



smarter travel AWARDS 2017



Organisation Profile

Maynooth University is a university of international standing, a community of over 10,500 students and over 850 staff. The campus is shared with SPCM.

Maynooth is the only university town in Ireland and as such brings its own unique commuting challenges.

Travel Plan Targets

The targets were set based on the results of the travel survey 2009 and an analysis of the potential catchment for sustainable transport undertaken by the National Centre for Geocomputation based at the University.

The University has long understood that addressing commuting and commuting related issues is a critical part of its development and plans for future growth. One of the aims of the university's master plan is to create a sustainable campus. The travel /commuting plan promotes the use of sustainable transport, facilitating reduced dependence on the car (especially single occupancy car use) for accessing the university and result in reduced carbon emissions.

The objectives and targets are:

- Improve awareness of sustainable modes of travel that are available.
- Reduce single occupancy vehicle travel by staff, students and visitors to the university on university business.
- Promote the use of walking, cycling and public transport to the University.
- Reduce transport emissions produced by the university.
- Work in partnership with the local authority, transport providers and other local organisations to improve sustainable travel options.
- Promote a healthier and more active lifestyle to staff and students through improved walking and cycling options.

Mode	Survey 2009 %	Target 2013 %
Car- single occupancy	44%	34%
Car sharing	16%	18%
Total Car	60%	52%

At present, a new commuting framework is being finalised with new targets



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Results

One of the aims of the university master plan is to create a sustainable campus. The travel plan / commuting plan promoting the use of sustainable transport, facilitating reduced dependence on the car (especially single occupancy car use) for accessing the university and reduced carbon emissions. Carsharing is an important part of this.

There have been major increases in carsharing year on year and the latest figures would support the continued upward growth trend from the previous years. Carshare spaces are monitored daily and the vehicles using the reserved spaces are recorded for clarity.

Two (2) valid parking permits must be on display when using the carshare spaces. Displaying a valid parking permit is compulsory on campus in order to park on campus. Carshare spaces are high priority area for enforcement to ensure the spaces are used by carsharers only. Other vehicles using the spaces inappropriately are immobilised and a release fee of €80 must be paid, no exceptions.

The promotion of carsharing as sustainable commuting is important and it reduces the University's impact on the environment, it is noted that 468 (13%) of applicants for parking permits have expressed an interest in carsharing.

Help in finding a commuting / carsharing partner has continuously been one of the reasons suggested in surveys as to what would encourage carsharing. Working in conjunction with the computer science department, we are currently developing a mobility management app "EMMA" (Effective Mobility Management Application). Once developed, "EMMA" will help to bring people together who wish to carshare.

Actual carshare figures taken on a daily basis

	2015 - 2016	2014 - 2015	2013 - 2014
Cars using Carshare Spaces	888	661	423
Duration	23 weeks	23 weeks	23 Weeks
Average Weekly	38.60	28.73	18.39



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Mode	Survey 2009 %	Target 2013 %	Survey 2014%	Survey 2016 %
Car- single occupancy	44%	34%	35%	31.0%
Car sharing	16%	18%	7%	6.9%
Total Car	60%	52%	42%	37.9%

It must be noted, the upward growth trend for student enrolment from 6,500 in 2009 to the present time of 10,500.

How results were achieved

The results achieved in the area of carsharing were through several initiatives that each helped to move to a sustainable commuting model for the campus community.

- Continued awareness campaigns by the Sustainable Travel Co-ordinator.
- Participation in Smarter Campus Travel Partner Program.
- On campus sign up to carshare.ie promotion
- Dedicated car Sharing Website www.carsharing.ie/nuim.
- Sustainable travel stand for orientation week promoting carsharing.
- Monitoring and enforcement of the designated car-share parking. Where car sharers have to place at least two valid parking permits on the car in order to avail of the dedicated parking spaces, ensuring carsharing was occurring.
- Continued offering of the G.L.H (Guaranteed Lift Home) Scheme; this scheme guarantees staff and students who are formally participating in the Car Share Initiative a return journey home in the event their car share partner lets them down due to unforeseen circumstances.
- Spaces are self-promoting and are clearly identifiable. These spaces are normally the only spaces available after 10.00am.
- Outdoor banner campaign highlighting the benefits of carsharing.





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Colleagues/ students involvement

The success of carsharing and the sustainable travel initiative was made possible through the co-operation of various sections of the University all working together towards a common goal. The key areas are indicated below:

The Maynooth Students' Union promotes carsharing as part of sustainable travel in conjunction with the Sustainable Travel Coordinator. Working with the NTA through the Smarter Campus Travel Program, they have used their social media platforms to promote and highlight sustainable travel initiatives including carsharing on campus.

Campus Travel & Traffic Management office promotes the use of sustainable travel options to encourage the use of more sustainable methods of access to our campus and the management of all parking facilities on campus for Maynooth University and St. Patricks' College in a safe and efficient manner.

The Admissions Office who prepare the annual transport guide for the university include the promotion of car sharing.

The University Estates Offices assists in the provision of commuting infrastructure such as bicycle parking and access.

The University Green Campus Committee promotes the University's sustainable agenda and car sharing is included under their transport initiatives.

Campus Ground Keepers maintain the parking areas, pathways and upkeep of the greenways around our campus.





Outdoor banner campaign



Outdoor banner campaign



Reserved Carshare Spaces