



NUI MAYNOOTH  
Ollscoil na hÉireann Má Nuad

# Presentation to Smarter Travel Workplaces Parking Management Seminar

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## Implementing a Traffic Management and Travel Policy

## NUI Maynooth: Work in Progress Report

**F Fitzmaurice**

**Director of Corporate Services, NUI Maynooth**

**14 April 2011**



# Background

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- 8,500 students, 1000+ staff
- Upward growth trajectory
- Shift towards commuting
- Wide catchment not fully served by public transport
- Emerging difficulties regarding local parking



# Goal of New Policy: Safer Campus

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## Real Safety Concerns exist:

- **HSA to audit traffic management on campus**
- **Safety and Security Officers concerns about access for Emergency services**
- **Increased risk of personal injury to staff/students from illegal parking**
- **Formal warnings from Gardaí about illegal parking along Kilcock Rd**



# Pressing need for Action

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**Demand exceeds Supply: 2,000 cars : 1,354 parking spaces**

**Future Planning Permissions may be held up**

**Damage to grounds and to Maynooth Experience**

**Pay parking in Maynooth town**

**Continued growth will bring more cars**

**Doing Nothing is not an Option.....**



# Build more Spaces?

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**Parking deficit: c650 spaces**

**No land available for major expansion of car parking spaces**

**Capital Building projects must get priority**

**Multi-storey option not feasible:**

- **cost up to €10m (650 spaces)**
- **4 to 5 stories high**

**Underground option prohibitive**



# **Best Option: Reduced Demand combined with Firmer Management**

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**Key recommendation by leading consultants July 2009**

**Incorporates Feedback from Partnership, Students' Union and SPCM on draft Policy document Oct 2009**

**Endorsed by Benchmarking visits to 6 HEIs**

**Massive support available from NTA for Mobility plan**

**Package of Measures – not piecemeal approach**



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# Mobility and Traffic Management Study

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**Colin Buchanan and Associates commissioned late 2008**

**Three Reports presented July 2009**

- a. Stakeholder Consultation Report**
- b. Mobility Report**
- c. Traffic Management Report**



# Stakeholder Consultation Report: Demand for Change

- **1647 (17%) Responses received: 1285 Students, 362 staff**
- **90% agreed that there were too many cars on campus, action needed**
- **62% supported use of Permits, 21% supported other restrictions**
- **88% support for some form of Restrictions, Better Enforcement, and Construction of additional parking capacity which would be charged for**
- **Measures to encourage walking, cycling and public transport identified**

**Clear consensus that “there are too many cars on campus and some action is needed”**



# Mobility and Traffic Management Reports: Recommendations

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- (i) Launch Mobility Management campaign to reduce single-occupant car use in favour of more sustainable forms of access (walking, cycling, public bus/train, private bus, car pooling)**
- (ii) Implement series of Traffic Management measures to manage car parking and traffic flow**
- (iii) Both sets of actions need to run in tandem**



## **(i) Mobility Management: Action Plan**

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- **Approach: encourage staff and students to change travel behaviour where possible**
  
- **Based on evidence of potential to reduce single-occupant car use**



# Is reduced car usage achievable?

Table S1: Actual Use of Mode and Potential use of Sustainable Modes

Mode	Actual Use (NUIM Web-Surveys)	Potential Use (Catchment Analysis)
Walking	19%	33%
Cycling	3%	6%
Public Bus	1%	9%
Private Bus/Coach	7%	Not applicable
Train	10%	13%
Total Sustainable Transport	40%	At least 61%
Car: Single occupancy	44%	Not applicable
Car: Multiple occupancy	16%	Not applicable
Total Car	60%	At most 39%



# Mobility Action Plan

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- **Set up Sustainable Travel Working Group**
- **Implement measures to promote Walking, Cycling and Car Pooling**
- **Resourced within Campus Services Department**



# Sustainable Travel Working Group

- **Remit: to consider and recommend ways in which Sustainable Travel can be encouraged on campus**
- **Drawn from staff, students and supported by NTA**
- **New support role: Sustainability Co-ordinator**
- **Set a goal for reduction in single occupant car usage**
- **Access to Funding**
- **First meeting in June**
- **Full Terms of Reference on Campus Services website**



# Mobility Management: Summary Implementation Plans

- **Launch Cycle to Work Scheme on 1 July**
- **Identify improvements in footpaths, lighting and cycle parking**
- **Set up Car Pooling & Guaranteed Ride Home schemes**
- **Explore ways to increase use of public and private bus transport**
- **Lobby for improvements in town in support of NUIM policy**
- **Recommend priority projects for funding**
- **Ongoing Information campaigns**
- **Participate in National promotional events**



# Cycle to Work Scheme

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- **Attractive tax savings to employees for bike purchase**
- **How can students benefit from this measure?**
- **Work with local bike suppliers**
- **Growing demand from staff for introduction of scheme**
- **Will commence on 1 July 2010**
- **One of many initiatives to promote cycling and walking**



# Car Pooling

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- **Key element of the Mobility Action plan**
- **Prime spaces will be reserved for car poolers up to 10:00am every morning**
- **Secure website will be set up for University users**
- **Guaranteed Ride Home service will be introduced**
- **Big promotional effort starting soon**



## **(ii) Traffic Management: Action Plans**

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**Important to run in tandem with Mobility Action Plan**

**Approach will be to establish traffic management system  
and apply firm enforcement of rules of traffic system**



# Traffic Management: Summary Implementation Plans

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**Introduce one-way system on North campus**

**Designate every car park on each campus for specific user groups**

**Introduce Permits to be used by each user group**

**Ban on parking in any area not marked as a Car Park**

**Appoint traffic management company to enforce parking regulations**



# One Way System for North Campus

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- **Improved safety for pedestrians and cyclists is the goal**
- **Clockwise from entrances**
- **Feed into numbered car parks along the route**
- **Moyglare entrance and Kilcock Rd entrance remain two-way**
- **c 90 extra parking spaces created along sections of ring road**
- **Will come into operation Sept 2010**



# Designated Car Parks: distributing spaces fairly

**Note: REVISED SLIDE FOLLOWING STAFF BRIEFING 10 JUNE**

**A Designation plan for NUIM car parks will be developed based on feedback that best suits the needs of each category below. The extent and nature of Pay and Display spaces is a key element in this equation**

	<b>Nth Campus</b>	<b>Sth Campus*</b>	<b>Total</b>
<b>Staff**</b>			
<b>Students</b>			
<b>Pay &amp; Display</b>			
<b>Car Pooling</b>			
<b>Disabled &amp; Services</b>			
<b>Visitors</b>			
<b>Totals</b>	<b>1000</b>	<b>354*</b>	<b>1354</b>

\* Figures to be agreed with SPCM

\*\* 3 spaces to be allocated by President's Office



# Pay and Display

- **Objective: to create turnover in use of spaces**
- **Parking will be subject to an hourly charge**
- **“Panic Need” parking zone will be created to ensure that there will always be a space to be found – at a cost**
- **Machines will be installed and managed by Traffic Management operator**
- **Revenue sharing basis**



# Permits for Parking

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- **Key tool to eliminate unauthorised parking (eg non-University cars)**
- **Will act as an incentive to switch to a sustainable travel behaviour for some users**
- **Permits will be linked to a specific vehicle**
- **Exact details of Permit scheme will be confirmed by end of Summer**



# Permits will have to be purchased Annually

- **€40pa (staff and students) following discussion with staff representative groups**
- **Reflects the scarcity value of car parking spaces**
- **Helps cover University costs – any surplus will be spent on Mobility measures**
- **No guarantee of a parking space**
- **Permits will be issued by Traffic Management Operator**
- **Revenue Sharing basis**



# Visitor Parking

- **North Campus:**
  - **Pay and Display areas**
  - **Visitors pay parking cost**
  - **Host Dept can opt to pay by buying a Visitor permit**
- **South Campus:**
  - **Visitor Parking spaces (20) for NUIM visitors**
  - **Visitor Permit required – arranged by host Dept with Traffic Management operator**



## Prohibited Areas

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- **Parking prohibited in any area other than a Designated car park**
- **Such areas will be clearly signed/marked**
- **Offending vehicles will be clamped: €80 release fee**
- **Will address problem of cars “abandoned at will”**
- **Enforced by Traffic Management Operator**
- **Revenue sharing basis**



# Traffic Management Operator

- **To be appointed through tendering process**
- **Responsibilities:**
  - **Issuing of Permits**
  - **Manage Pay and Display system**
  - **Operate high visibility Patrols and Clamping**
- **Close liaison with Sustainability Co-ordinator**
- **Appeals Process will apply in respect of Clamping**
- **Revenue Sharing with University: formula to be determined following tendering**



# Appeals Process

- **Appeals Committee will hear appeals from staff/students against clamping**
- **4 person committee: Campus Services Officer (Chair), plus representative of Staff, Students and Health/Safety**
- **Traffic management operator must retain photographic record of clamping decision**
- **Committee can recover clamping fee if appeal upheld**



# Revenues and Costs

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## **Policy must be cost neutral to University**

### **Revenue will accrue from**

- **Share of Pay & Display**
- **Share of Clamping**
- **Share of Parking Permit Fees**

### **Costs will be funded from this income:**

- **Sustainability Coordinator role**
- **Improvement works for Parking, Cycling, Walking**
- **Promotions and incentives for sustainable travel**
- **Contribution made to Student Assistance Fund**

**Commitment: all surplus funds will be spent on  
Mobility and Traffic Management improvements**



# 12 Months later.....

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## **Mobility Measures in place**

- **STWG set up**
- **Cycle to Work scheme launched**
- **Bike Shelters and new cycle lanes summer 2011**
- **Car Pooling launched: 300+ registrations**

## **Traffic Management Measures also being rolled out**

- **One way traffic flow**
- **Designated car parking introduced**
- **Permits introduced initially foc**
- **Overflow car parking identified – licences signed**



# Some things have worked well

- Consultants report
- Benchmarking Visits
- Twin-track approach: Mobility plus Traffic Management – but TM has dominated so far
- Consultation process
- Travel and Traffic Co-ordinator role
- NTA support for STWG
- Appeals Committee
- Website (eventually)
- Phased roll-out - experience gained during “Trial” period



## Other areas need more Attention

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- Car Sharing: needs a persistent campaign
- Enforcement: need to get the balance right
- Permit Issue to students can be problematic
- Cycle to Work scheme not relevant to students?
- National promotional events to dove-tail with academic year
- Up-front costs are higher than expected
- More creative funding support would be welcomed<sub>31</sub>



## Next Milestones/Goals

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- Carry out campus works – extra parking, bus parking, cycle lanes and shelters
- Target incoming 1<sup>st</sup> Year students with Mobility messages
- Apply full charge for Permits
- Agree new operating rules with TMO
- Explore new bus routes to/from campus
- Big focus on Sustainable Travel plan – cycling, electric cars, walking



# Reflections.....

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- Takes a long time
- Once you start, can't stop
- Management commitment vital
- Consultation process very important
- Need well thought out answers – quickly
- Always remember, majority opinion (silent!) will support a reasonable well-thought out policy
- Preparation is key – plenty of help out there