



smarter travel >>>  
**GoDungarvan**



# NATIONAL ROADS AUTHORITY CONFERENCE 2013

Thomas Rogers



*Programme Coordinator*



# CHARACTER?















Sunday Independent

# The 100 Best towns and cities in Ireland

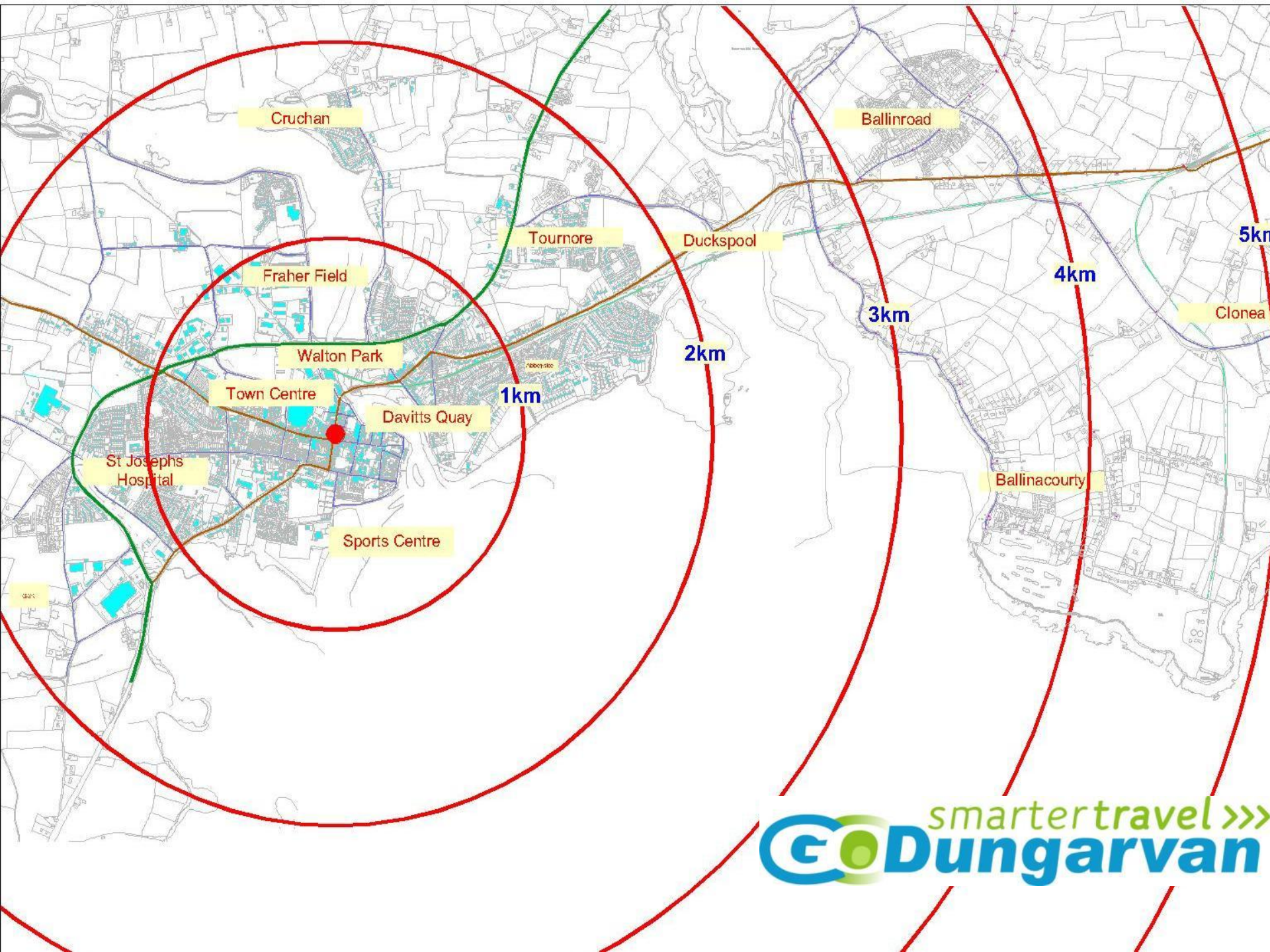




Town / City	County	Total Score	Total Rank	Citizen Score (%)	Citizen Rank	Stakeholder Score (%)	Stakeholder Rank
Westport	Mayo	85.61%	1	87.62%	2	80.93%	2
Killarney	Kerry	84.58%	2	87.89%	1	76.84%	8
Swords	Dublin	83.92%	3	85.21%	3	80.91%	3
Ashbourne	Meath	82.28%	4	84.58%	4	76.89%	7
Dungarvan	Waterford	80.40%	5	81.77%	5	77.20%	6
Carrickmacross	Monaghan	80.10%	6	78.36%	11	84.15%	1
Clonakilty	Cork	79.31%	7	78.90%	10	80.25%	4
Malahide	Dublin	78.07%	8	79.11%	9	75.65%	10
Skerries	Dublin	78.06%	9	79.27%	7	75.25%	12
Listowel	Kerry	77.55%	10	79.15%	8	73.82%	13
Kilkenny City	Kilkenny	76.54%	11	75.24%	15	79.59%	5
Castleknock	Dublin	76.50%	12	77.76%	12	73.57%	14
Tramore	Waterford	75.06%	13	80.51%	6	62.33%	58
Galway City	Galway	75.02%	14	77.31%	14	69.69%	19
Tullamore	Offaly	74.48%	15	77.63%	13	67.13%	35
Wexford	Wexford	74.04%	16	73.40%	21	75.54%	11
Ratoath	Meath	73.99%	17	72.98%	23	76.34%	9
CarrickonShan.	Leitrim	73.00%	18	74.17%	18	70.27%	17
Cobh	Cork	71.80%	19	74.06%	19	66.52%	43
Kinsale	Cork	71.45%	20	72.75%	24	68.43%	25
Monaghan	Monaghan	71.34%	21	74.38%	17	64.24%	50
Midleton	Cork	71.21%	22	72.53%	26	68.13%	27
Cork City	Cork	70.78%	23	72.08%	27	67.74%	30
Letterkenny	Donegal	70.77%	24	73.41%	20	64.61%	48
Carlow	Carlow	70.47%	25	74.38%	16	61.33%	65







Cruchan

Ballinroad

Tournore

Duckspool

5km

Fraher Field

4km

Clonea

Walton Park

2km

Town Centre

1km

Davitts Quay

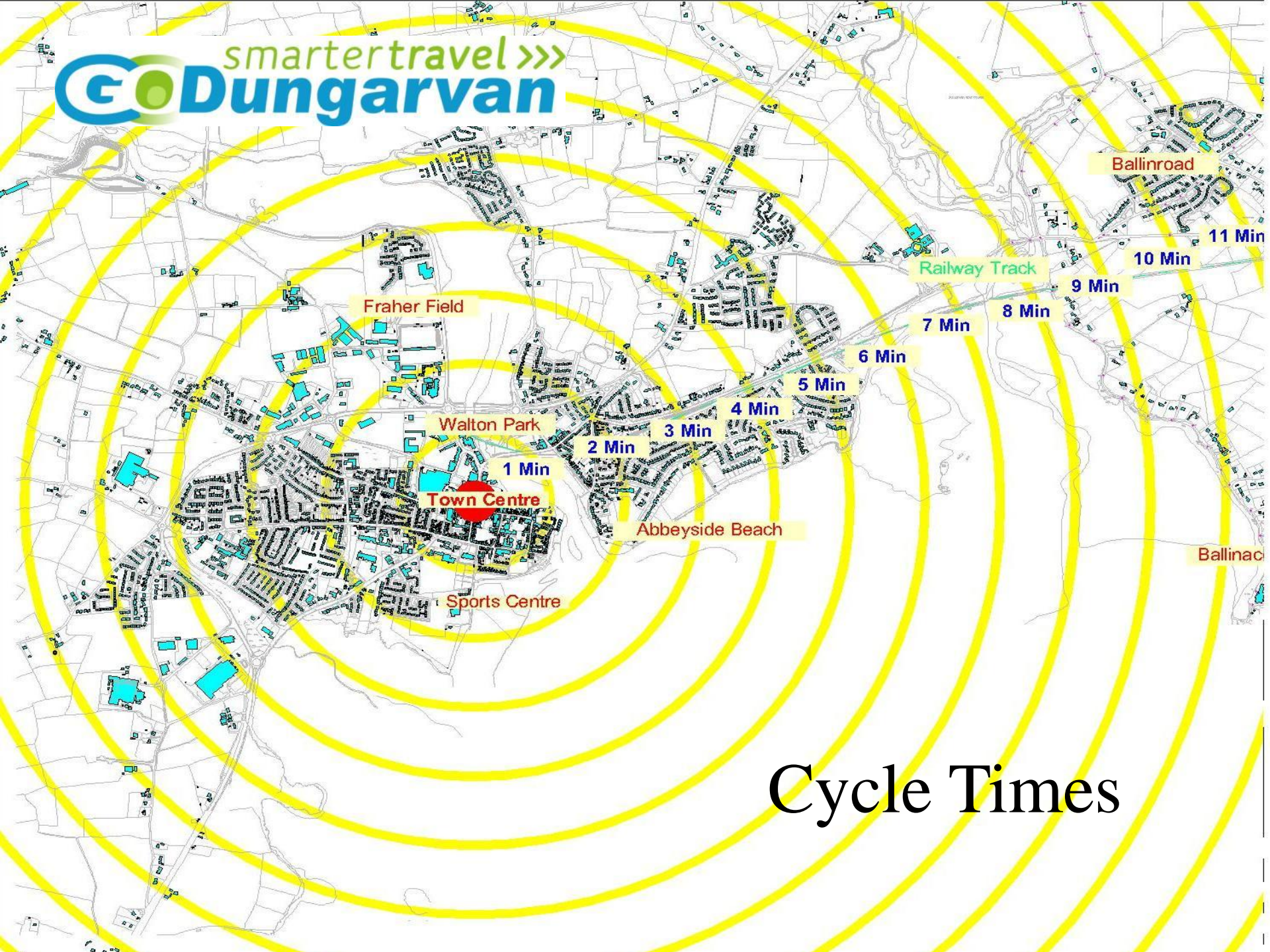
St Josephs  
Hospital

Sports Centre

Ballinacourty

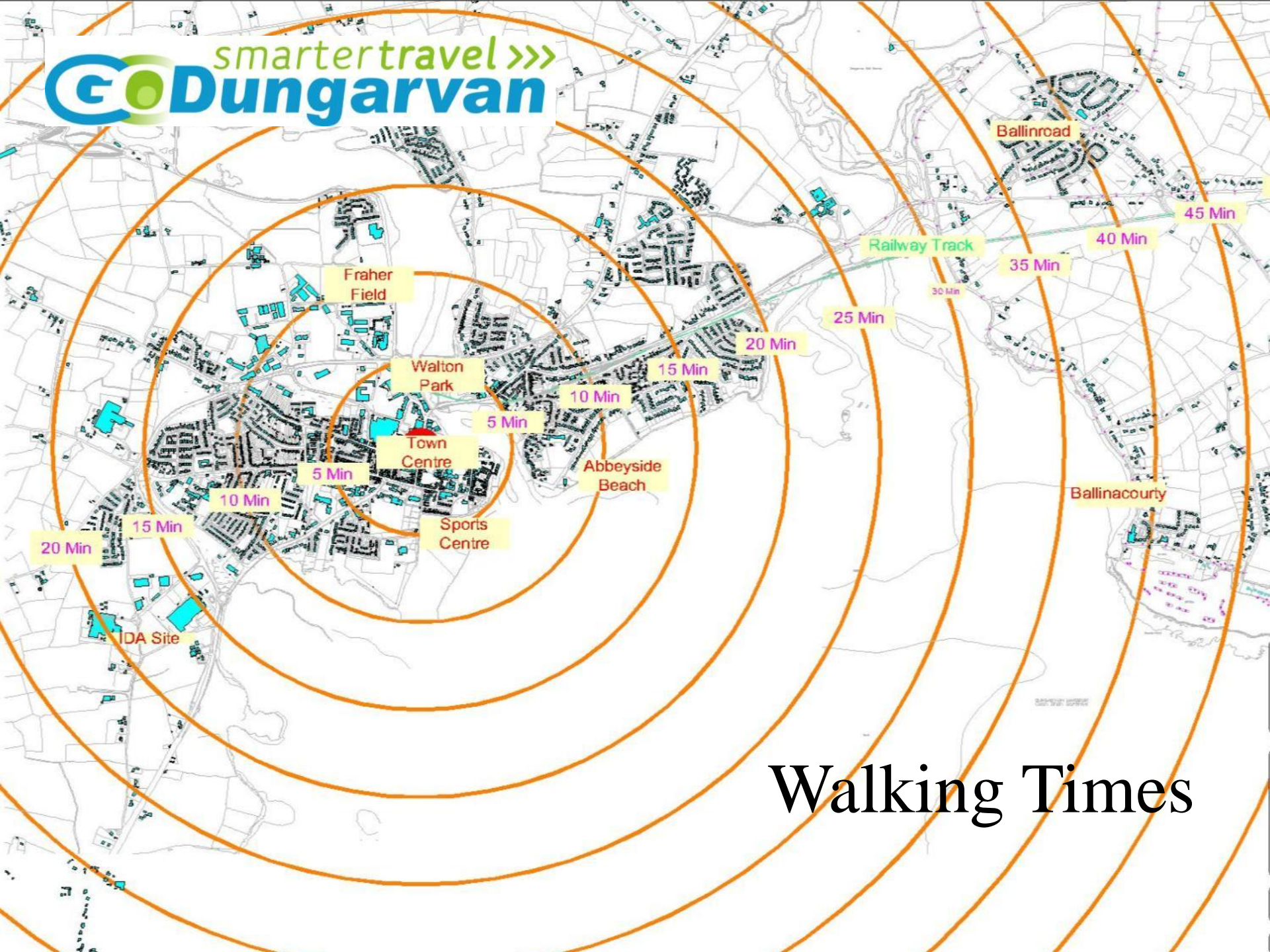
smartertravel >>>  
**GoDungarvan**





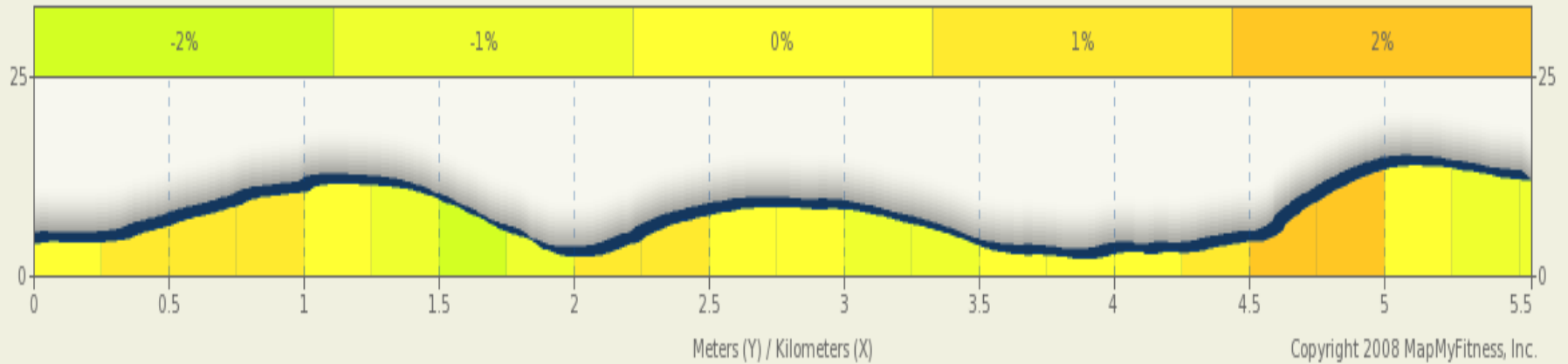
Cycle Times



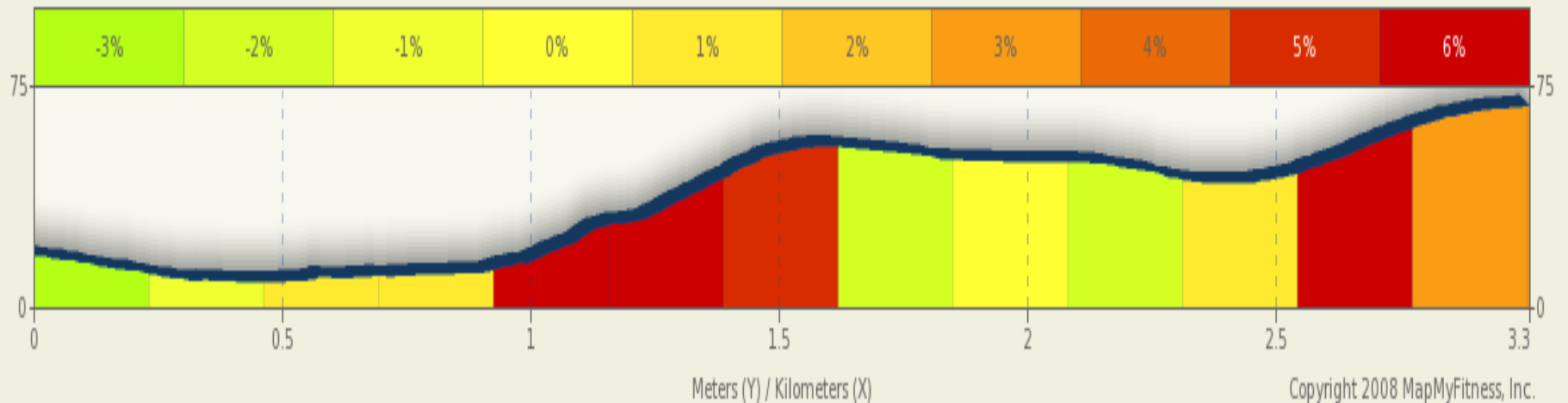


Walking Times

# Dungarvan



# Similar Town

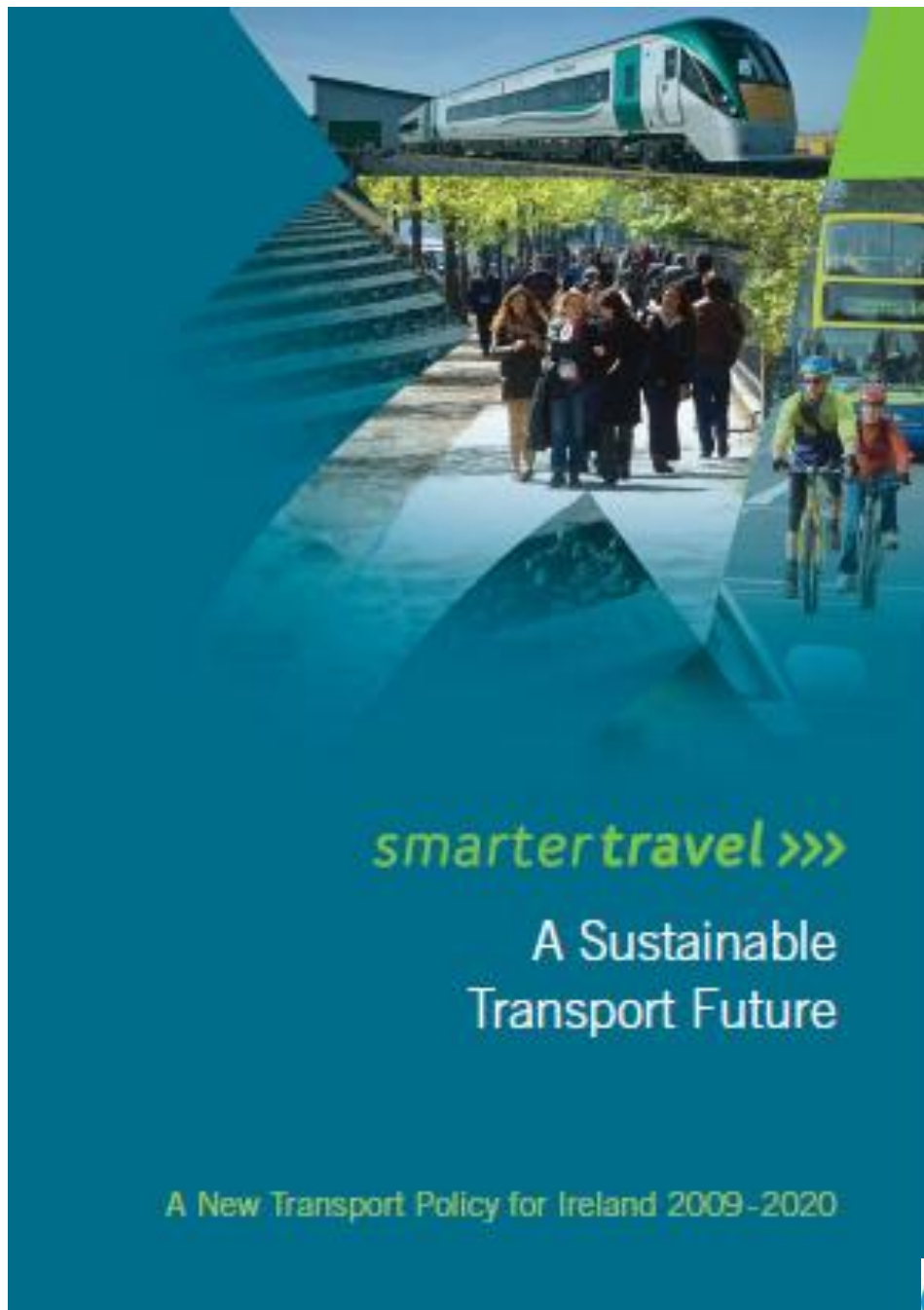






# THE 2020 VISION FEB '08

2020 Vision - Sustainable Travel and Transport:  
*Public Consultation Document*



# Ireland's First National Cycle Policy Framework



IRELAND'S NATIONAL CYCLE POLICY FRAMEWORK



# NATIONAL COMPETITION FOR SMARTER TRAVEL AREAS

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

Cork	Drimnagh	Dundalk	Dungarvan
Galway	Kilkenny	Limerick	Loughrea
Navan	Sandyford	Westport	

# **DUNGARVAN'S STAGE 2 BID 2010**



# **FITTING INTO LOCAL PLANNING POLICIES AND PROCESSES**



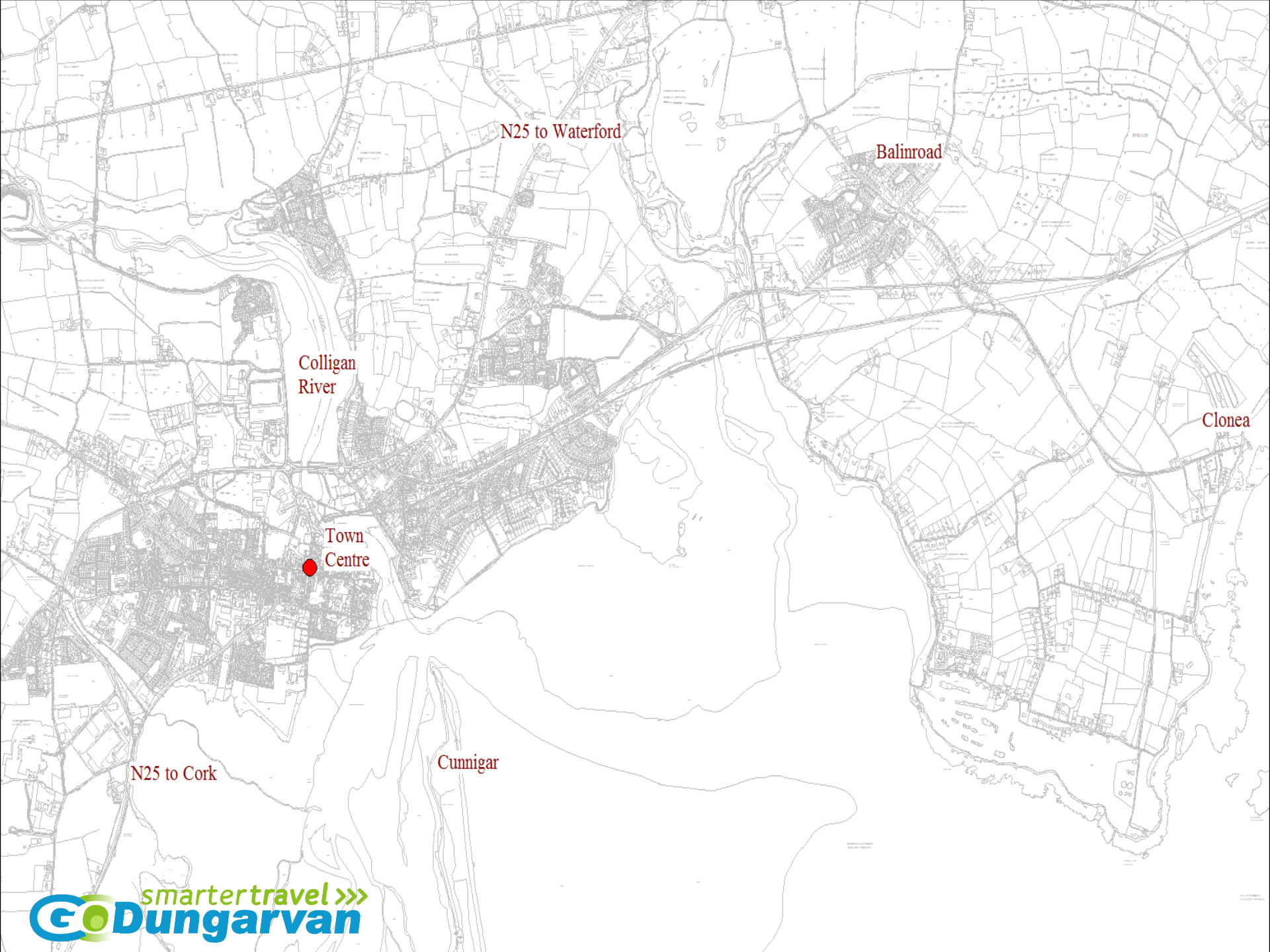
# Dungarvan Town Development Plan 2012-2018



*Adopted By Dungarvan Town Council 26th March 2012*



# NETWORK PLANNING



N25 to Waterford

Balinroad

Colligan  
River

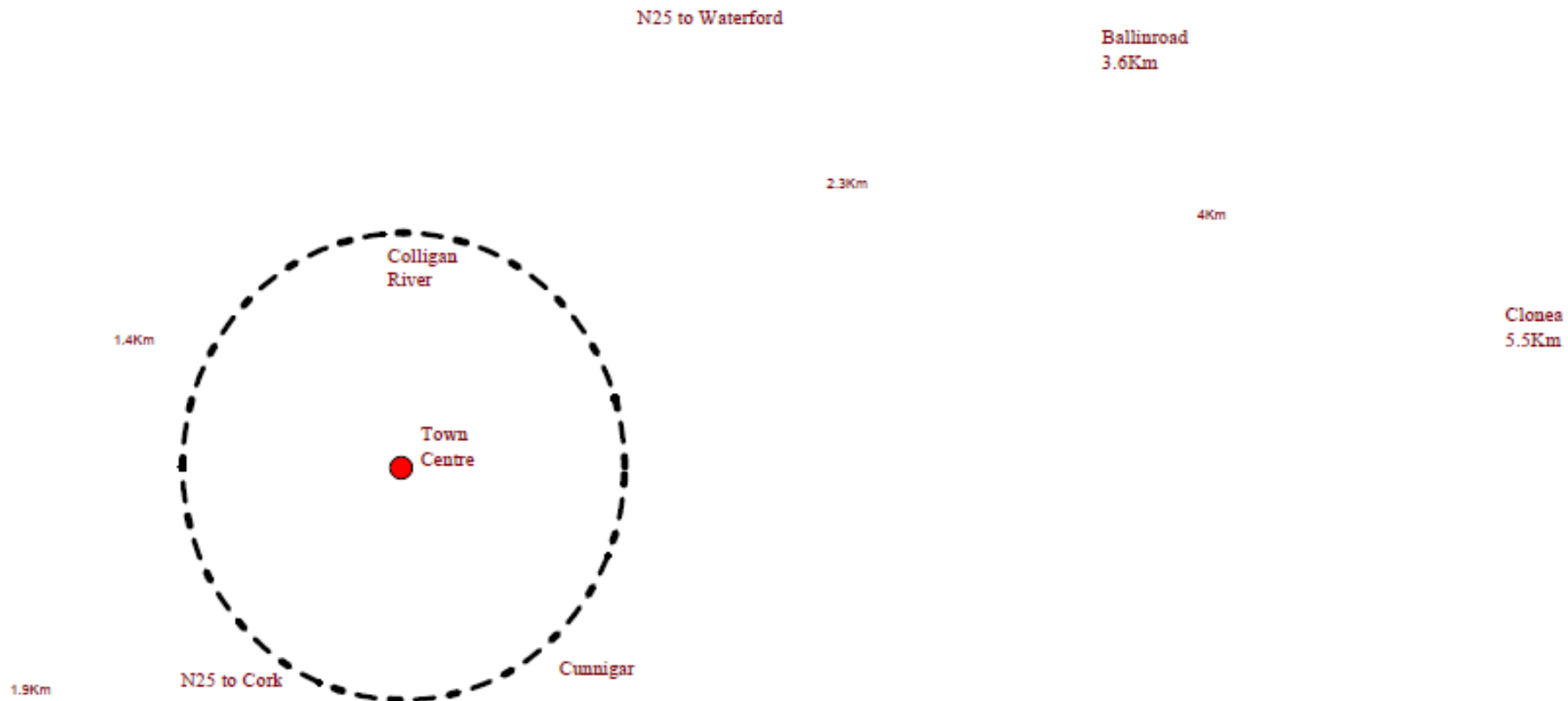
Clonea

Town  
Centre

N25 to Cork

Cunnigar





N25 to Waterford

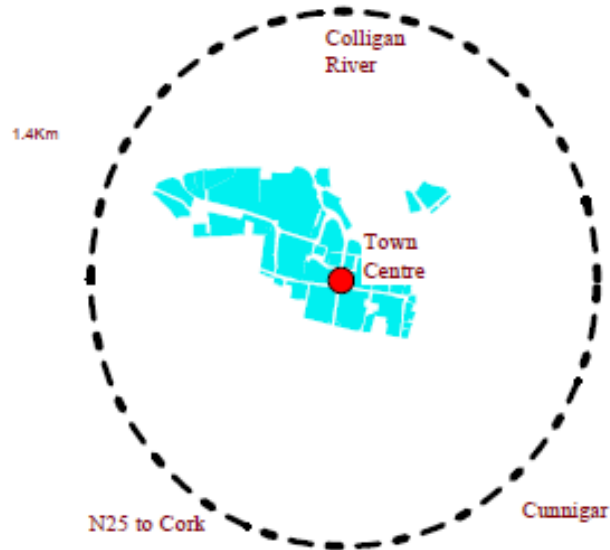
Ballinroad  
3.6Km



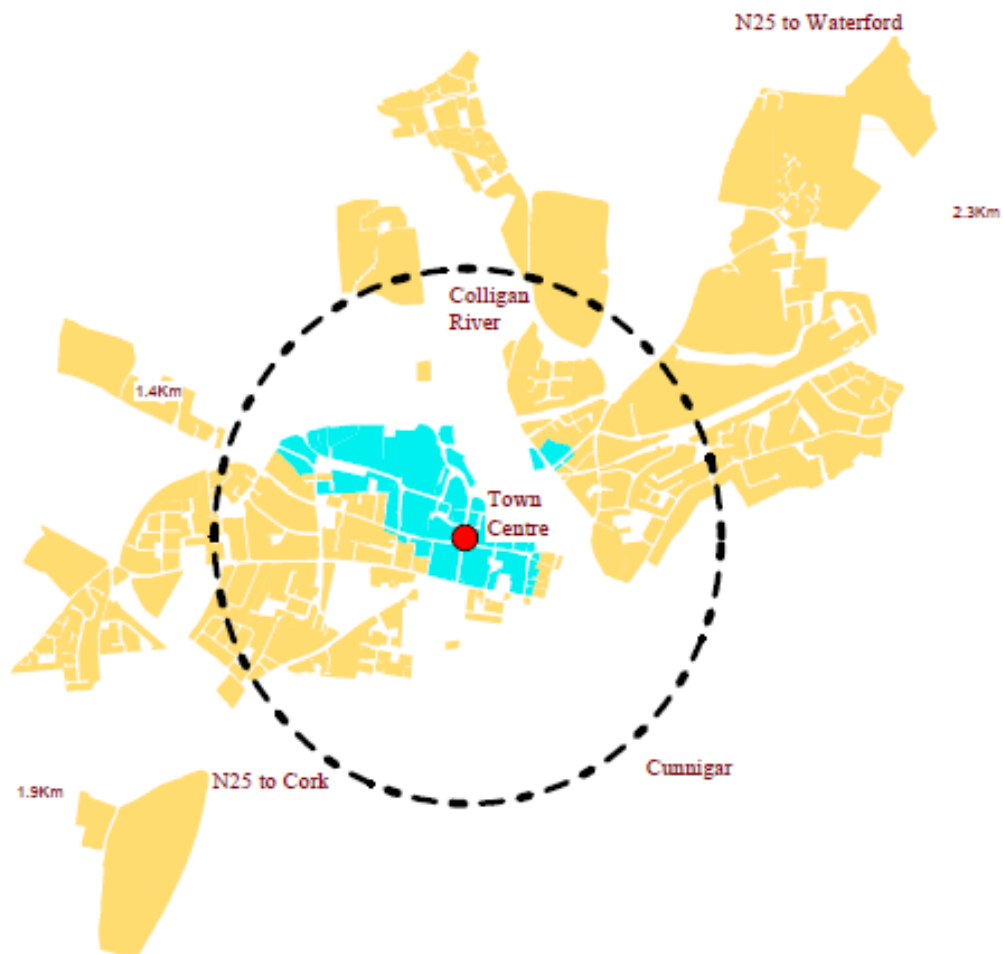
2.3Km

4Km

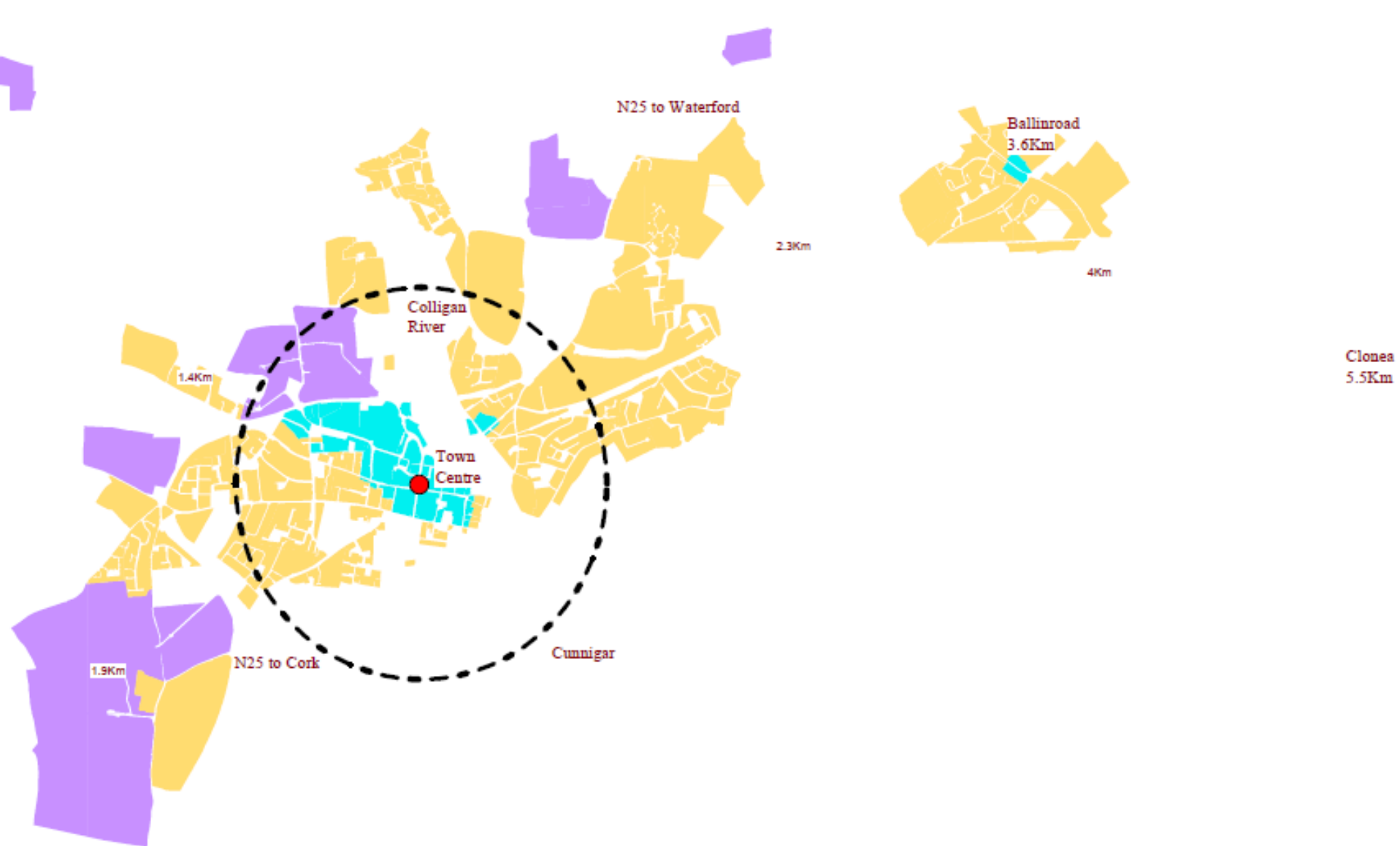
Clonea  
5.5Km



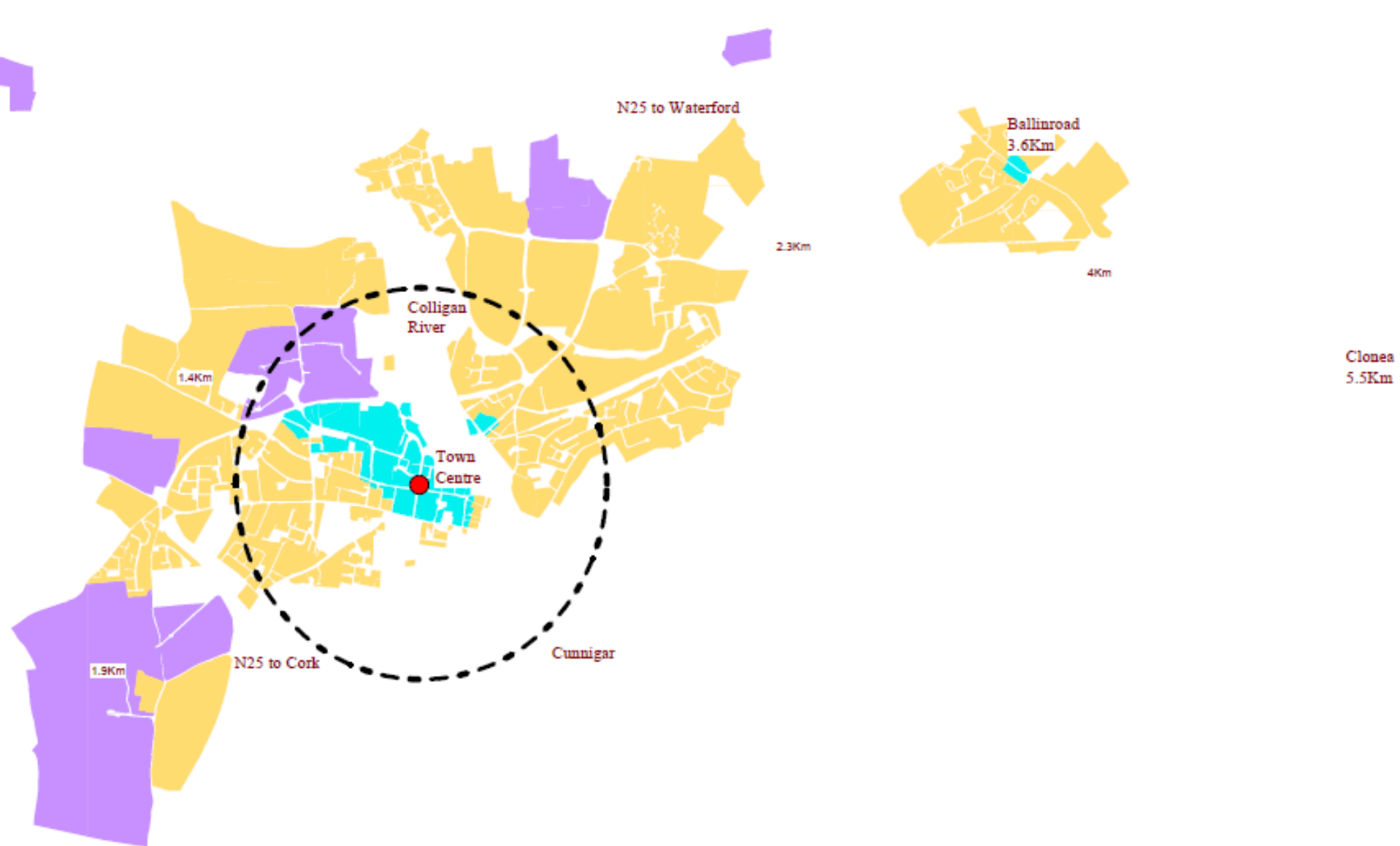


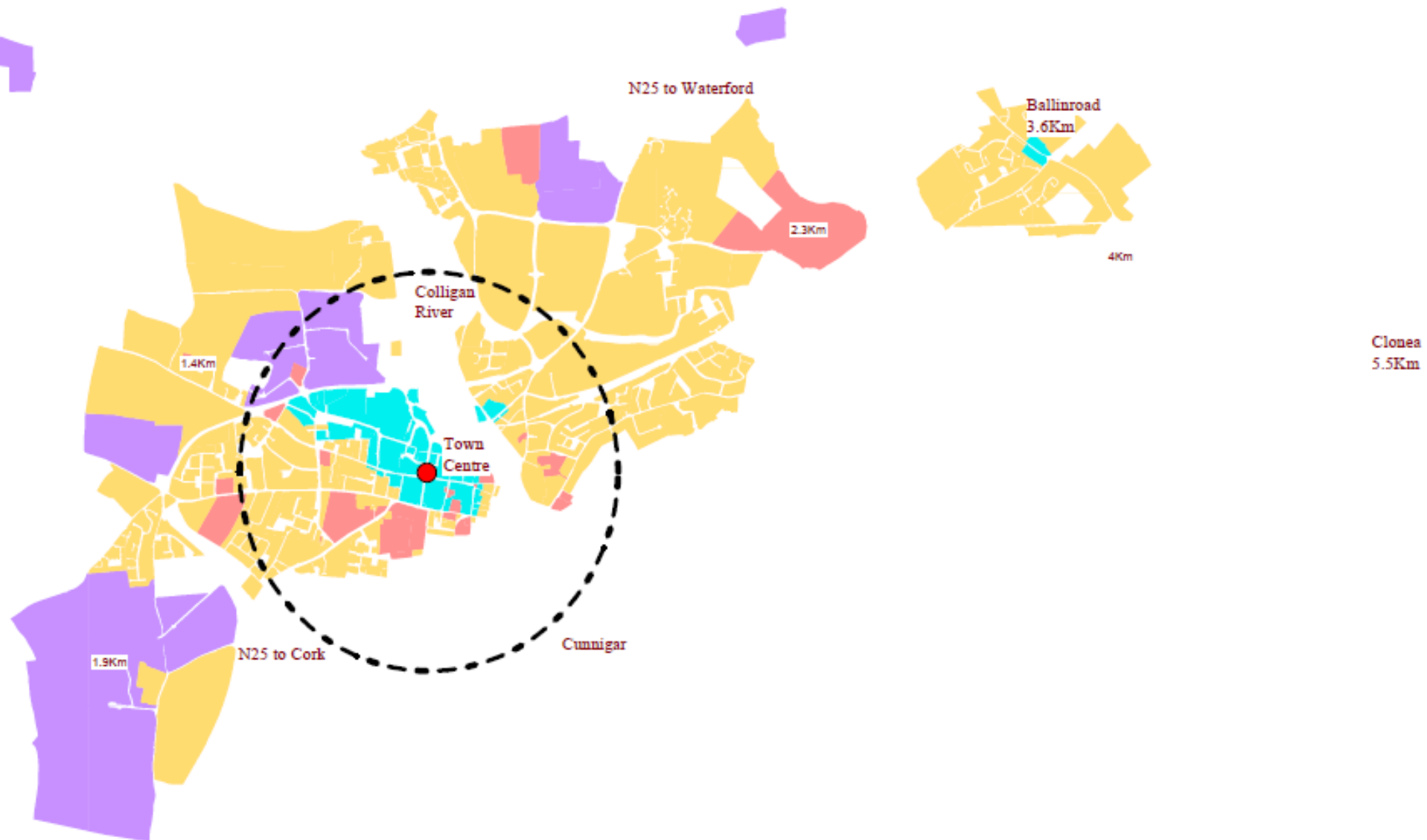


Clonea  
5.5Km

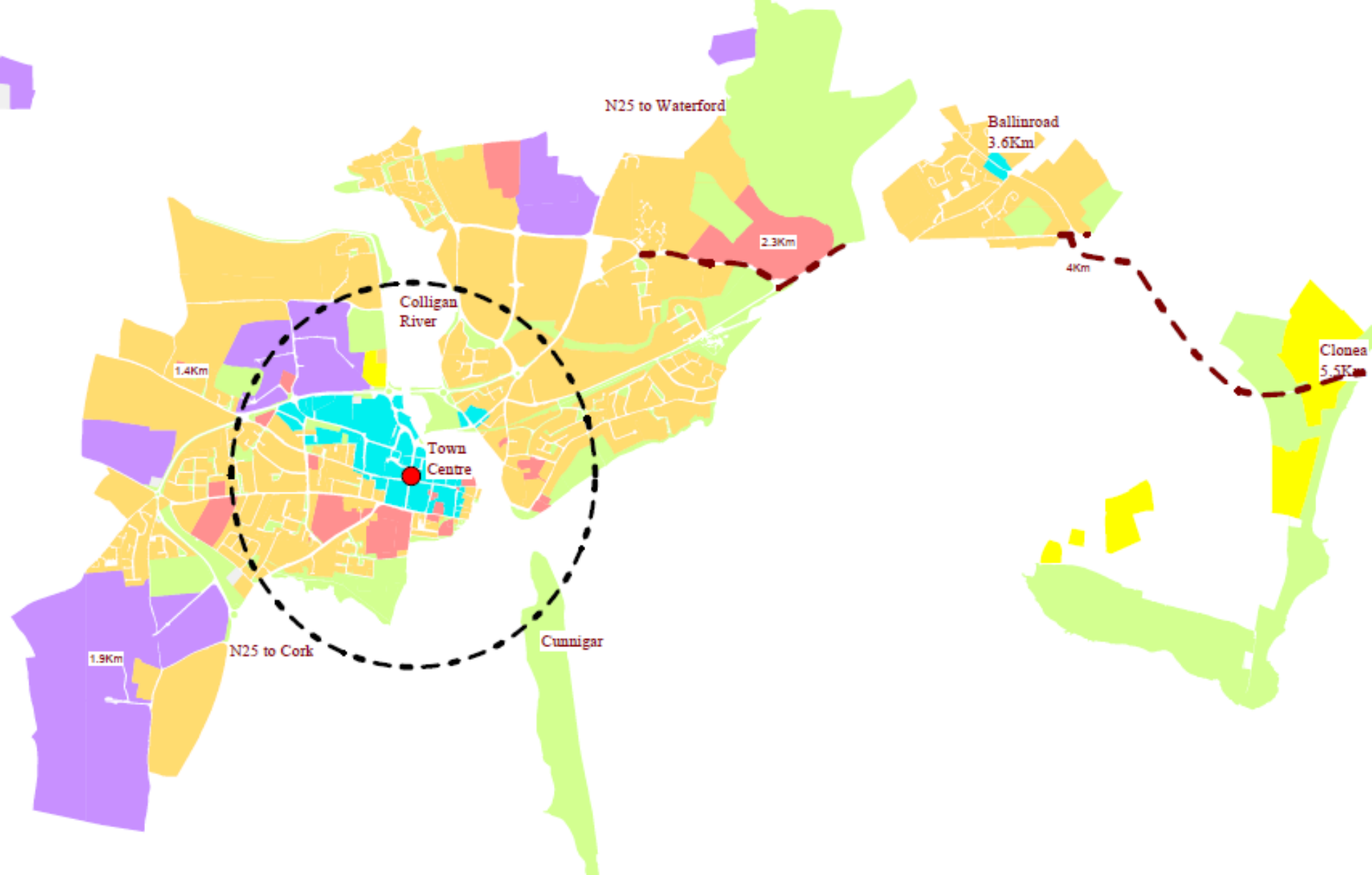


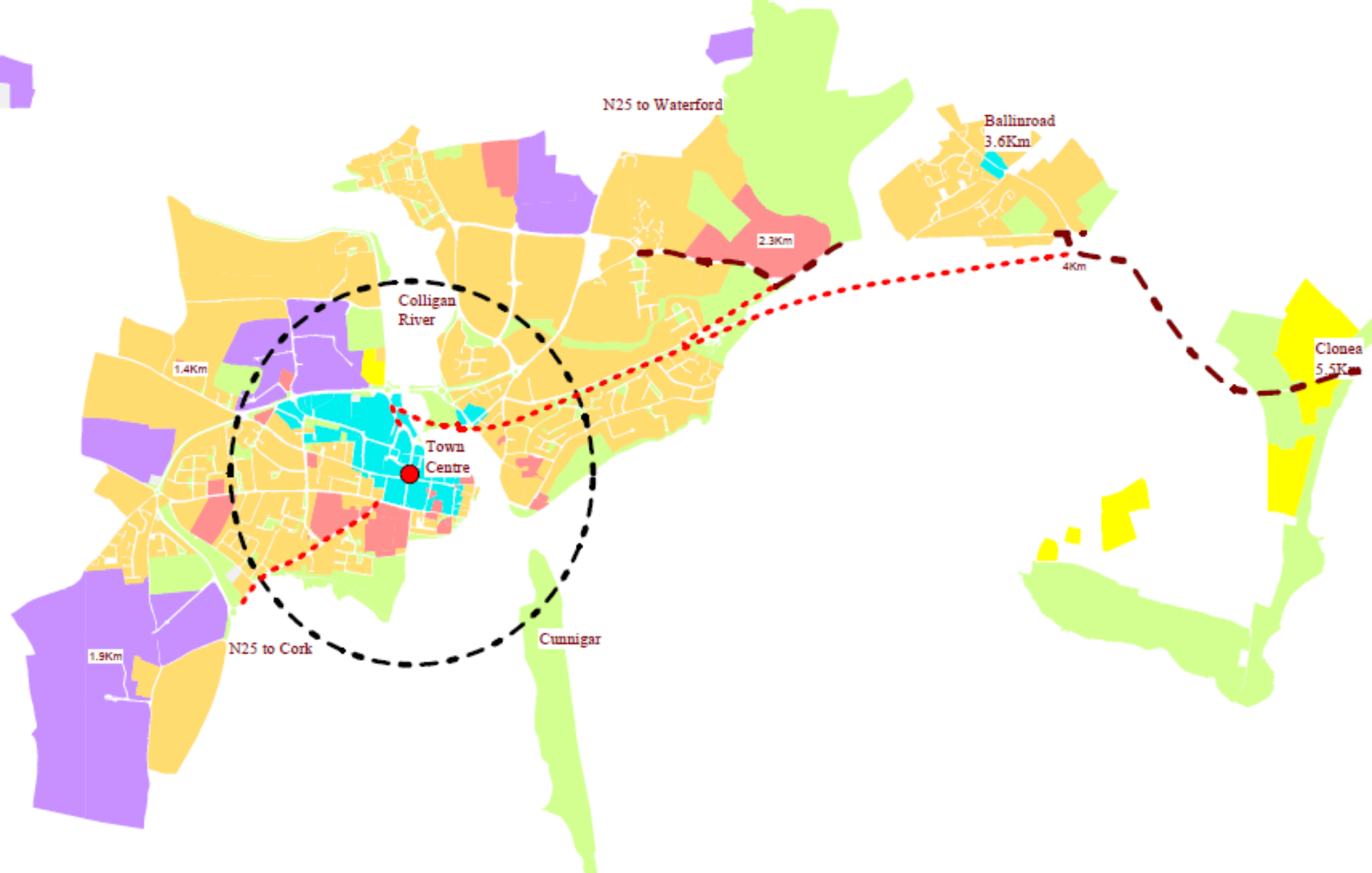






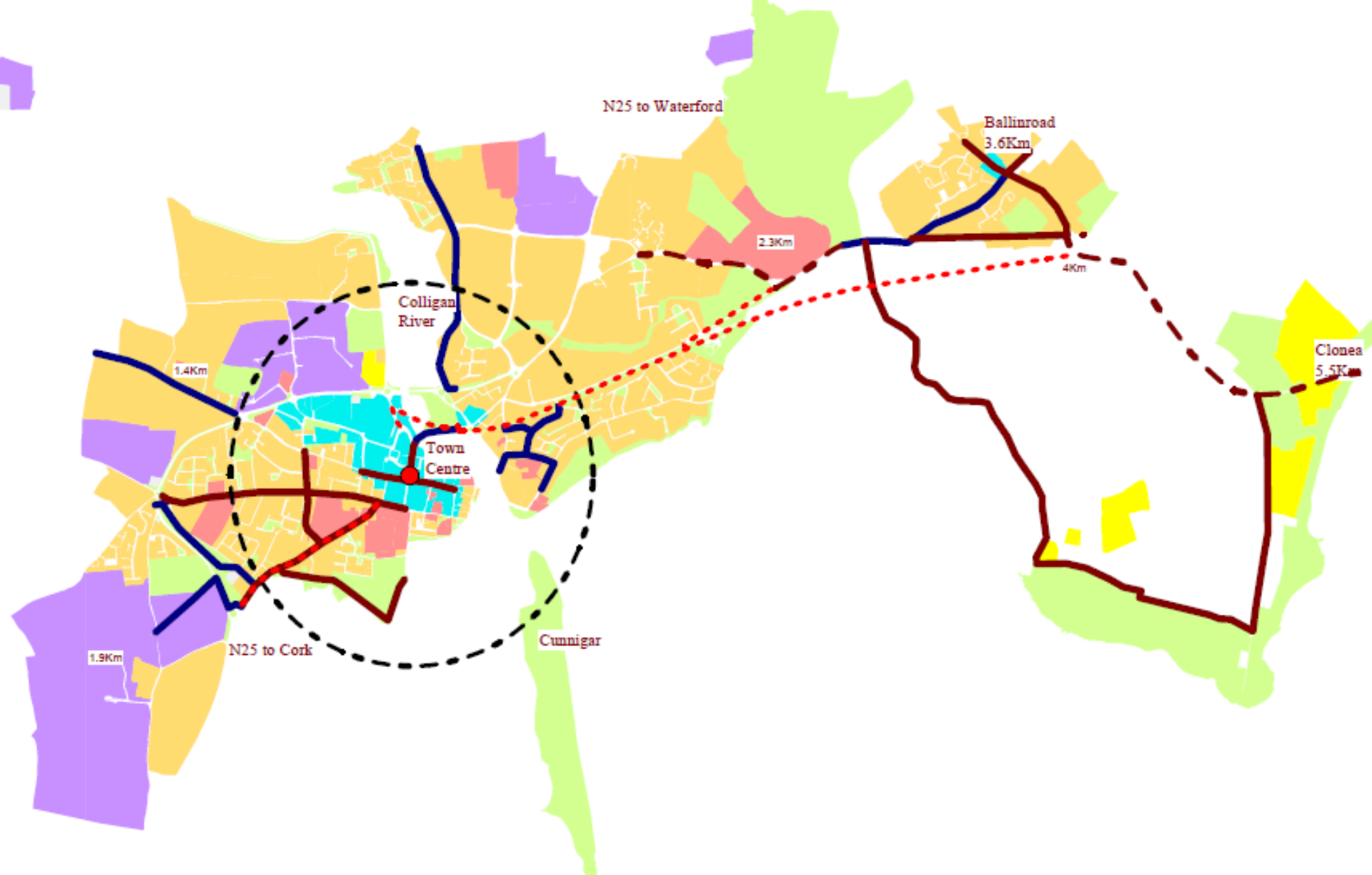


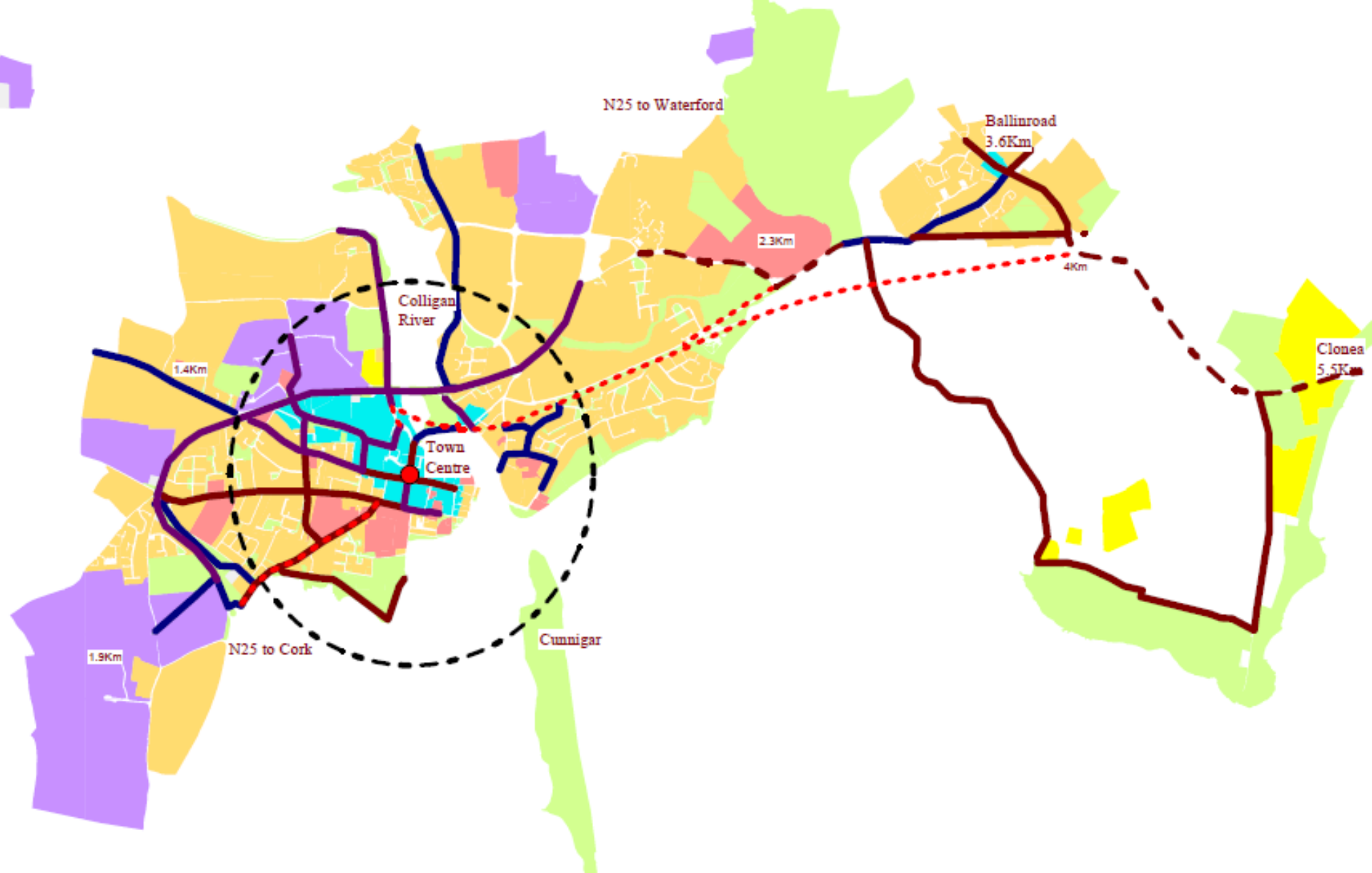




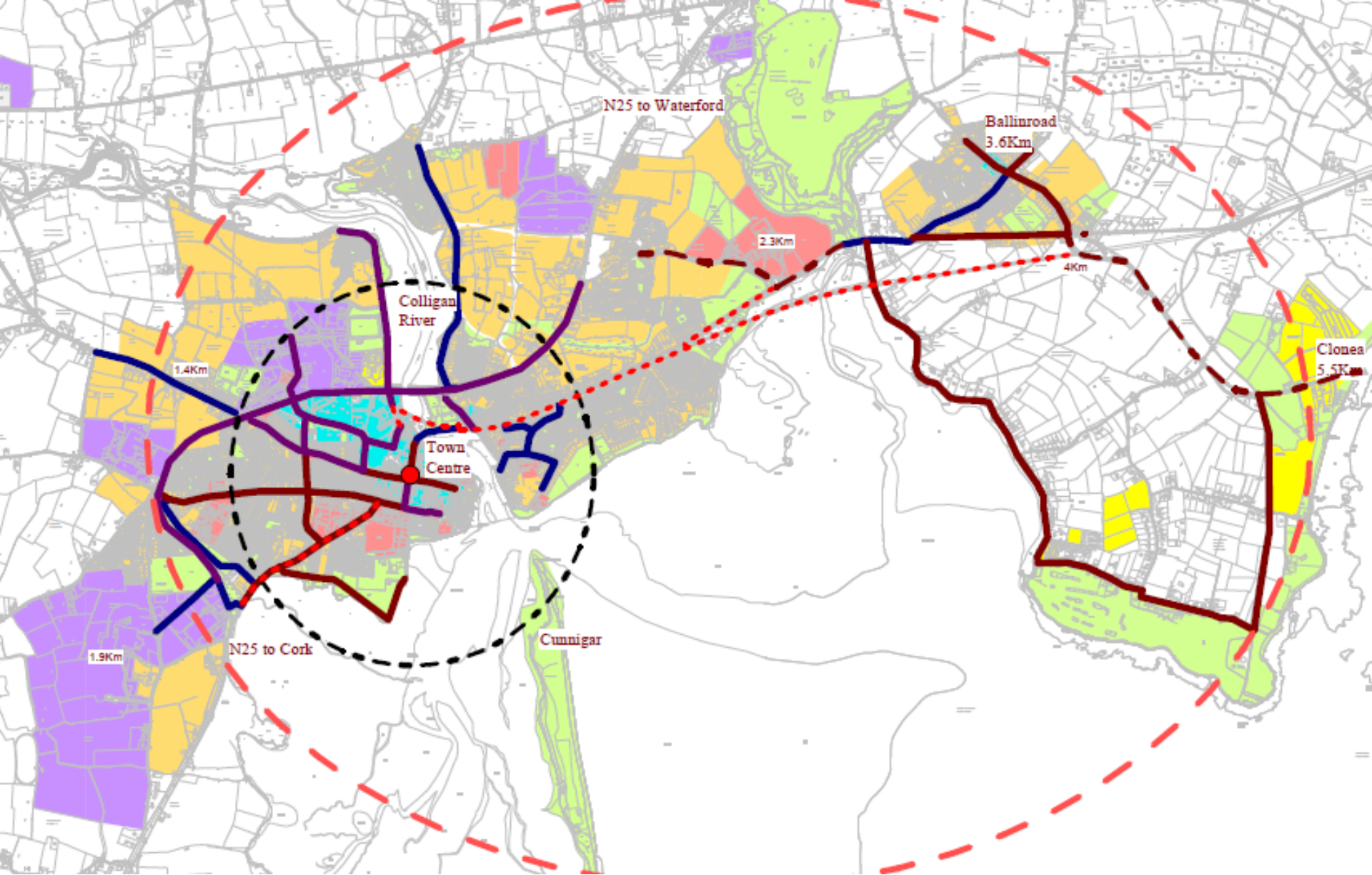












# CONSULTATION



An Irish Sports Council Initiative



**Dungarvan &  
West Waterford  
CHAMBER**  
IN BUSINESS FOR BUSINESS



10,000



# DUNGARVAN'S PLAN



## Stage II Submission

to the Department of Transport

April 2010



Waterford County Local Authorities  
Udaráis Áitiúla Chontae Phort Láirge



Department of Transport  
An Roinn Iompair



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### **APPENDICES**

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<b>APPENDIX B</b>	<b>PROJECT DESIGN</b>
<b>APPENDIX C</b>	<b>LINK WITH PLANNING POLICY</b>
<b>APPENDIX D</b>	<b>WATERFORD COUNTY WALKING &amp; CYCLING INITIATIVES</b>
<b>APPENDIX E</b>	<b>PROJECT TEAM</b>
<b>APPENDIX F</b>	<b>STEERING GROUP &amp; CONSULTATION PANEL</b>
<b>APPENDIX G</b>	<b>RESULTS OF THE INTERCEPT SURVEY</b>
<b>APPENDIX H</b>	<b>RESULTS OF THE WORKPLACE SURVEY</b>
<b>APPENDIX I</b>	<b>SCHOOLS PARENT ASSOCIATIONS &amp; PRINCIPLES</b>
<b>APPENDIX J</b>	<b>SCHOOLS COMPETITION</b>
<b>APPENDIX K</b>	<b>GREEN SCHOOLS PROGRAMME</b>
<b>APPENDIX L</b>	<b>INNOVATION &amp; GREEN INITIATIVES</b>
<b>APPENDIX M</b>	<b>SHARED TRANSPORT</b>
<b>APPENDIX N</b>	<b>COMHAIRLE NA NÓG SUBMISSION</b>
<b>APPENDIX O</b>	<b>LETTERS OF ENDORSEMENT</b>
<b>APPENDIX P</b>	<b>BIBLIOGRAPHY</b>



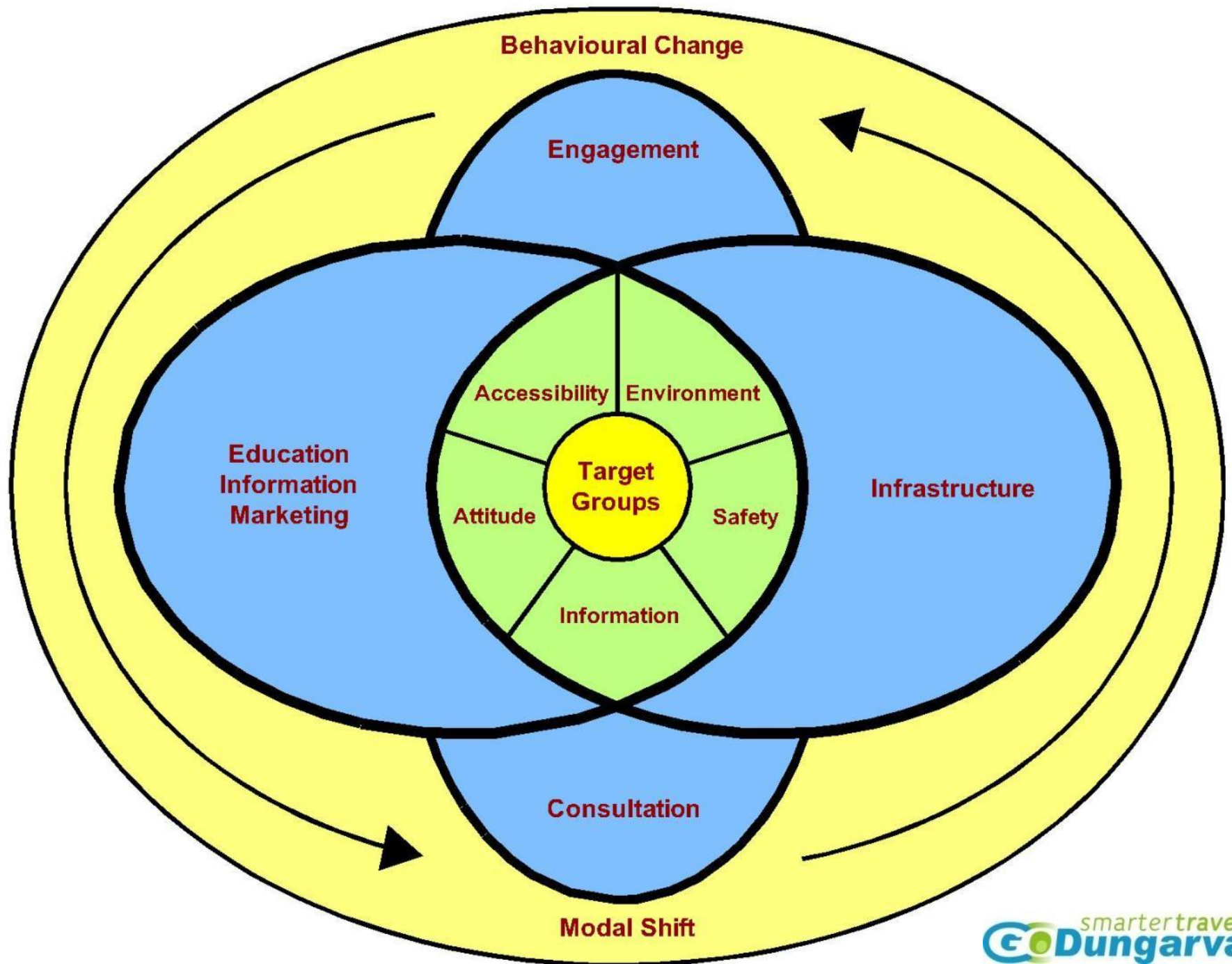


## MAIN OBJECTIVE

- **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

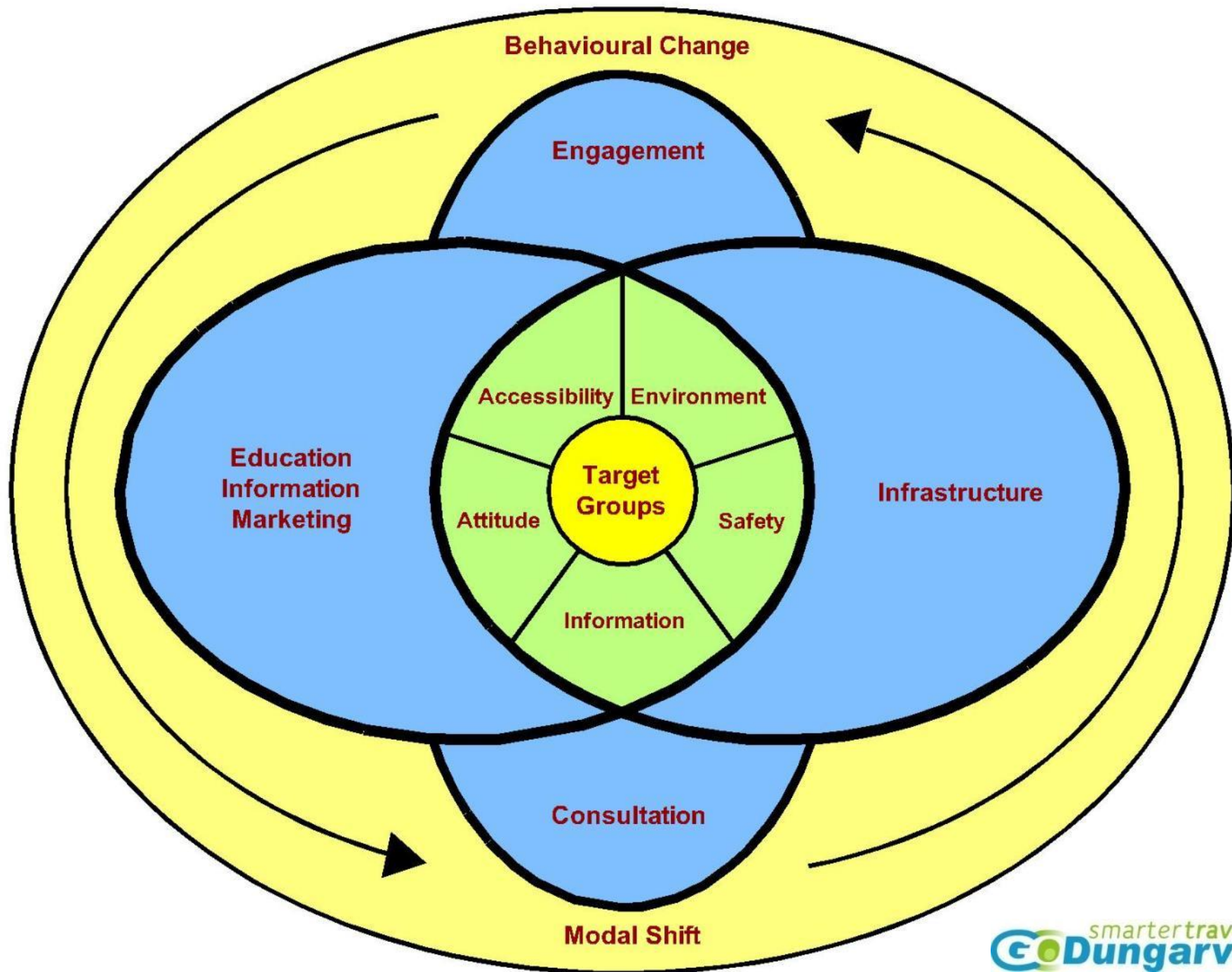
- DELIVERY OF BEHAVIOURAL CHANGE
- INTRODUCE INFRASTRUCTURAL CHANGE





# BEHAVIOURAL CHANGE





# PARTNERSHIP



**WATERFORD  
SPORTS  
PARTNERSHIP**  
An Irish Sports Council Initiative



GlaxoSmithKline



**Waterford County Local Authorities**  
**Údaráis Áitiúla Chontae Phort Láirge**

















# FESTIVALS/ EVENTS & SPONSORSHIP



Dungarvan & West Waterford  
**CHAMBER**  
IN BUSINESS FOR BUSINESS



# WEBSITE, FACEBOOK & TWITTER

www.godungarvan.ie





# PUBLIC CALL FOR CHAMPIONS



**Champions**

*individuals*

for

*young people*

*families*

*older adults*

**Change**

*sports clubs*

*community groups*

**WE NEED YOU!!**

**your town . . . your move . . . your say!**

Are you embracing the Smarter Travel Message & trying to walk & cycle more and leave the car at home?

**Could you be a Go Dungarvan Champion?**

Contact us to become a Go Dungarvan Champion and we will support you\your family your club/your neighbourhood/your youth group in any way we can.

Just email [info@godungarvan.ie](mailto:info@godungarvan.ie) and tell us why we should choose you!





smartertravel >>>  
**GoDungarvan**  
go smart newsletter ... Issue 4 : Summer 2013

WELCOME!

The newsletter will keep you up to date with all smarter travel news, information and events

**Come on Dungarvan - get on your bikes!**  
**National Bike Week 2013 - June 15<sup>th</sup> to 23<sup>rd</sup>**  
Bike week events across Waterford City and County are being organised by community groups, cycling clubs and schools and are co-ordinated and supported by Waterford Sports Partnership, Go Dungarvan and Waterford City Council. The programme which is part of events happening all across Ireland is based around the bike as a mode of transport, cycling for recreation and healthy, fun activity for all of the family. Better still all events are absolutely FREE!



SEE THE BACK PAGE FOR A FULL LISTING OF BIKE WEEK EVENTS  
or visit [www.itsafeeling.com/bikeweek](http://www.itsafeeling.com/bikeweek)

[www.godungarvan.ie](http://www.godungarvan.ie)

MEET  
THE  
TEAM

Thomas Rogers  
Programme Co-ordinator  
(058) 21494  
[trogers@godungarvan.ie](mailto:trogers@godungarvan.ie)

Johnny Brunock  
Community Development  
Officer  
(058) 21496  
[jbrunock@godungarvan.ie](mailto:jbrunock@godungarvan.ie)

Karen Phelan  
Communications Officer  
(058) 21492  
[kphelan@godungarvan.ie](mailto:kphelan@godungarvan.ie)

Tom Langan  
Programme Technician  
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[tlangan@godungarvan.ie](mailto:tlangan@godungarvan.ie)

your town... your move...



smartertravel >>>  
**GoDungarvan**  
go smart newsletter ... Issue 3 : Spring 2013

WELCOME!

The newsletter will keep you up to date with all smarter travel news, information and events



**SMARTER TRAVEL THEME FOR**  
**37<sup>th</sup> Annual**  
**St. Patrick's Day Parade**  
THROUGH THE STREETS OF DUNGARVAN & ABBEYSIDE

We are delighted to announce  
a new prize category for 2013 for the St. Patrick's Day Parade  
for the best 'Smarter Travel' themed entries.  
**1st Prize - €500 | 2nd Prize - €300 | 3rd Prize - €200**  
Visit [www.godungarvan.ie](http://www.godungarvan.ie) for more info on Smarter Travel  
**Start planning your entry today!**



FORMS AVAILABLE FROM  
(058) 412806 | Ann Marie Rosater (058) 41412 | Maurice Butler (058) 41505

your town... your move...





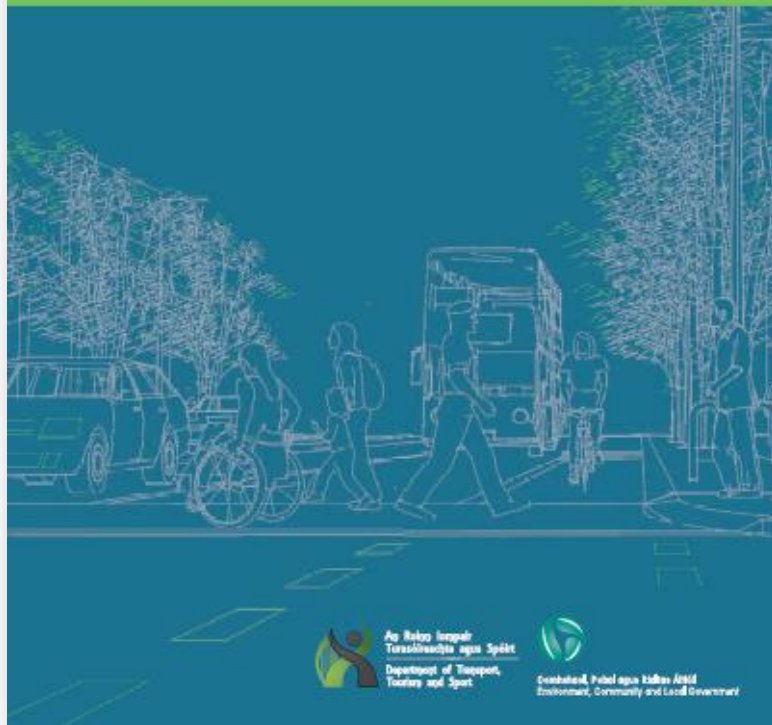
# INFRASTRUCTURE





# REDEFINE ROAD USER PRIORITY

*Design Manual for  
Urban Roads and Streets*



# BALANCE THE NEEDS OF ALL USERS

**CONSIDER FIRST**



**1. PEDESTRIANS**



**2. CYCLISTS**



**3. PUBLIC TRANSPORT**



**4. PRIVATE MOTOR VEHICLES**

**CONSIDER LAST**

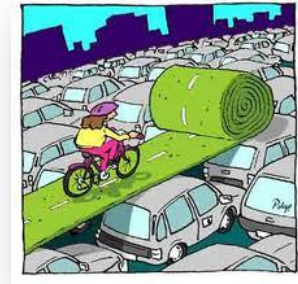




# INFRASTRUCTURE

## INFRASTRUCTURE MEASURES

- FACILITIES
- ELECTRIC VEHICLES & CHARGING POINTS
- E-WORKING CENTRE
- CCTV

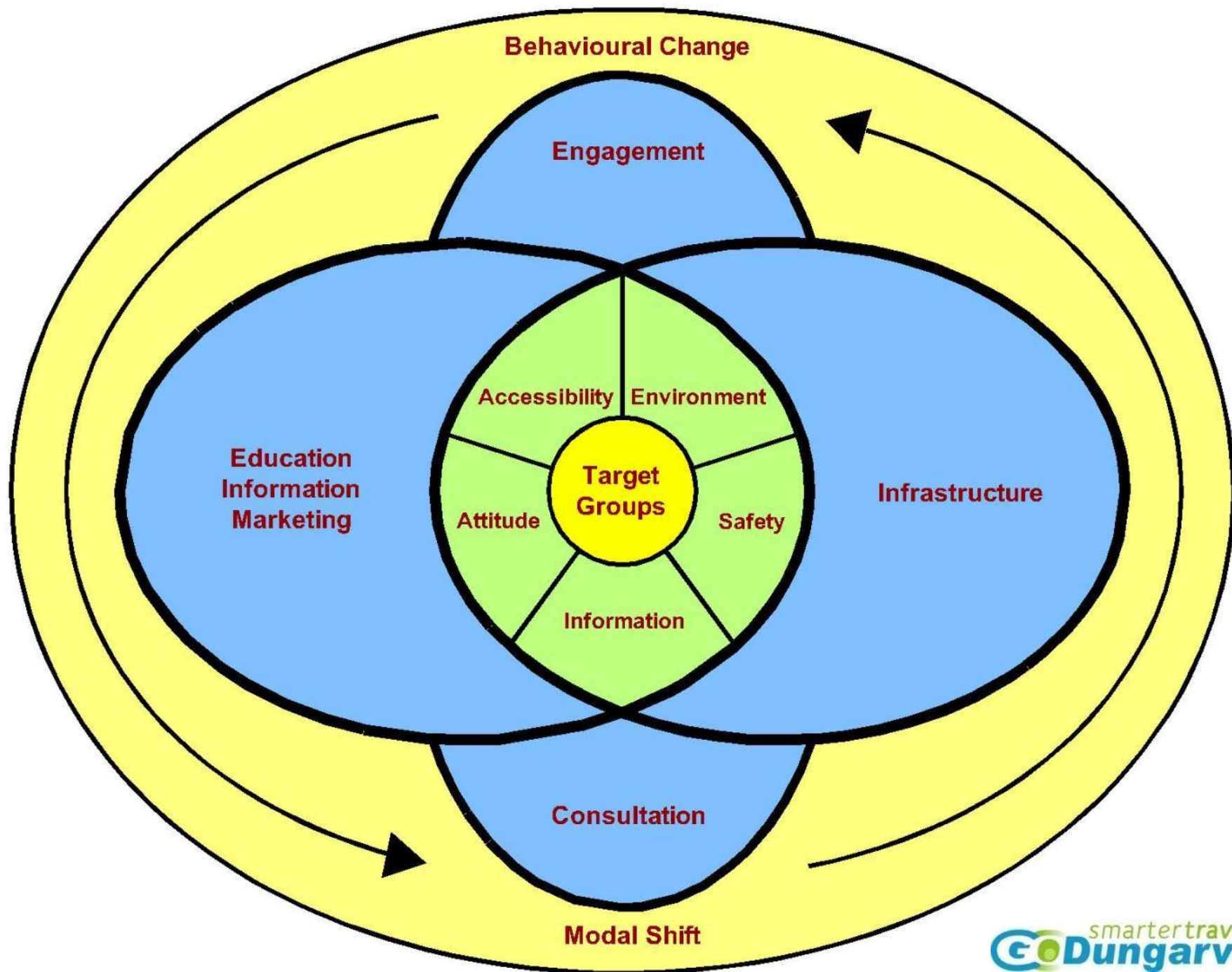


## ROUTE NETWORK

**PHASE 1** - THE TRACK , DUCKSPOOL, MURPHY PLACE/THE POND, BALLINROAD LINK, TOURNORE TO DUCKSPOOL, MONANG RD, IDA ROAD/ SPRINGMOUNT, CAUSEWAY, THE QUAY, FR TWOMEYS ROAD, SCANLONS YARD, CAPPOQUIN RD, DAVITTS QUAY

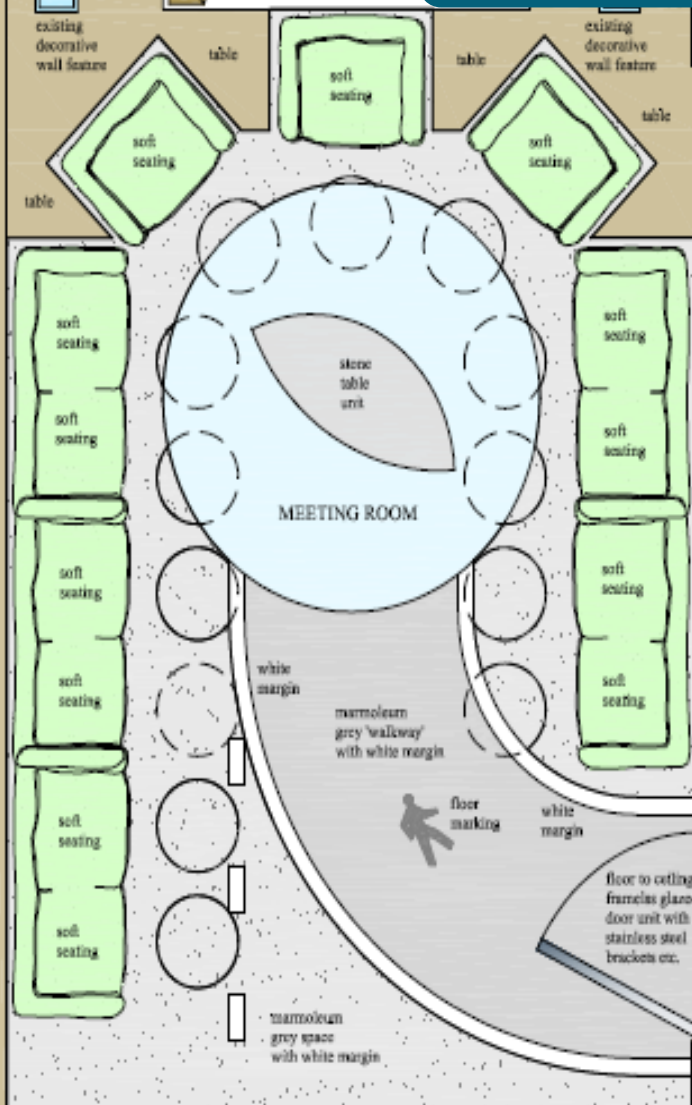
**PHASE 2** - TF MEAGHER ST, YOUGHAL ROAD, GRATTAN SQUARE, BALLINROAD CENTRE, O'CONNELL ST, PARNELL ST, PITCH & PUTT TRACK AREA, GOLD COAST RD, SPRING RDABOUT - MITCHELL ST WEST, BALLINACOURTY LINK, MITCHELL ST, WOLFE TONE RD & COLLINS RD

**PHASE 3** - DUNGARVAN SHOPPING CENTRE PERIMETERS, PARK HOTEL RDABOUT-DAVITTS QUAY, SHANDON RD, COOLAGH RD, KILRUSH RD, SHANDON ST, N25 RING RD (YOUGHAL RD RDABOUT-STRANDSIDE RD), MARY ST, EMMETT TCE, BOREENATRA, STRAND SIDE NORTH, JOHN TREACY ST

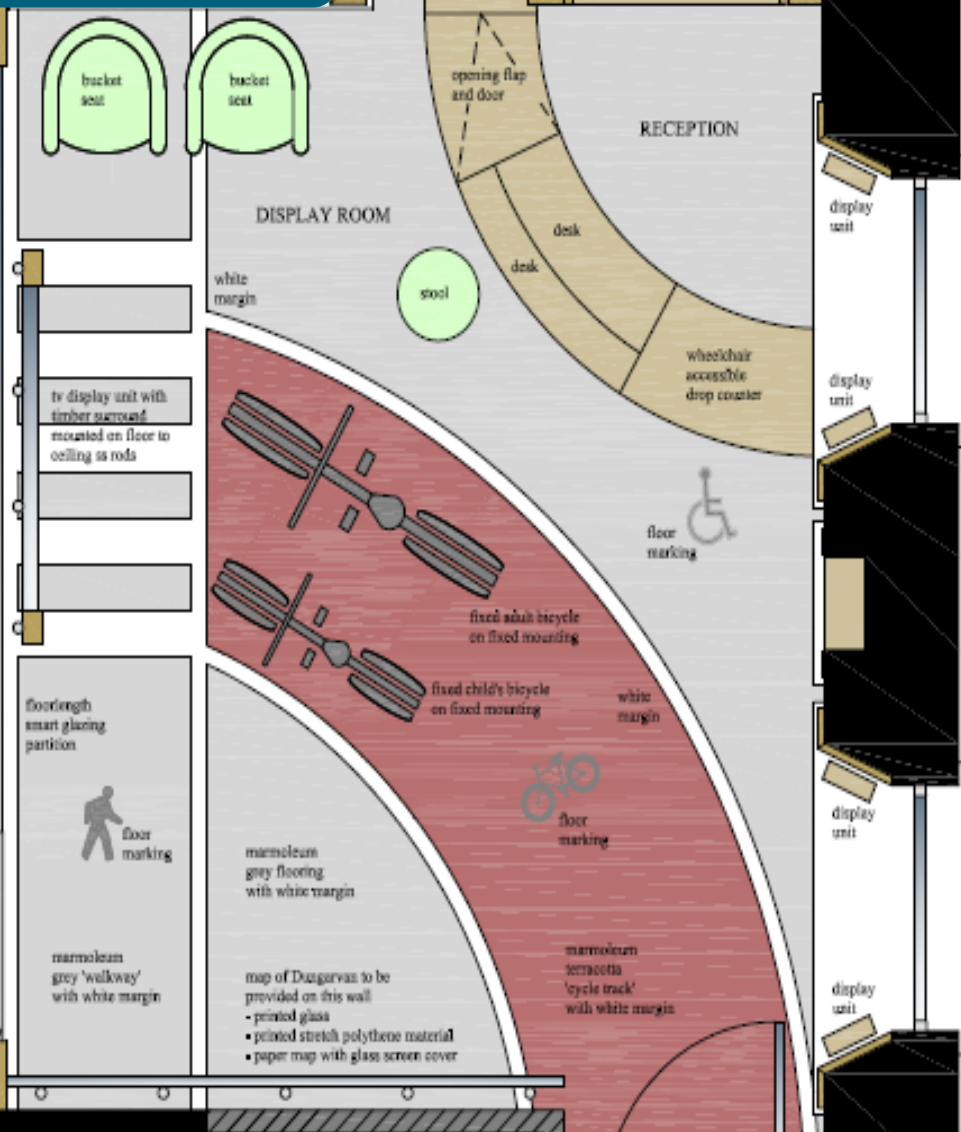


# TRAVEL CENTRE

floor to ceiling  
bespoke wall  
montage shows  
blue with  
chosen images



storage cabinets, shelving, visual display and coffee dock area





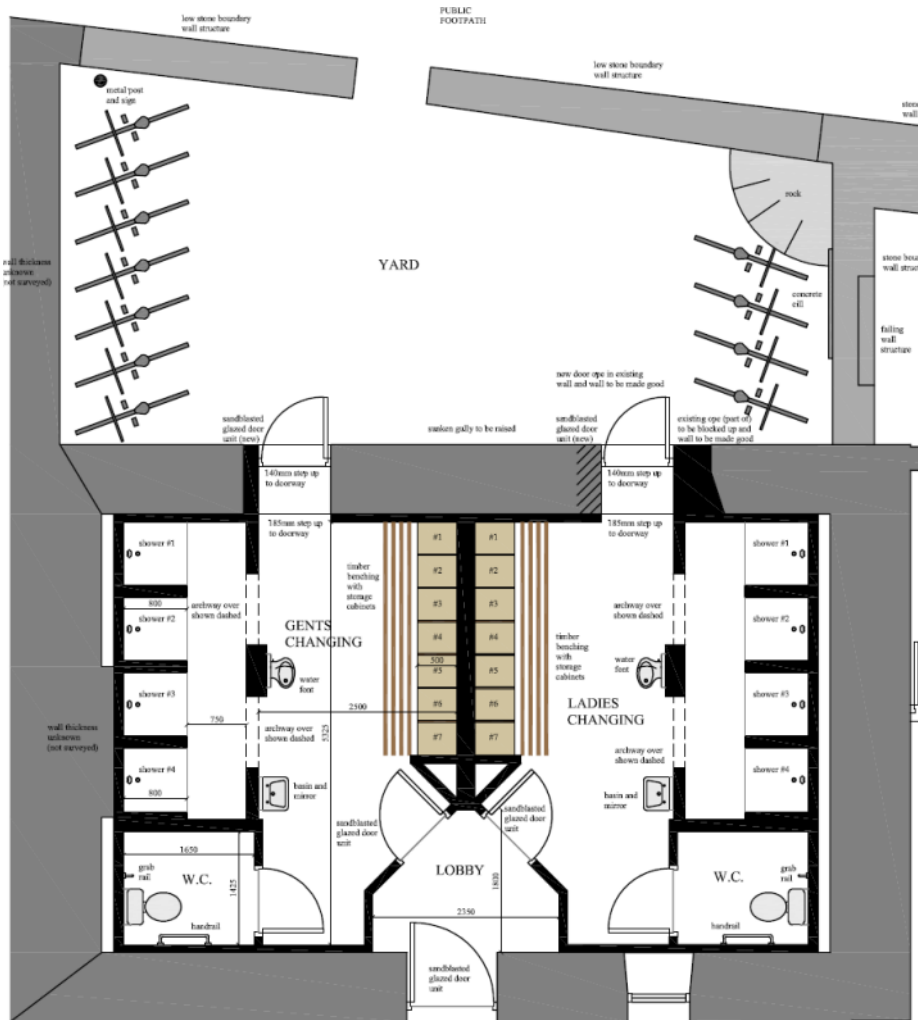


CoDungarvan

CoDungarvan

CoD

www.codungarvan.com



# Changing Rooms



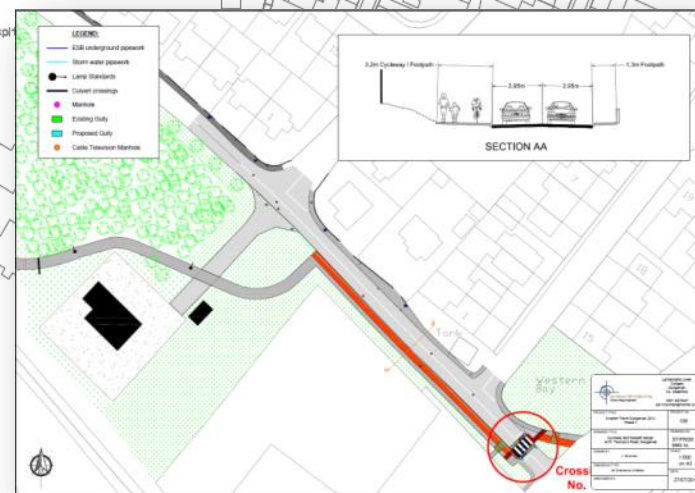




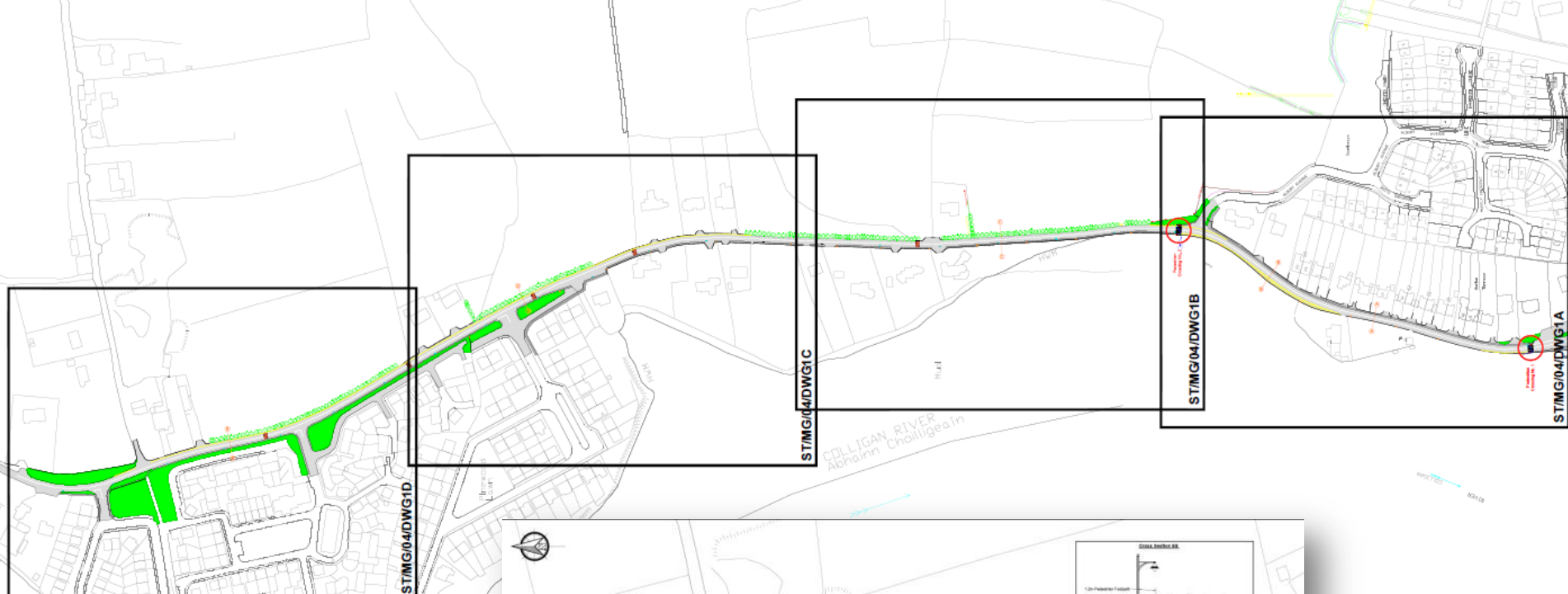




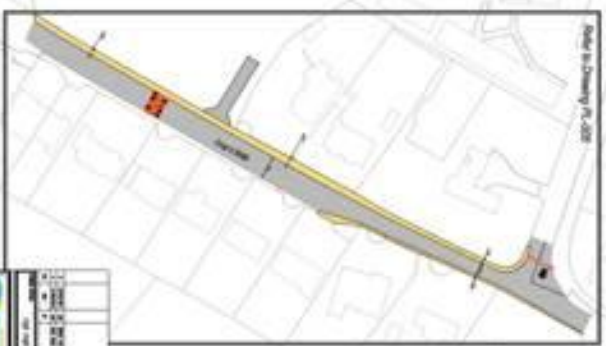
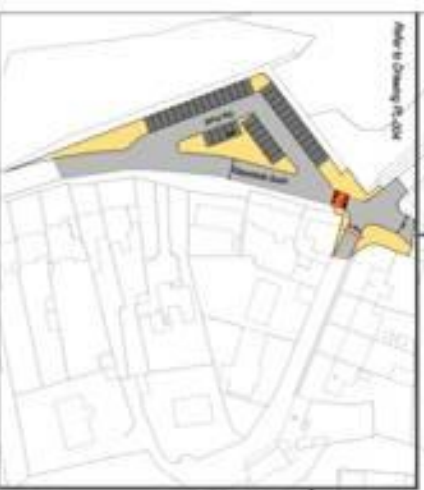








1. Traffic Paving to be provided at all crossing points.
2. Traffic Lighting Poles to be provided to all or suitable Traffic Lighting Suits associated with new lighting to be underground.

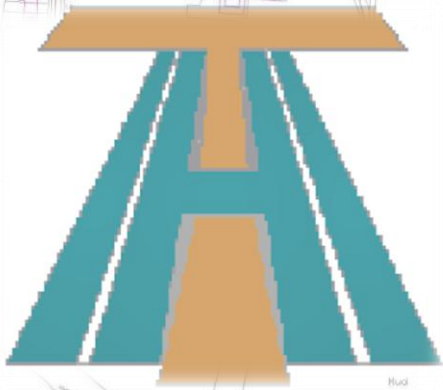






©2011 Google

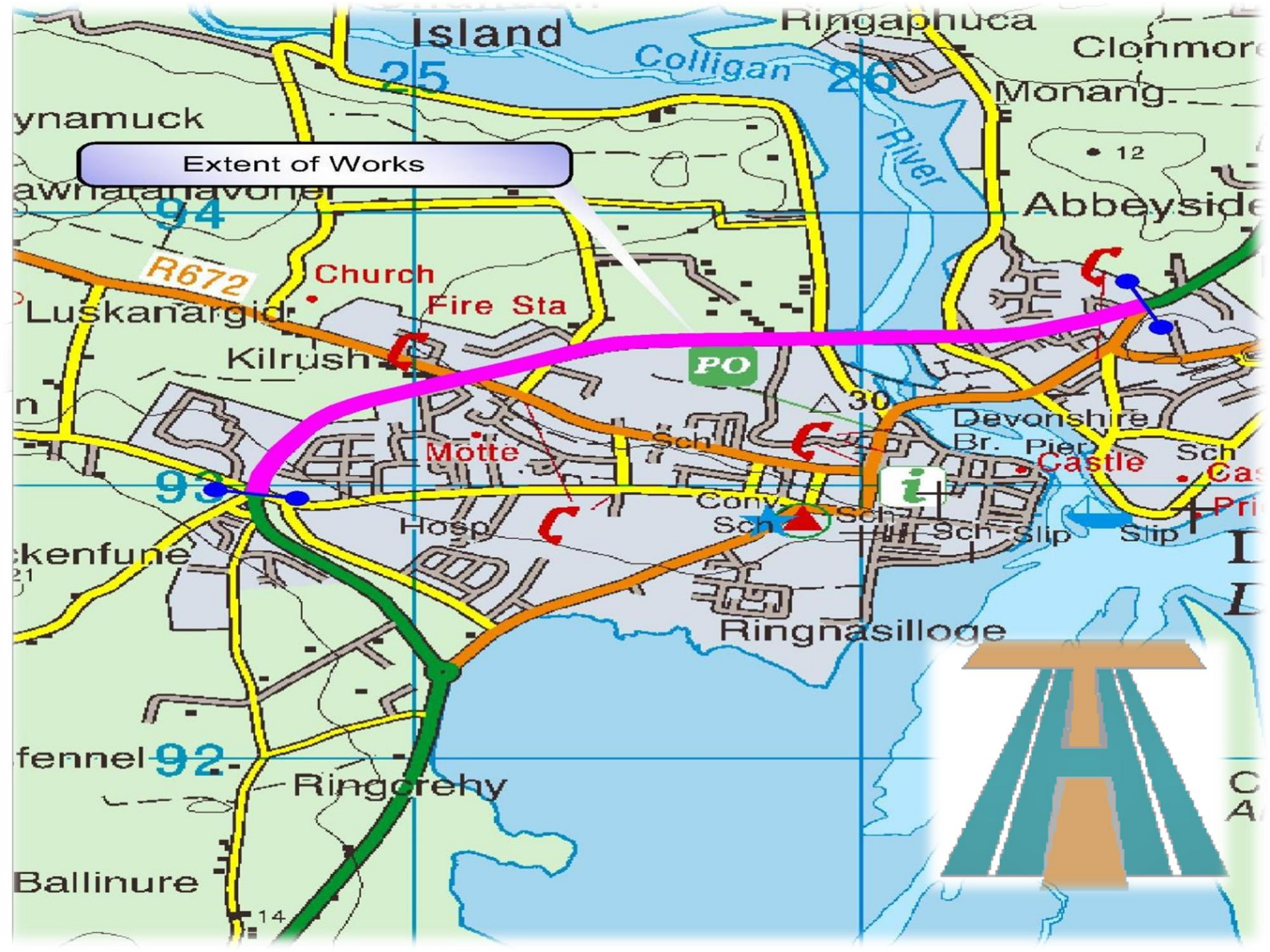






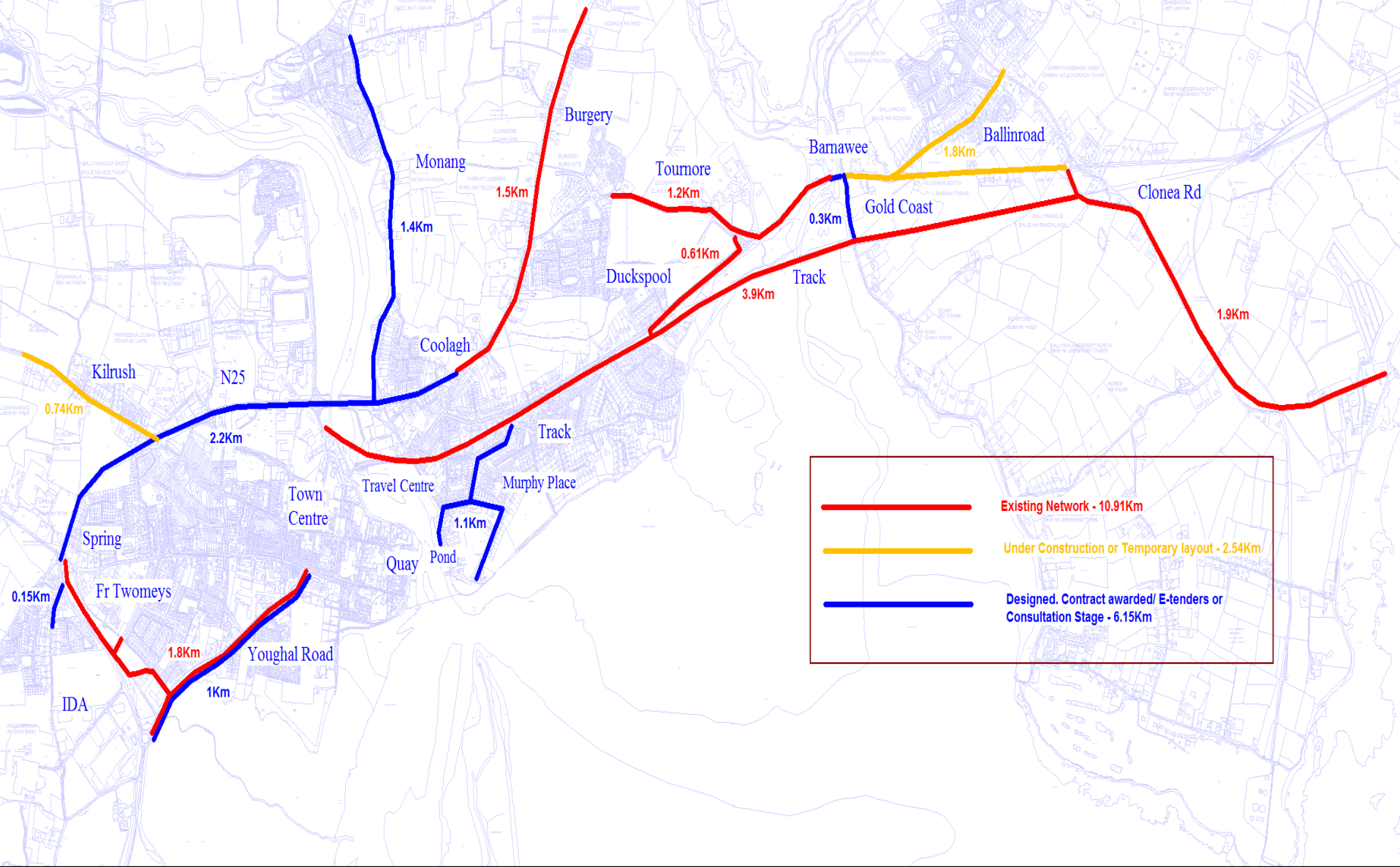
<div style="display: flex; justify-content: space-between;"> <div> <p>Client</p> <p><b>WATERFORD COUNTY COUNCIL</b></p> <p>CIVIC OFFICES</p> <p>DUNGARVAN</p> <p>CO. WATERFORD</p> </div> <div>  </div> <div> <p>Design</p> <p><b>TEAMORE HOUSE</b></p> <p>REGIONAL DESIGN</p> <p>OFFICE TEAMORE</p> <p>CO. WATERFORD</p>  </div> <div> <p>Approved by</p> <p>C. Jones</p> <p>Checked by</p> <p>R. Broughton</p> <p>Drawn by</p> <p>Scale:</p> <p>NTS</p> <p>Date:</p> <p>April 2013</p> </div> <div> <p>Project Title:</p> <p><b>GoDungarvan_N25 Cycling Infrastructure</b></p> <p>Drawing Title:</p> <p><b>Youghal Road Traffic Calming</b></p> <p><b>Overall Layout</b></p> <p>Sheet 1 of 1</p> </div> <div> <p>NRA Project No.</p> <p>IT Project No.</p> <p>WD/13/01</p> <p>Dwg. No.</p> <p>WD/GA/100</p> <p>Rev.</p> </div> </div>									
<div style="display: flex; justify-content: space-between;"> <div> <p>Tel: (051) 33065 Fax: (051) 33063</p> <p>E-mail: roadinfo@waterfordco.ie</p> </div> <div> <p>Tel: (051) 330130 Fax: (051) 330699</p> <p>E-mail: nraroads@trhd.co</p> </div> <div> <p>Drawn by</p> <p>Checked by</p> <p>Approved by</p> </div> <div> <p>Revision</p> <p>Date</p> <p>Description</p> </div> </div>									







# CURRENT STATUS & ONGOING



# BEFORE & AFTER



































50 km/h



END



















# CONSULTATION





**Dear Resident,**

Dungarvan is taking on a challenge to change the way we get from A to B. Whether to school, work, the shop, for leisure or just to visit a friend. The **Go Dungarvan Project** is encouraging everyone to walk and cycle when they can and to car share as much as possible.

Dungarvan has been designated a Smarter Travel Area and received funding of €7.2million to spend over a five year period.

One of the first Projects within the plan is to develop the area of Murphy Place from the existing junction of the track and Kyne Park over to Friars Walk and The Pond.

The map (see reverse) shows the study area we are looking at developing and would like your views on how this should happen.

**The development will have Smarter Travel as its main focus, so the following is a list of what we would like you to think about and let us know your ideas:**

- ♦ Streetscape improvements
- ♦ Provisions for Cyclists
- ♦ Provisions for Pedestrians
- ♦ Traffic Calming
- ♦ Undergrounding and upgrade of public lighting
- ♦ Residents Parking
- ♦ Designated drop-off area for pupils at Abbeyside National School

We would be delighted to get your views  
Please, let us know what YOU think

**THERE ARE LOTS OF WAYS TO GET IN TOUCH....**

<b>email</b>	info@godungarvan.ie
<b>phone</b>	(058) 21494
<b>post</b>	FREEPOST, Smarter Travel, Civic Offices, Dungarvan, Co. Waterford

**Please send us your views by 1pm on Friday 1<sup>st</sup> June**

Following receipt of submissions a Design will be drafted for Public Display and further comments under Part VIII of the Planning and Development Act

Thank you for your time  
**Go Dungarvan team**

Like Us On  
**facebook**





DUNGARVAN TOWN COUNCIL &



## YOUGHAL ROAD PRE-CONSULTATION

Go Dungarvan wants your views on the further development of the **Youghal Road** (*Mitchell Street to the N25*). Some walking and cycling provisions are in place, however the development of the Youghal Road under the **Go Dungarvan** Programme is not complete.

The following are some of the areas we wish to address along the Youghal Road:  
**Traffic Calming | Public Lighting | Walking, Cycling provisions and Connections | How it looks | Junction Layouts**

As part of the pre-consultation **Go Dungarvan** wants to know what you think and put this into the development of a plan. At this point there is no plan and we really do hope that the opportunity to improve the Youghal Road is supported by all those who will benefit from the changes; the immediate residents of the Youghal Road and those who use this area to get around.

Map of the Youghal Road Study Area



## TELL US YOUR VIEWS!

Please email or write to us at [info@godungarvan.ie](mailto:info@godungarvan.ie) or  
Go Dungarvan, The Courthouse, Dungarvan, County Waterford

**Please send your submissions by Friday 12th April 2013**



# TOWN CENTRE







# DUNGARVAN TOWN COUNCIL

AND

**GoDungarvan** *smartertravel >>>*

## TOWN CENTRE PRE-CONSULTATION

The development of the Town Centre (*Grattan Square, O'Connell Street, T.F. Meagher Street, Main Street, Mary Street and Mitchell St.*) is a very significant undertaking. Go Dungarvan wants to facilitate and guide a process whereby the objectives of Smarter Travel are met within the budget allowed.

The following are some of the areas we wish to address within the Town Centre:

**Public Realm | Accessibility | Pedestrian Permeability | Connectivity | Cycle Parking**

As part of the pre-consultation Go Dungarvan wants to set up a working group of stakeholders to help in the development of a plan. At this point there is no plan or prescribed outcome from Go Dungarvan. There needs to be serious consideration as to what needs to be done and how to achieve a positive outcome for all. We really do hope that the opportunity to improve the Town Centre, in a positive way, is well received and all stakeholders can come on board to meet their own objectives and those of Go Dungarvan.

**MAP OF  
THE TOWN  
CENTRE  
STUDY AREA**



## TELL US YOUR VIEWS!

Or express your interest in being part of the Working Group. Please e-mail or write to us at [info@godungarvan.ie](mailto:info@godungarvan.ie) or Go Dungarvan, The Courthouse, Dungarvan, County Waterford.

**Please send your submissions by Friday 29th March, 2013.**



Waterford County Local Authorities  
Udarás Aitiúla Chontae Phort Láirge

>>> Go Dungarvan Smarter Travel is a Waterford County Local Authorities Project



# GO DUNGARVAN TOWN CENTRE OBJECTIVES

- PUBLIC REALM
- ACCESSIBILITY
- PEDESTRIAN PERMEABILITY
- CONNECTIVITY
- CYCLE PARKING





KEEP FARMERS IN MARKET IN

①

Enlarged Bike parking on the square

No cycle paths at O Connell St + extend footpaths up to 2 mts

②

Pedestrian crossing Mark centre of Square (integrate access to O'Connell) eg

Promote/Advertise through monuments / plaques the square's heritage + history

②

Bank

The Mews

17

16

19

21

13

7

8

37

38

40

41

49

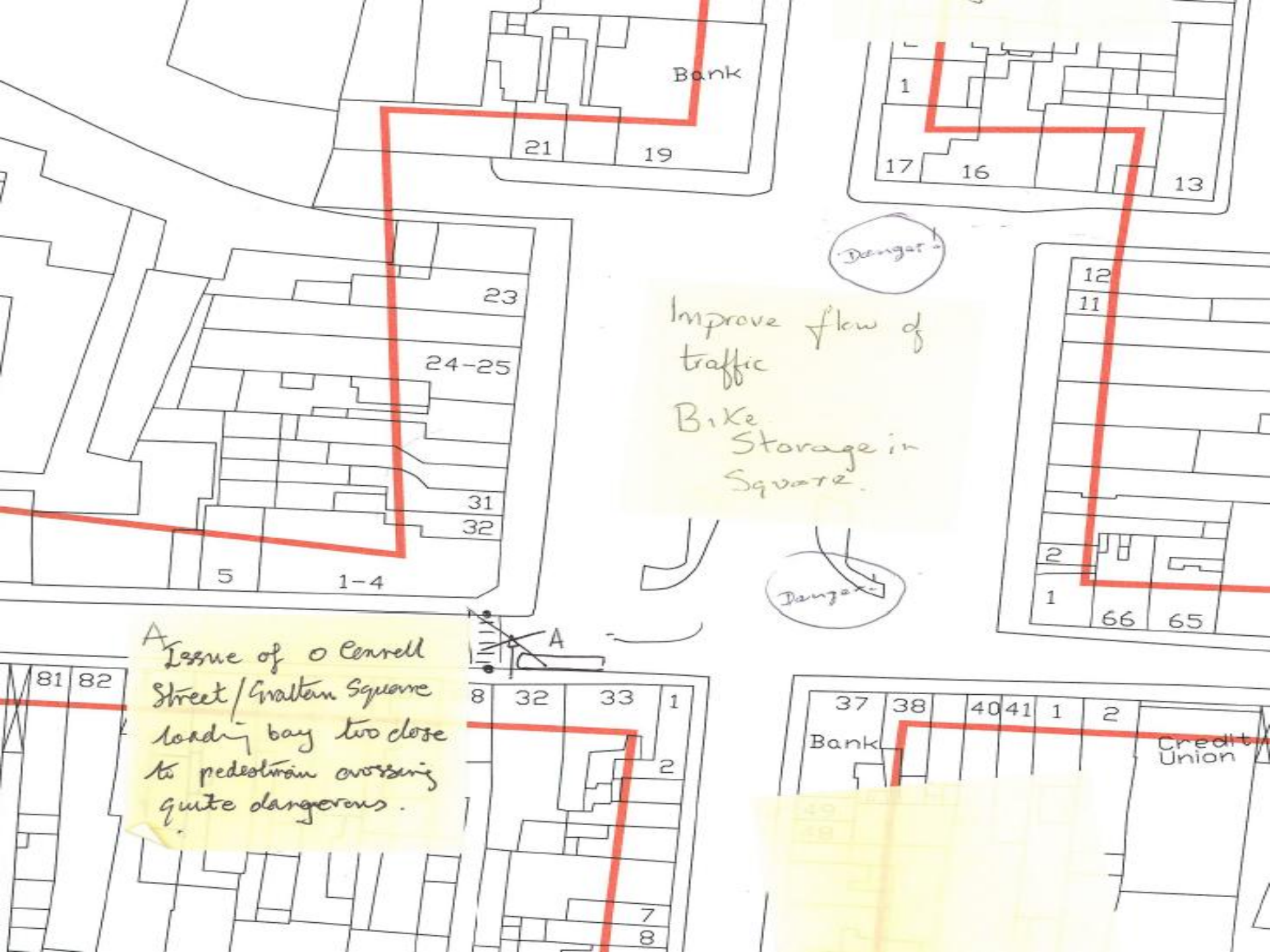
48

12

13

part / class of no traffic movement

fully



A Issue of O Connell Street / Grafton Square loading bay too close to pedestrian crossing quite dangerous.



~~Bring~~ NB  
Pedestrian Safety  
in middle of  
square

Removable seats  
for centre of town  
for ~~festivals~~  
along ~~streets~~  
- Canopies over  
seats

Bring cycle lanes  
in alternate routes  
+ walk into  
square  
increase seating  
area in square

Public Toilets

NOT on square

Scullion Yard free for  
3 mts Trial

More  
Horse  
Gin  
in  
squares  
lighting

Car Spaces  
→ impact on business  
people time poor  
service fit

2 Cycle Racks

2 Cycle Rack

Ban

19

21

23

24-25

31

32

1-4

5

81 82

78

1

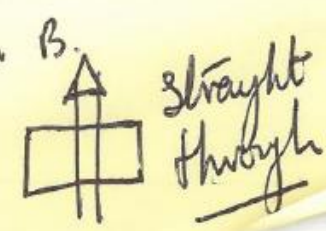
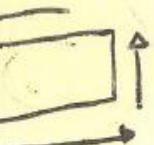
32

88

87

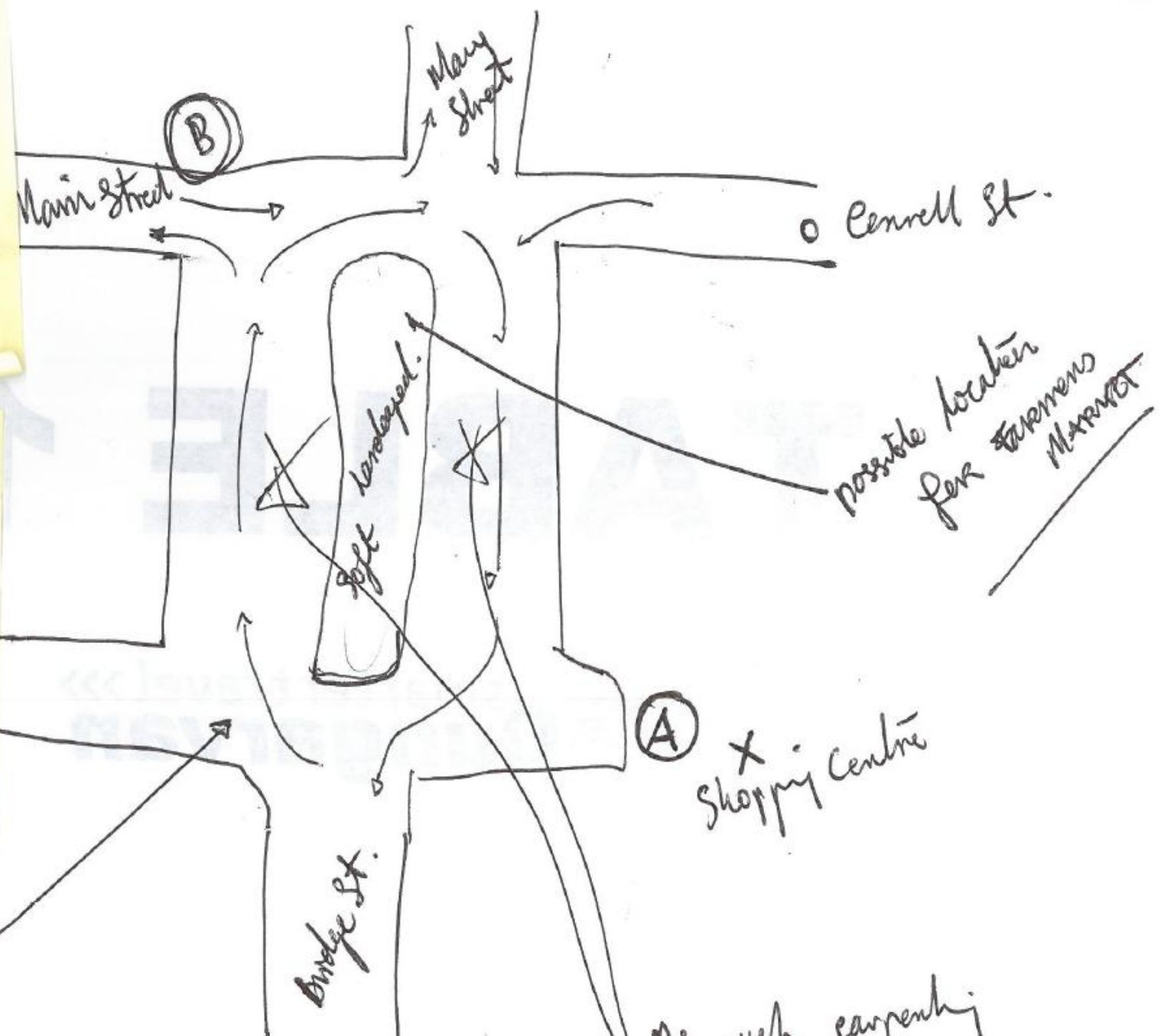
of cars  
in square

on A;



the existing  
traffic flow  
in the square  
advanced to  
the new  
existing ie  
the areas. A → B.

ed of loop







# ISSUES IDENTIFIED



# Issues

- Accessibility
- Fixtures
- Use
- Parking
- Services
- Traffic Circulation
- Appearance

# FOCUS GROUPS

- CULTURE/HERITAGE
- INTERNAL TECHNICAL GROUP
- EXTERNAL TECHNICAL GROUP
- EVENTS/ FESTIVALS



# DESIGN GUIDE

- DESTINATION FOR ALL USERS
- MOVEMENT OF PEOPLE
- FLEXIBILITY
- CIVIC SPACE
- ATTENTION TO HISTORY AND LAYOUT
- CONSISTENCY
- INFORMATION AND WAY FINDING

# PRIORITIES

- SQUARE
- DEVONSHIRE BRIDGE
- MITCHELL ST
- LINKS AND INTERSECTIONS

## MOVEMENT OF PEOPLE





## *Grattan Square Dungarvan, Site Analysis*

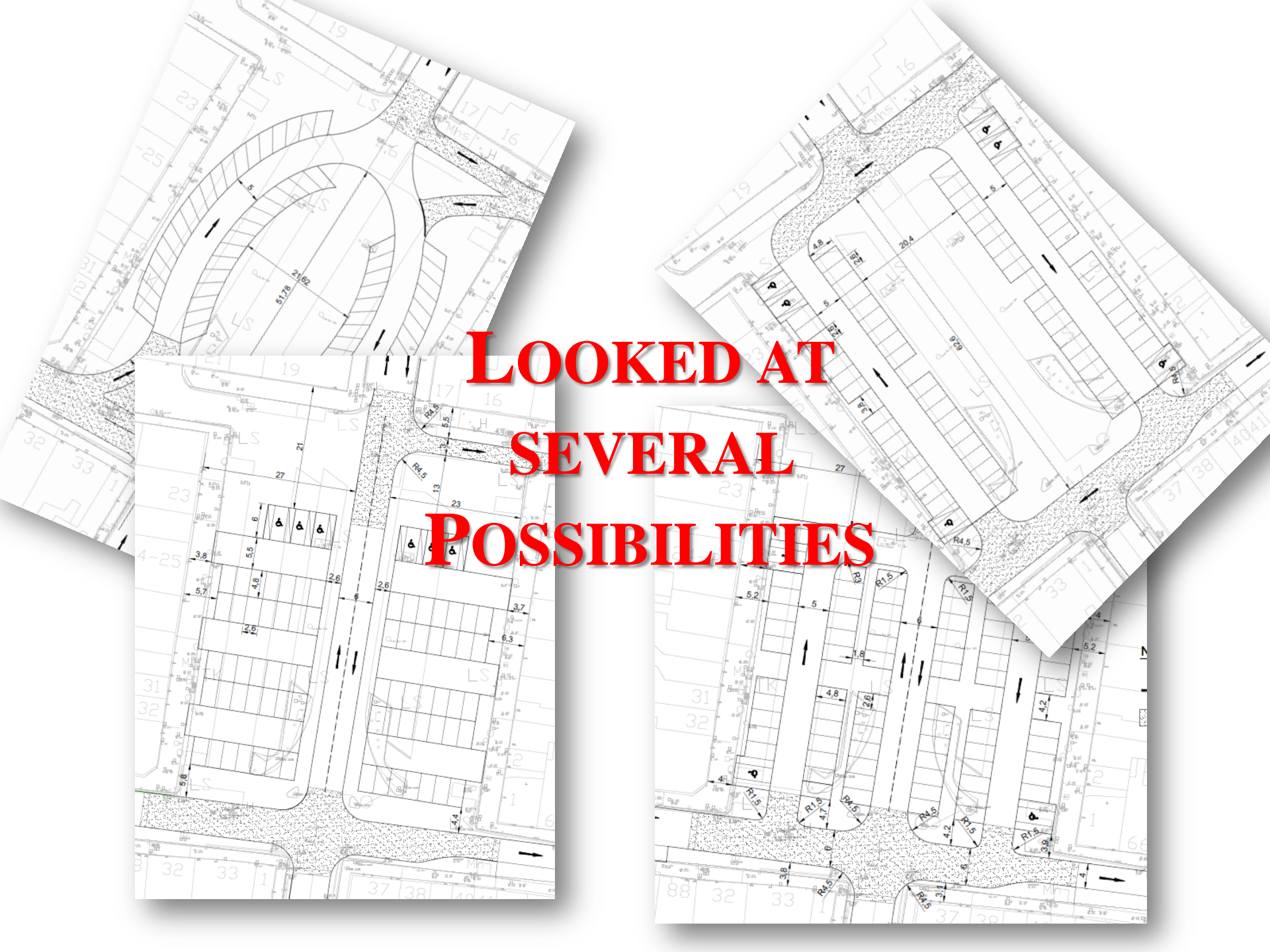
# Design Manual for Urban Roads and Streets



Ag Rialta Inneall  
Tionsaíocht agus Spórt  
Department of Transport,  
Tourism and Sport



Comhaltas, Rial agus Rialas Árd  
Environment, Community and Local Government

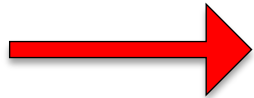


The image features four overlapping architectural site plans, each showing a different urban layout possibility. The plans are tilted at various angles and contain detailed drawings of streets, building footprints, parking lots, and landscaping. Various annotations such as 'R4.5', 'R1.5', 'R2.5', 'R3.5', 'R4.5', 'R5.5', 'R6.5', 'R7.5', 'R8.5', 'R9.5', 'R10.5', 'R11.5', 'R12.5', 'R13.5', 'R14.5', 'R15.5', 'R16.5', 'R17.5', 'R18.5', 'R19.5', 'R20.5', 'R21.5', 'R22.5', 'R23.5', 'R24.5', 'R25.5', 'R26.5', 'R27.5', 'R28.5', 'R29.5', 'R30.5', 'R31.5', 'R32.5', 'R33.5', 'R34.5', 'R35.5', 'R36.5', 'R37.5', 'R38.5', 'R39.5', 'R40.5', 'R41.5', 'R42.5', 'R43.5', 'R44.5', 'R45.5', 'R46.5', 'R47.5', 'R48.5', 'R49.5', 'R50.5', 'R51.5', 'R52.5', 'R53.5', 'R54.5', 'R55.5', 'R56.5', 'R57.5', 'R58.5', 'R59.5', 'R60.5', 'R61.5', 'R62.5', 'R63.5', 'R64.5', 'R65.5', 'R66.5', 'R67.5', 'R68.5', 'R69.5', 'R70.5', 'R71.5', 'R72.5', 'R73.5', 'R74.5', 'R75.5', 'R76.5', 'R77.5', 'R78.5', 'R79.5', 'R80.5', 'R81.5', 'R82.5', 'R83.5', 'R84.5', 'R85.5', 'R86.5', 'R87.5', 'R88.5', 'R89.5', 'R90.5', 'R91.5', 'R92.5', 'R93.5', 'R94.5', 'R95.5', 'R96.5', 'R97.5', 'R98.5', 'R99.5', 'R100.5' are visible throughout the plans. The text 'LOOKED AT SEVERAL POSSIBILITIES' is overlaid in the center in a large, bold, red, serif font.

**LOOKED AT  
SEVERAL  
POSSIBILITIES**



**PRE -  
CONSULTATION**



**WORKING GROUP**



**REVIEW OPTIONS**



**WORKING GROUP**



**PREFERRED OPTION**



**PART VIII**

# Monitoring & Evaluation



# MONITORING AND EVALUATION

- Framework
- Baseline
- Continuous
  - AECOM
  - Counting
  - Project Specific M & E



# EVALUATION

- Did it **achieve** anything?
- Is the achievement **important**?
- Is it all **worthwhile**?

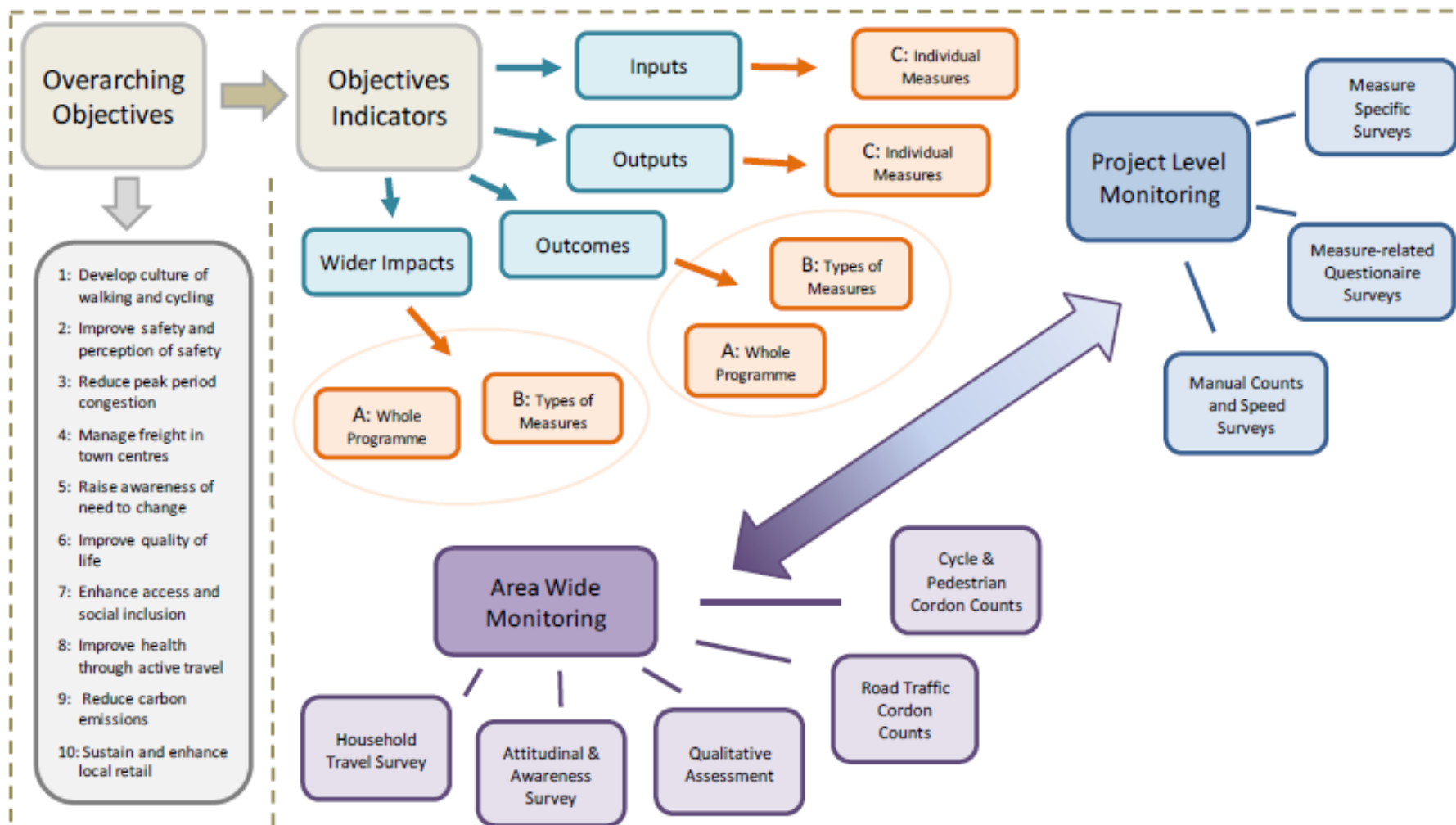
} Need **tools**  
to assess



- Informed decision making and programme development.

**Smarter Travel Area Programme**  
**Monitoring and Evaluation Framework**  
Final Document

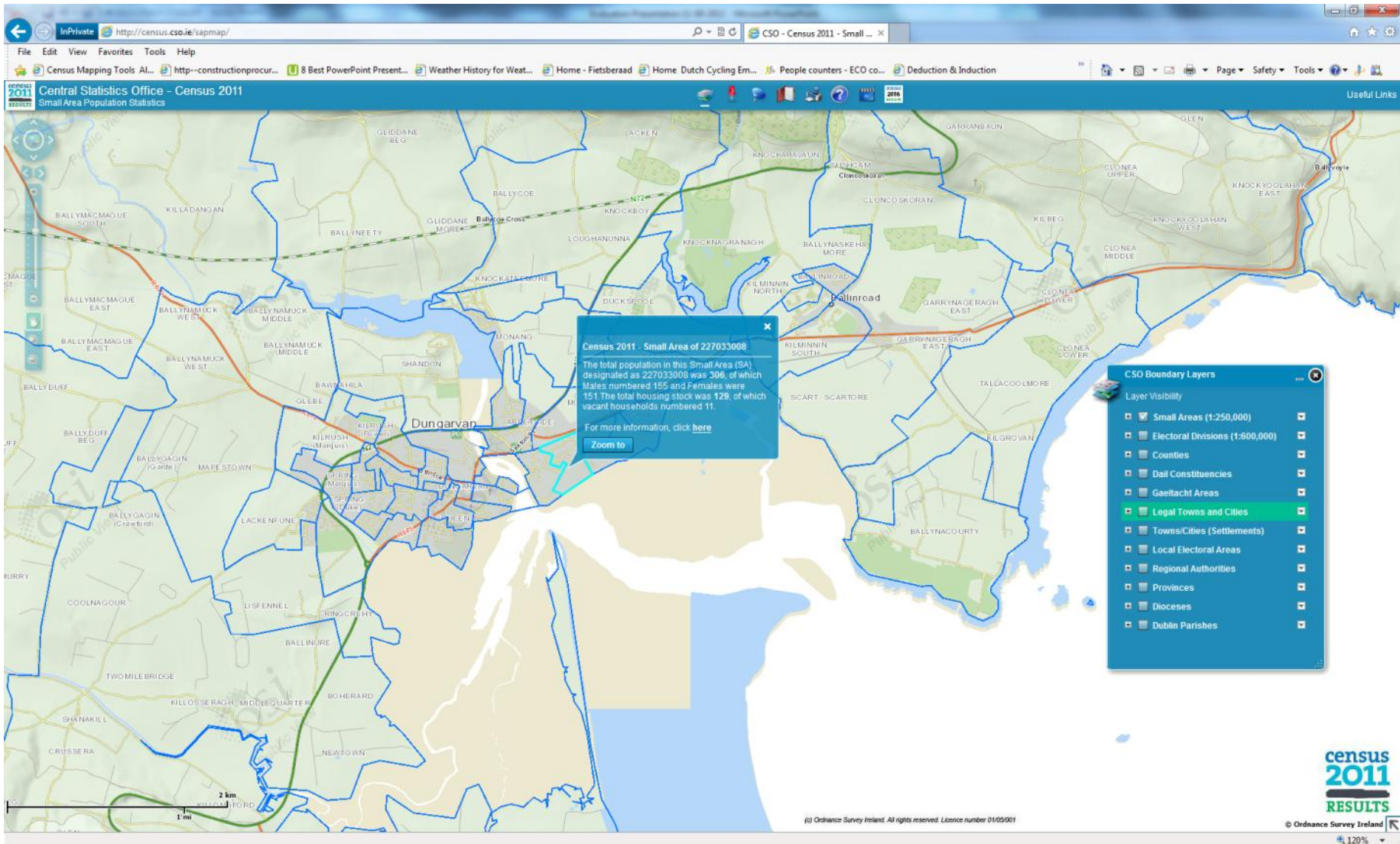
*smartertravel* >>>





# BASELINE

- CSO 2006, 2011
- *Go Dungarvan* Bid 2010
- *Gathering the Evidence* 2012





**Small Area 227033007 (CSO Area Code SA 227033007)**

- ⊕ Theme 1: Sex, Age and Marital Status
- ⊕ Theme 2: Migration, Ethnicity and Religion
- ⊕ Theme 3: Irish Language
- ⊕ Theme 4: Families
- ⊕ Theme 5: Private Households
- ⊕ Theme 6: Housing
- ⊕ Theme 7: Communal Establishments
- ⊕ Theme 8: Principal Status
- ⊕ Theme 9: Social Class and Socio-Economic Group
- ⊕ Theme 10: Education
- ⊕ Theme 11: Commuting
- ⊕ Theme 12: Disability, Carers and General Health
- ⊕ Theme 13: Occupation
- ⊕ Theme 14: Industries
- ⊕ Theme 15: PC and Internet Access

**Theme 1: Sex, Age and Marital Status**

Population aged 0-19 by sex and year of age, persons aged 20+ by sex and age group			
Age	Male	Female	Total
0	2	2	4
1	0	2	2
2	2	2	4



# Gathering the Evidence

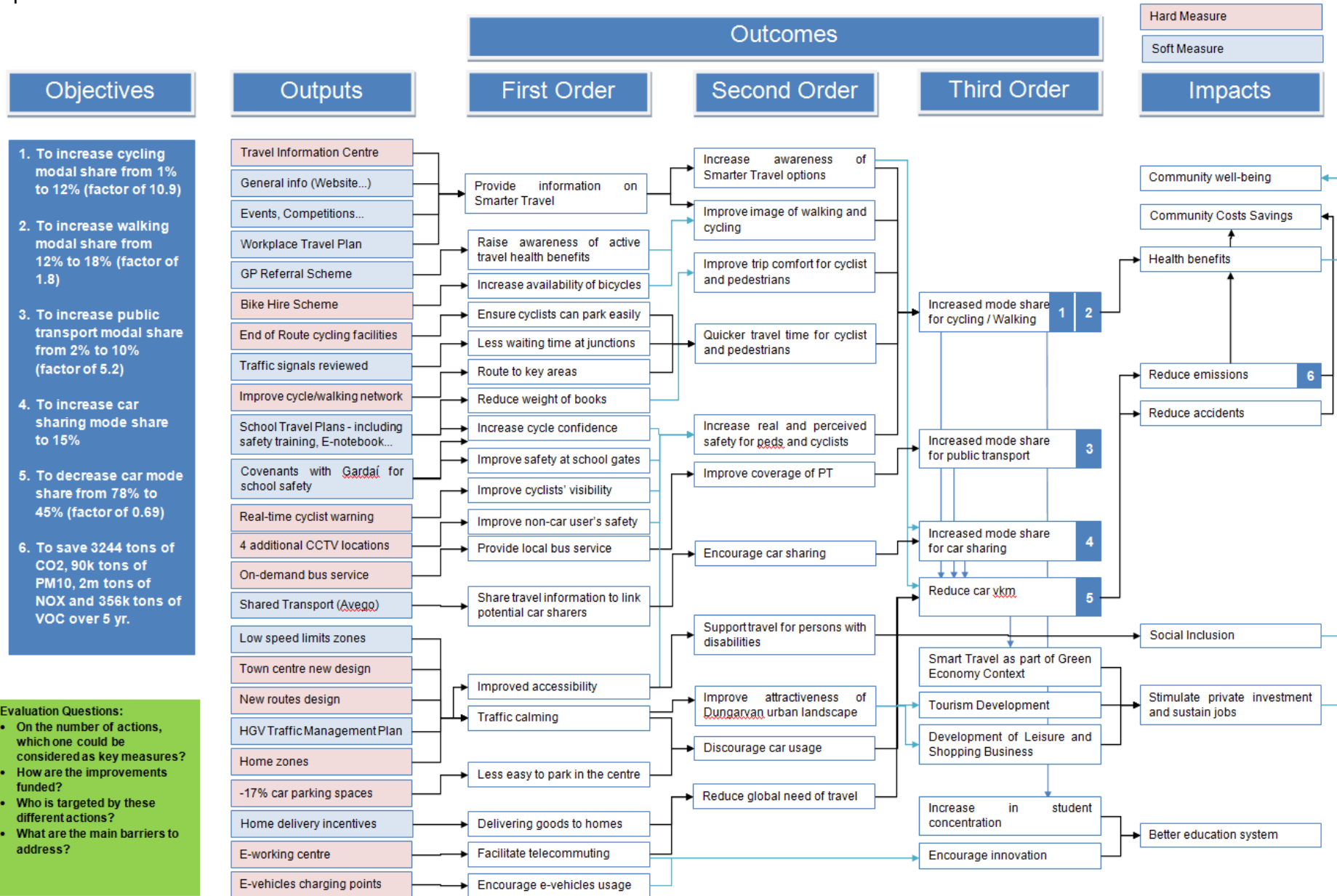
## Smarter Travel Baseline Survey Analysis

Report for Department for Transport, Tourism and Sport  
January 2013



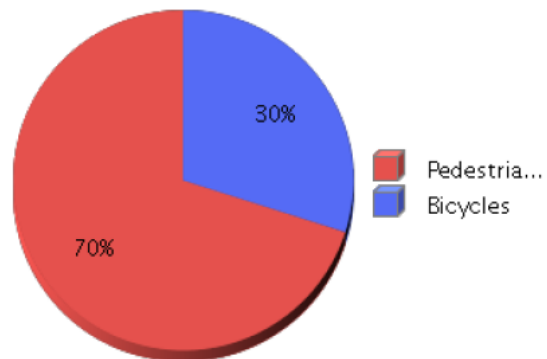
# CONTINUOUS

# Dungarvan Smarter Travel Logic Map





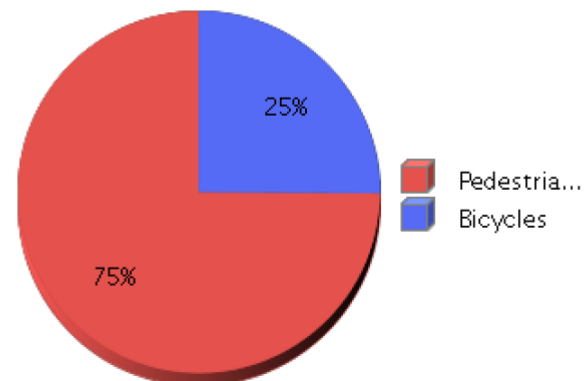
	Total Traffic for the Analysed Period	Daily Average	Busiest Day of the Week	Busiest Month of the Year	Distribution	
					IN	OUT
Bicycles	19,054	208	Wednesday	May : 6,832	51	49
Pedestrians	44,617	485	Tuesday	May : 15,048	49	51



# STRANDSIDE

10<sup>th</sup> June

	Total Traffic for the Analysed Period	Daily Average	Busiest Day of the Week	Busiest Month of the Year	Distribution	
					IN	OUT
Bicycles	10,570	160	Tuesday	April : 5,325	51	49
Pedestrians	31,513	478	Tuesday	April : 14,784	49	51

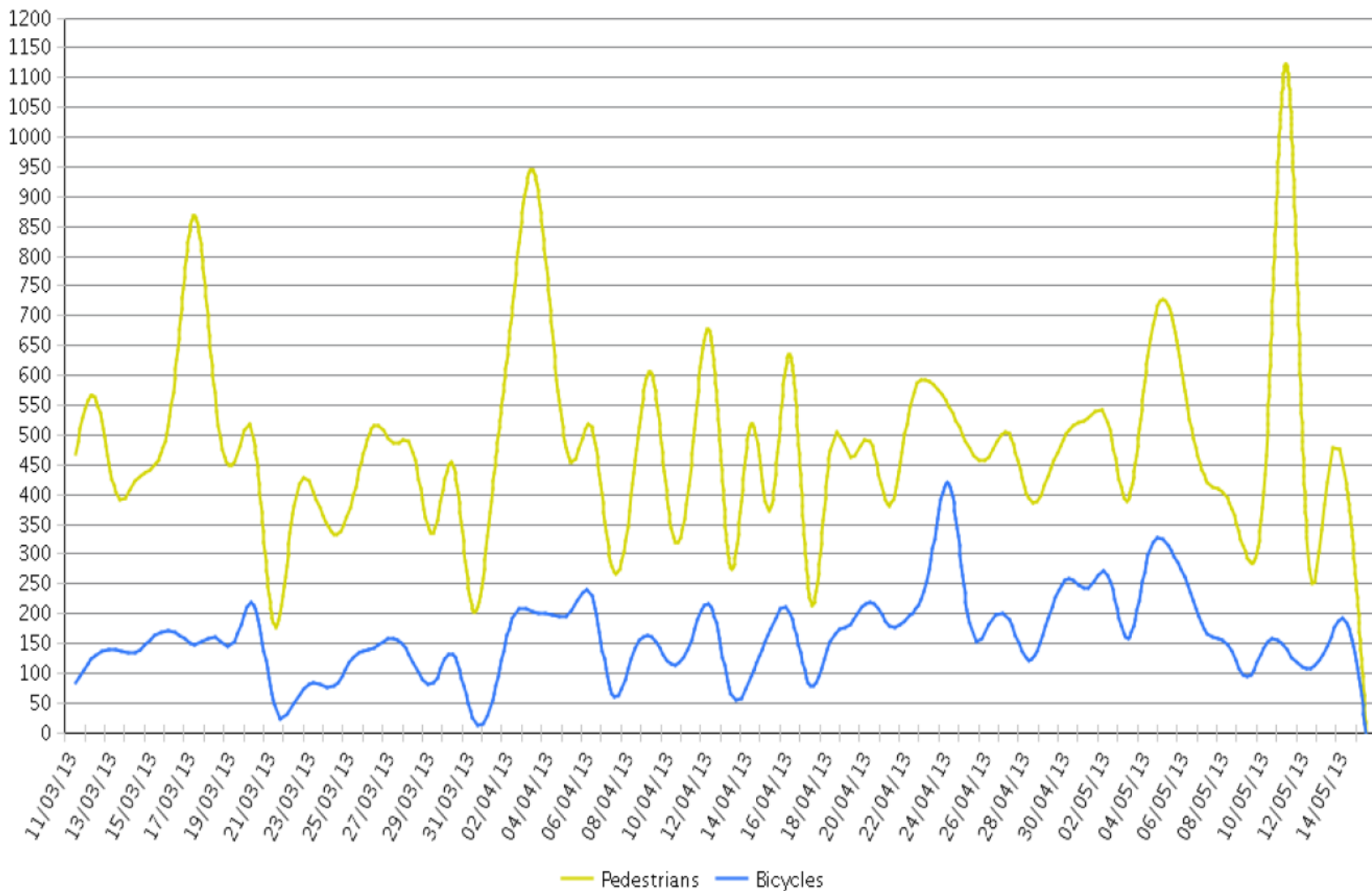


# STRANDSIDE

15<sup>th</sup> May

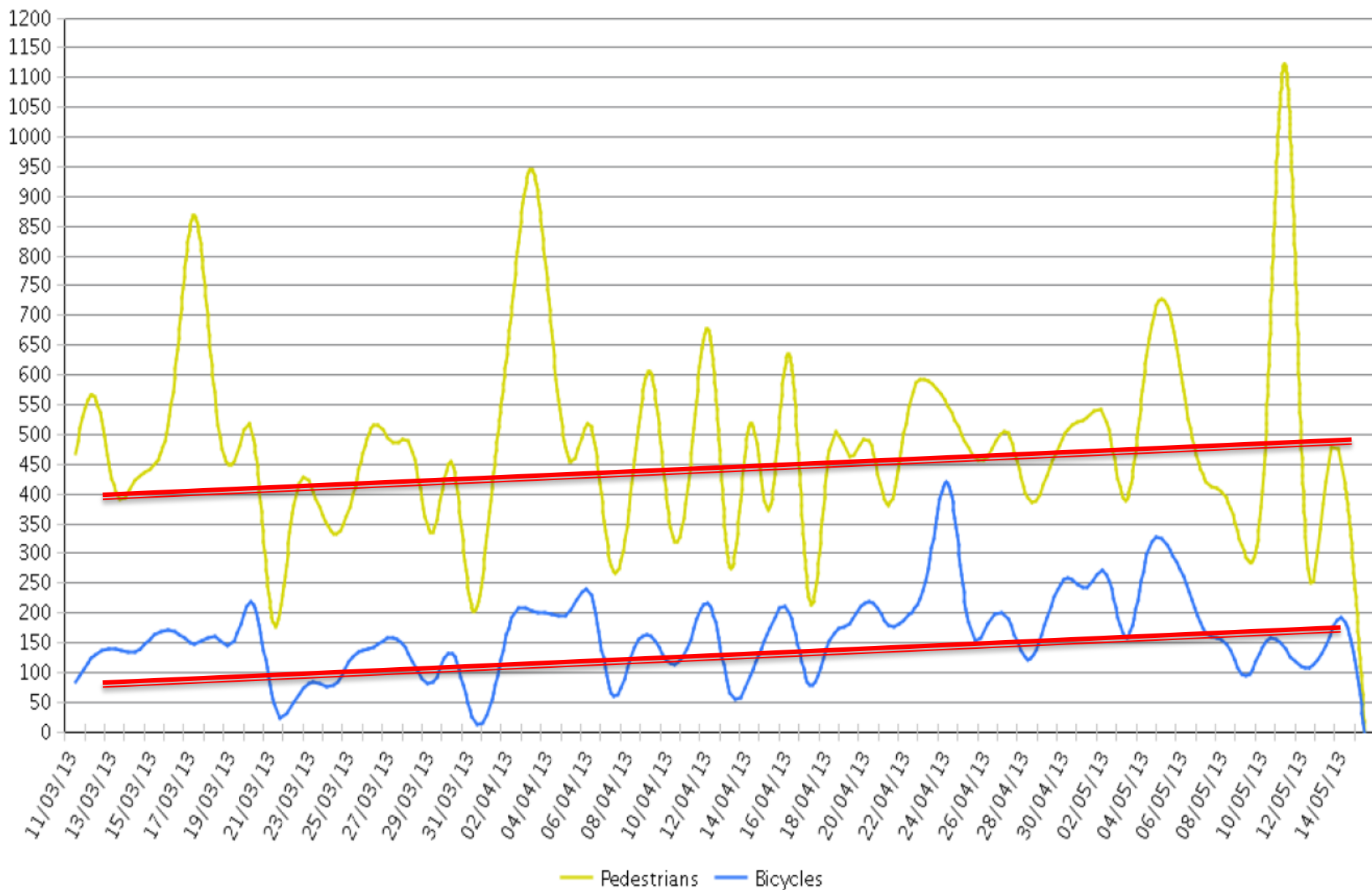
# Counting Post A

Period Analysed: Monday 11 March 2013 to Wednesday 15 May 2013



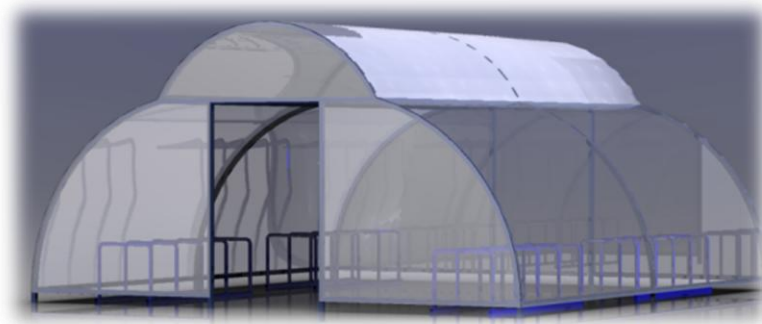
# Counting Post A

Period Analysed: Monday 11 March 2013 to Wednesday 15 May 2013





# VEC PILOT- BASELINE 2012



# TOWN CENTRE



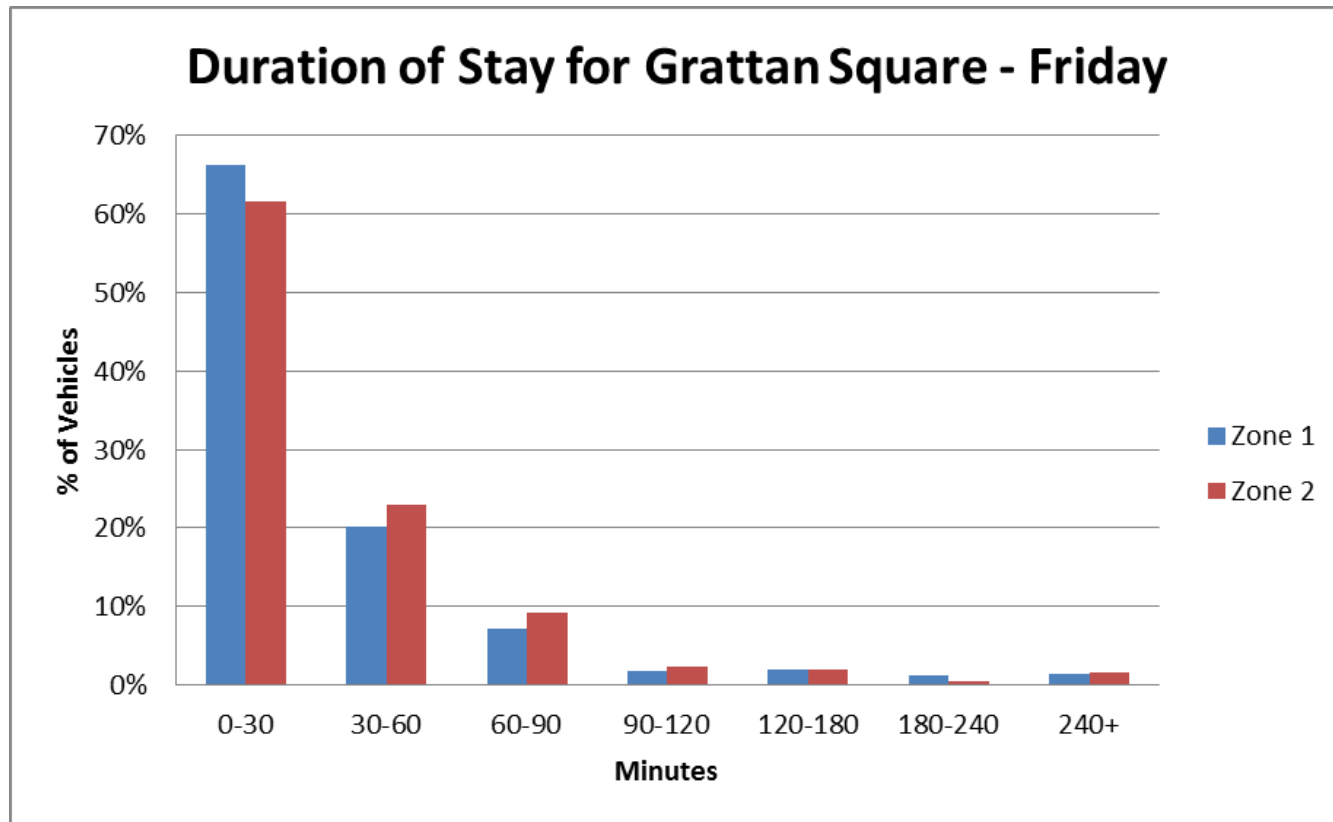
# Occupancy Rate in Grattan Square & Other Car Parks

Average Occupancy Percentage in Grattan Square	
Friday	93
Saturday	89
Total Average	91

Car Parks	Total Average Percentage Occupancy
Scanlons Yard	44
Super Valu	97
Glanbia	90



# Duration of Stay in Grattan Square



## Average Turnover in Grattan Square

Friday

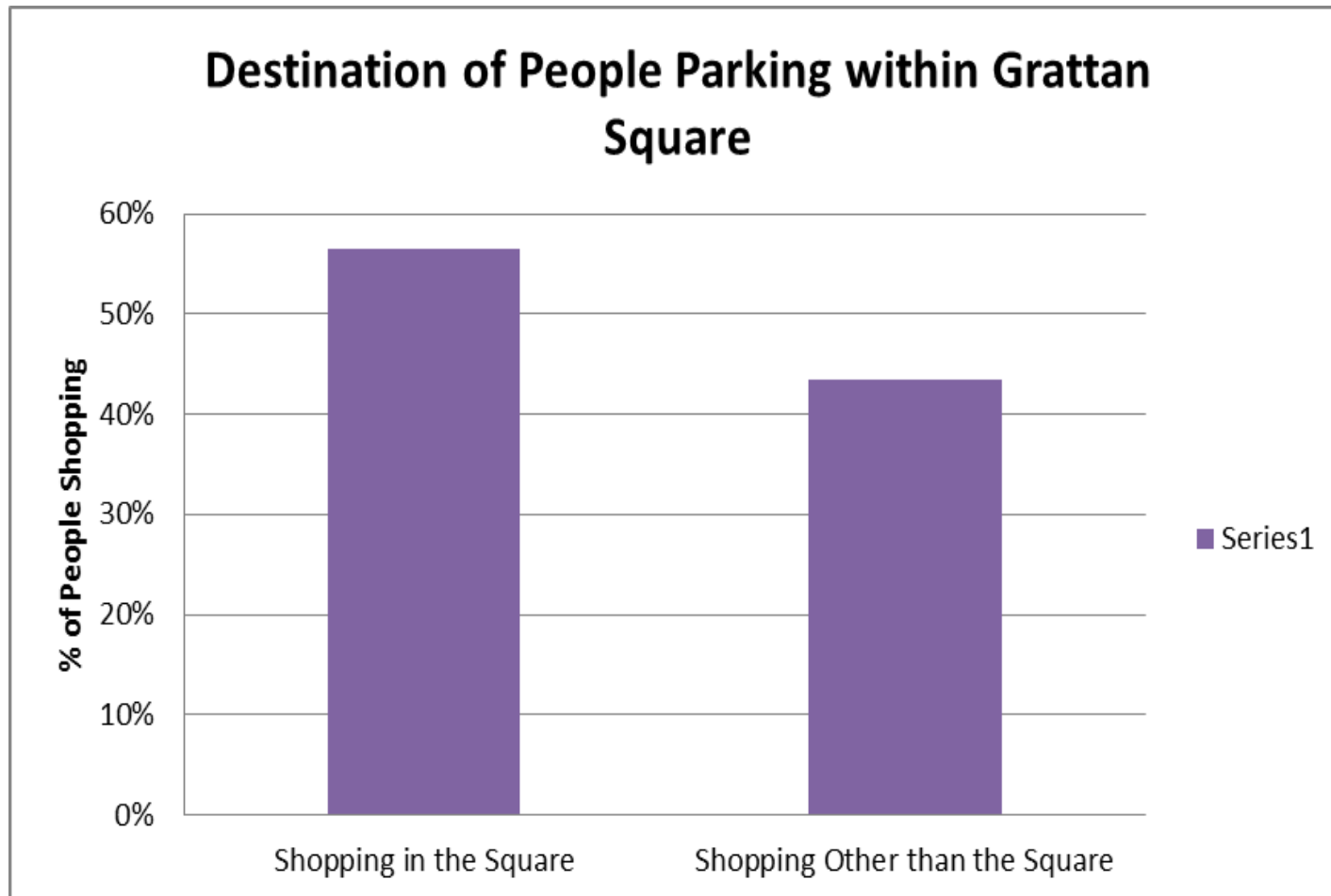
39 minutes

Saturday

43 minutes



# Customer Interview Surveys



- Total Hourly Vehicle Volumes Entering Square
- Total Hourly Pedestrian Volumes Entering Square

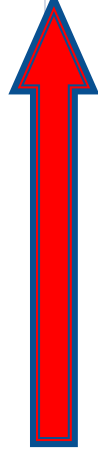


Total Vehicles Into Square = 935  
Total Pedestrians into Square = 1123

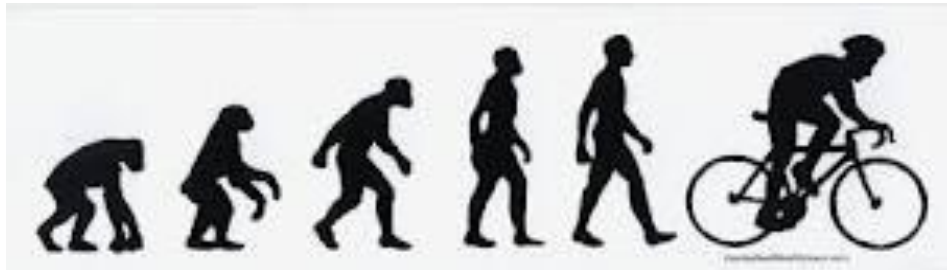




2012			2013				2014				2015				2016			
Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4



smarter travel >>>  
GoDungarvan



# **OBJECTIVE – TRAVEL CHOICE & MODAL SHIFT**



# REALLY?

# SMARTER TRAVEL

IT'S ABOUT CONSIDERING **THE IMPACT OUR TRAVEL DECISIONS** HAVE ON OTHERS AND ON OURSELVES

# SMARTER TRAVEL

- IT'S ABOUT CONSIDERING **THE IMPACT OUR TRAVEL DECISIONS** HAVE ON OTHERS AND ON OURSELVES
- **IMPACTS**
  - (i) **Environmental – built and natural,**
  - (ii) **Health,**
  - (iii) **Economic,**
  - (iv) **Societal.**



# BENEFITS

- HEALTH BENEFITS
- SAFER ENVIRONMENT
- NEW ATTRACTIVE LANDSCAPES
- PUBLIC REALM
- LEISURE/RECREATIONAL/TOURISM
- CONNECTIVITY
- QUALITY OF LIFE
- SOCIAL CAPITAL
- ENVIRONMENT
- ECONOMY

# “ECONOMIC BENEFITS IN THE EU 27”

- European Cyclists Federation Analysis
  - H.E.A.T.
  - Benefits €200bn annually
  - €400/person in EU

Benefit Areas	2010 in EU 27 %	Benefit/ Person €
Health	56	223
Congestion	11	46
Fuel	2	8
Co2	1	4
Air Pollution	0	2
Noise Pollution	0	1
Tourism	21	83
Bike Industry	8	34

*Note: Average €5-€6 per capita spend annually*

**WHAT STANDS OUT**



# THE INGREDIENTS

- CONSULTATION
- ENGAGEMENT
- COMMUNICATION
- ONE VOICE
- EXPECTATIONS
- PERCEPTIONS
- CLEAR OBJECTIVES
- FLEXIBILITY
- LA SHOULD GUIDE THE PROCESS NOT LEAD
- PEOPLE/ STAKEHOLDERS KNOW THE ISSUES BEST

**MOST IMPORTANT**



# TRUST





# UNDERESTIMATE &

- LOSE SUPPORT
- ONE VOICE BREAKS UP
- NEGATIVE PRESS
- UPHILL BATTLE

"The road to success is lined with many tempting parking spaces."

*~Unknown~*

# Welcome to Dungarvan a Smarter Travel Town





**GO** *smarter travel >>>*  
**Dungarvan**