



Car drivers asked to put best foot forward in 2008

DTO suggests New Year's Resolution for Drivers to take *One Small Step*

28th December 2007 – Dublin Transportation Office has asked car drivers to make a new year's resolution which will boost their health as well as helping to take up to 200,000 cars off roads in the Greater Dublin Area each day. All they have to do is try and leave the car behind for at least some journeys every week throughout 2008 including local trips, school runs, convenience shopping and driving to work.

www.onesmallstep.ie

In spite of ongoing infrastructure investments, congestion will continue to increase in 2008 unless Dubliners start using public transport and walking or cycling more. People leaving the car behind for short local trips in particular can make a major difference to Dublin's traffic by walking or cycling instead, the DTO has said.

The DTO's *One Small Step* initiative asks everyone in the Greater Dublin Area (GDA) to consider alternative ways of getting around for at least some trips each week. Recent research by DTO in Dublin and the Leinster counties showed the following:

- 52% of people said the car was their most often used way of getting around.
- 26% or 1 in 4 people think only of their car for all trips.
- 40% of car owners don't consider any travel options other than the car.
- 27% of all respondents said the car is preferable for short journeys of a mile or less.
- Half of all car owners (47%) take their car on these short journeys.
- 55% of short journey car users said they were unlikely to consider walking instead.
- Only 3% of these short journey car users said they were very likely to consider walking for short journeys of a mile or less, instead of using the car.
- Four of every ten pupils driven to school in the Greater Dublin Area (counties Dublin, Meath, Kildare, Wicklow) live at most 2 kilometres away.
- 125,000 students are driven to education daily in the Greater Dublin Area.

DTO Director John Henry commented, “The new year is the perfect time for Dublin’s car drivers to resolve to make a difference for themselves and the city. Walking, cycling or using public transport for at least one trip each week is easy to do and will have immediate benefits for everyone. If all drivers left their car behind for just one trip each week, there would be 200,000 fewer car trips every day in the Greater Dublin Area, less traffic and less pollution.”

“By choosing to walk, cycle or take public transport commuters are reducing their carbon footprint, improving the quality of life in Dublin and benefiting their health – now that’s a new years resolution with a extremely positive impact! Using alternatives to the car will also benefit your financial health and help reduce your stress levels.”

“We’re asking drivers to reduce car usage where and whenever possible and to use alternative transport, as appropriate. Where there are alternatives available, whether that’s public transport, or taking a fifteen or twenty minute walk or cycle, then people should consider these options for at least some trips every week.”

Visit the following websites: www.onesmallstep.ie www.dto.ie

Ends

Further Information: Cian Connaughton, MRPA KINMAN Communications 087 6480809

One Small Step

One Small Step is a significant public information campaign. It asks car drivers in the Greater Dublin Area (GDA) the question, “*Did you need your car today?*” to encourage them to examine their car usage patterns and think about other ways of getting around, such as walking, cycling or public transport, whenever they can.

A number of large public and private sector organisations are supporting the aims of this initiative. They include Irish Life & Permanent plc, AIB, Vodafone, the Dublin Airport Authority, UCD, RTE, the Department of Transport, the Department of the Environment, Heritage and Local Government and the Department of Health and Children. These organisations are introducing workplace travel planning as part of their ongoing corporate sustainability initiatives. Several of these will also pilot a specially developed online lift sharing system with the DTO.