or email: info@godungarvan.ie**

Comhairle Cathrach & Conrtaí Phoblaithe
Dungarvan City & County Council

Enterprise Centre

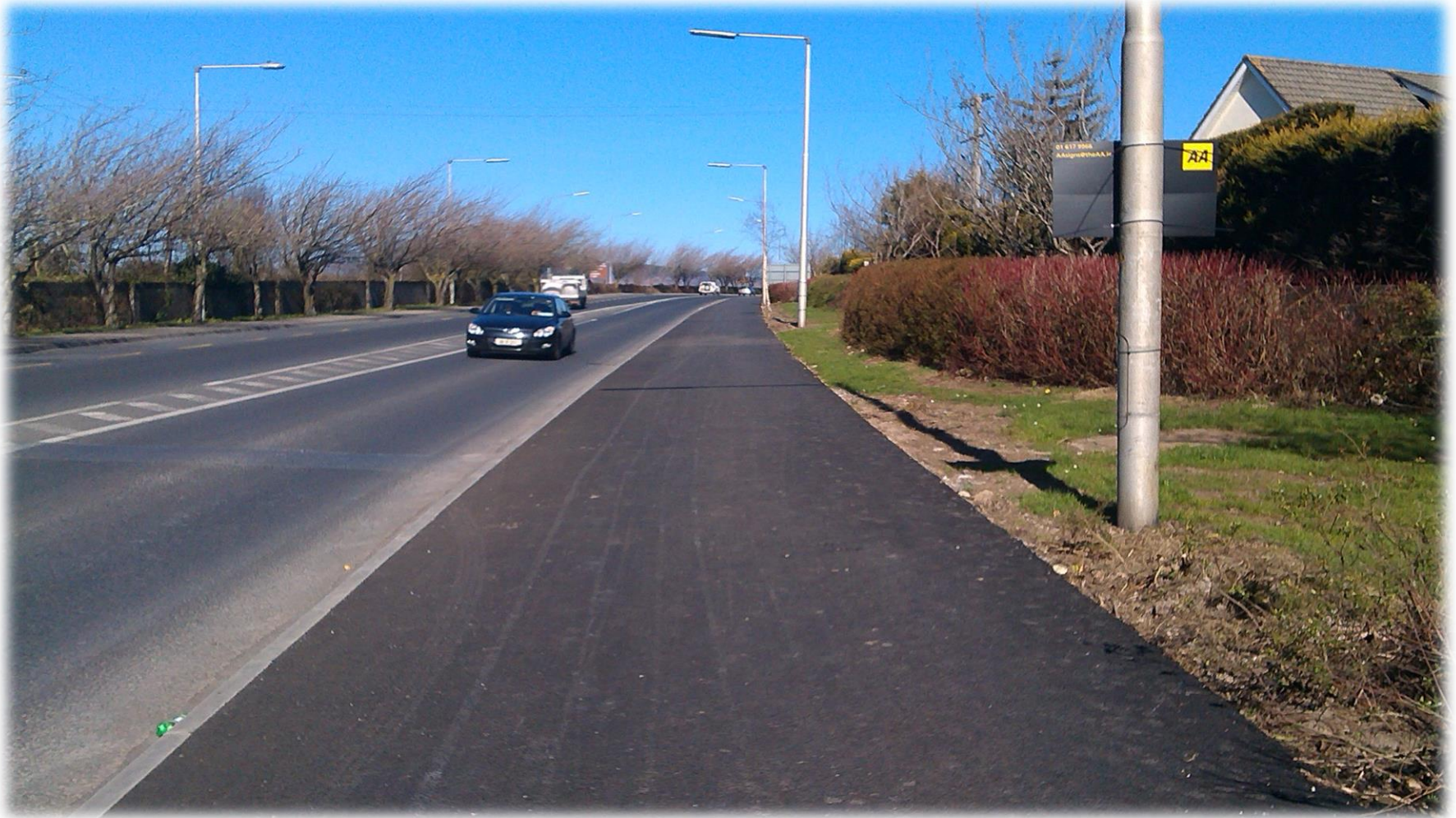




Kilrush



N25





Did it Succeed?

Objectives

- Shift Travel Mode
- Improve the Environment
- Improve Health and Wellbeing
- Establish Model of Good Practice

Youghal Road



Fr Twomey's Road







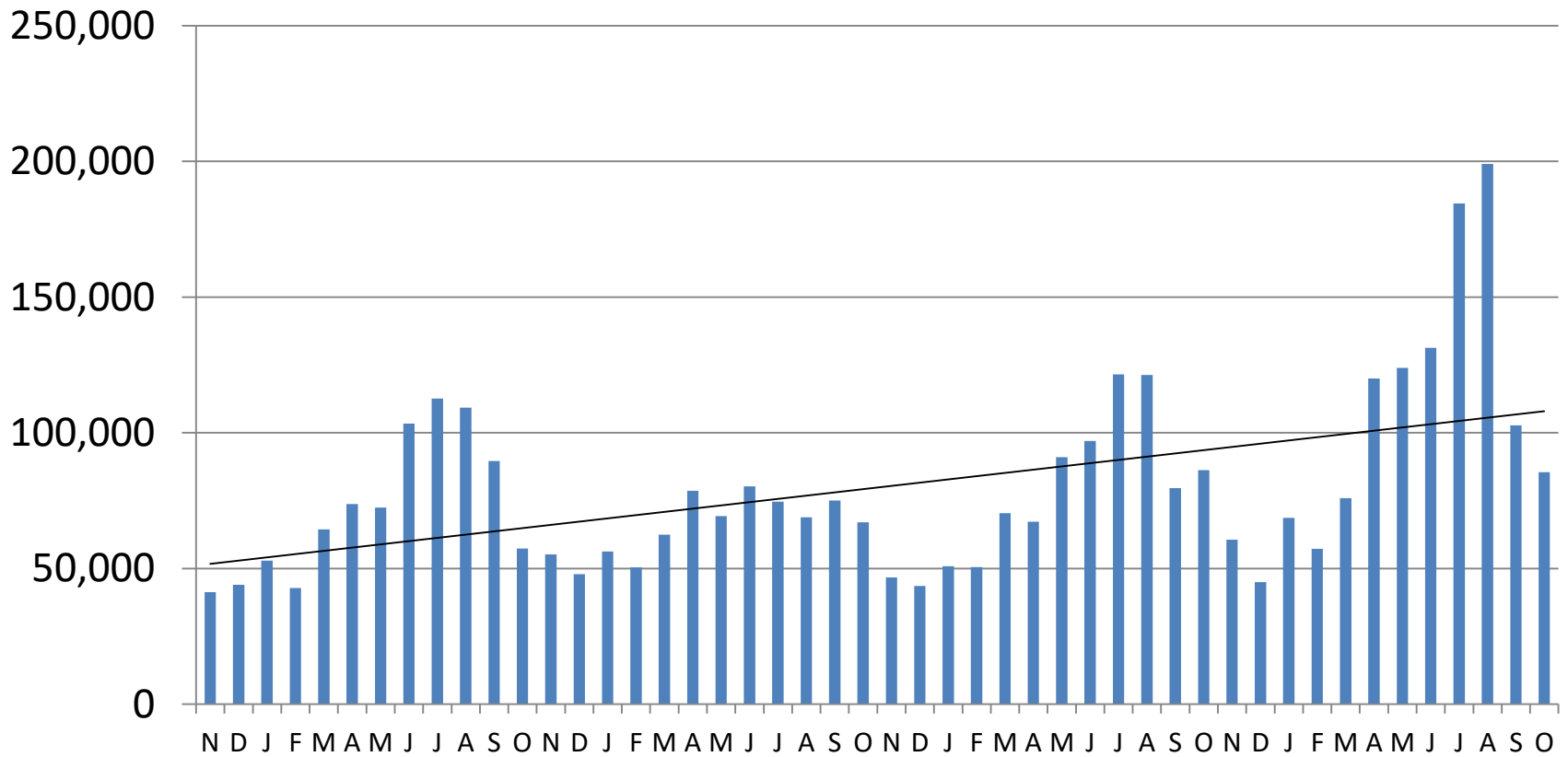


Reasons Why People Walk or Cycle

Reason	Dungarvan (%)	Control (%)
Exercise	79.5	78.0
Save Money	18.5	3.3
Congestion	0.0	7.4
Other People are Doing It	0.0	1.4
Facilities Got Better	14.8	1.9
For the Environment	15.8	2.8
Reduce Congestion	4.7	0.5

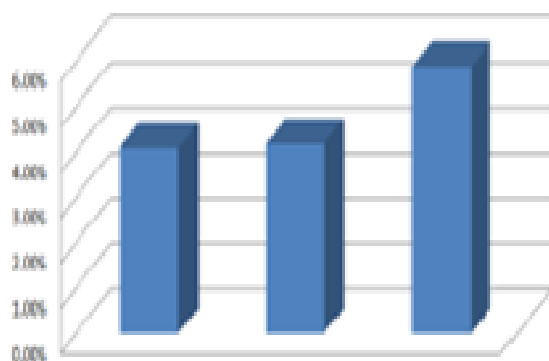
Use of Smarter Travel Paths 2013-2017

Pedestrians and Cyclists per Month

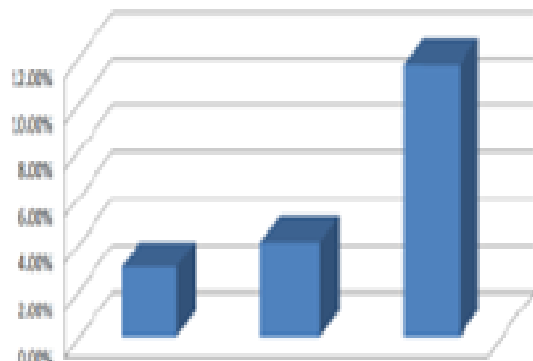


Cycling to School

Total Students Cycling in St. Augustine's 2013-2015



Total Students Cycling in Scoil Mhuire 2013-2015



Cycling in St. Joseph's 2013-2015

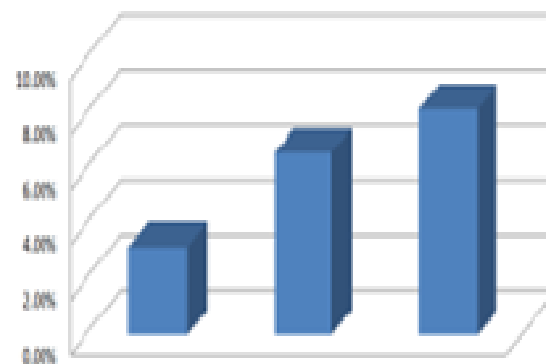


Figure 6.4: Positive Trends in the number of students cycling to school

The Effects of Intervention

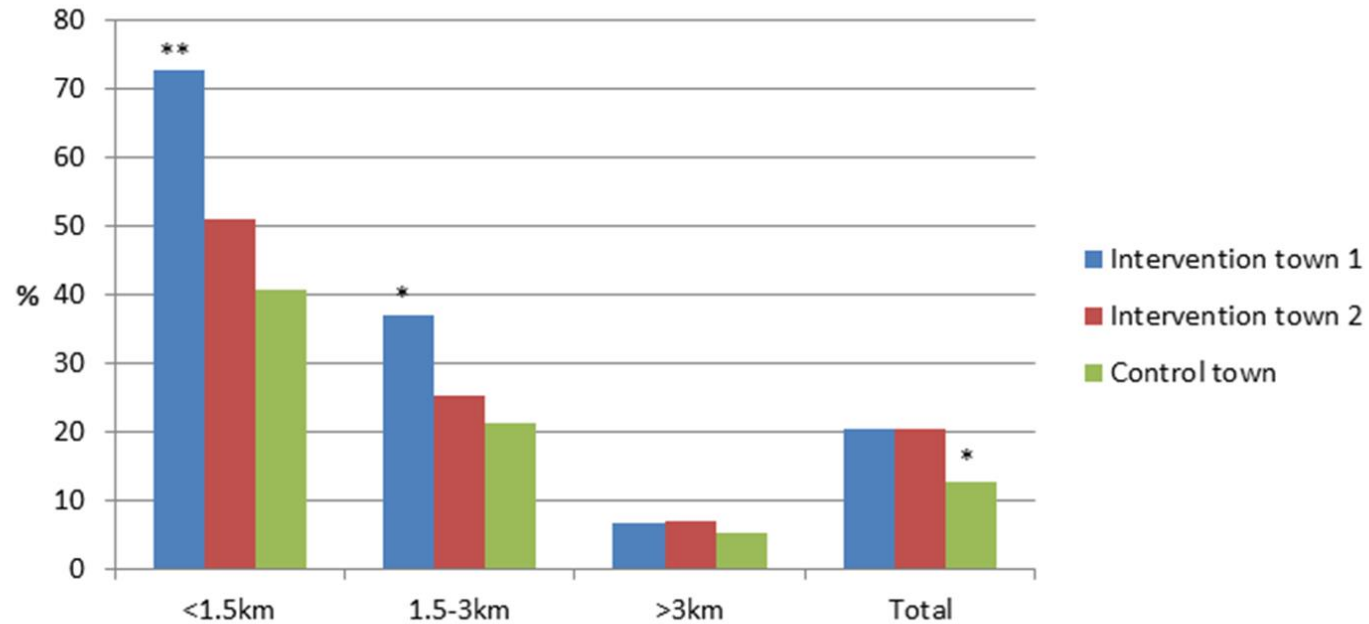


Figure 4.2 *The prevalence of active travel to school according to perceived distance between home and school at follow-up (n=2099)*

* $p < 0.05$, ** $p < 0.01$

Escorted Education Trips

	Walking and Cycling			Private Car		
	2012 (%)	2014 (%)	Change	2012 (%)	2014 (%)	Change
Dungarvan	9.4	15.4	6	87.2	84.6	-2.6
Limerick	13.7	21.7	8	82.6	76.5	-6.1
Westport	18.6	19.8	1.2	80.4	79.7	-0.7
STA	13.6	19.6	6	83.8	79.3	-4.5
NTS	12.6	17.4	4.8	83.0	78.0	-5

Employment Trips

	Walking and Cycling			Private Car		
	2012 (%)	2014 (%)	Change	2012 (%)	2014 (%)	Change
Dungarvan	9.9	12.1	2.2	87.5	85.9	-1.6
Limerick	11.9	16.2	4.3	81.7	79.0	-2.7
Westport	23.1	32.2	9.1	70.2	64.1	-6.1
STA	14.7	20.4	5.7	79.9	75.9	-4
NTS (Excl Dublin)	7	8.1	1.1	81.7	82.2	+0.5

Distance to Work by Car

	Distance Travelled to Work		
	< 2km (%)	2 – 5km (%)	Total (%)
Dungarvan	14.1	25.3	39.4
Limerick	7.3	22.5	29.8
Westport	15.8	33.3	49.1
STA	11.7	26.3	38.0

Conclusion

Environment Improves



Health and Wellbeing Improves



Modal Choice Improves

Model for Good Practice

- Retrofitting is very expensive
 - Retrofit initially to identify and tackle real physical obstacles
- Make ALL new developments provide cycle and pedestrian facilities
- Look at permeability for Pedestrians and Cyclists
- Behavioural Change Programmes

Thank You for Your Time