

smarter travel **AWARDS 2017**



Organisation Profile

As Ireland's largest University, **University College Dublin** attracts over 28,000 students. Add to this our academic, support staff and contractors who work in UCD and you start to get an impression of the large number of people commuting to UCD. Over 7 million journeys are generated each year to and from UCD.

Travel Plan Targets

UCD released its Travel Plan 2016–2021–2026 “Getting there the sustainable way” in December 2016. The Travel Plan is guided by three core principles:

1. Promoting Sustainable Travel Options
2. Encouraging Activity, Health and Wellbeing
3. Developing an Accessible, Attractive and Welcoming Campus.

The key highlights and realistic targets of the plan are to:

- Increase Public Transport usage from 41% in 2016 to 43% in 2026
- Increase Walking & Cycling from 34% in 2016 to 38% in 2026
- Decrease Car Travel from 25% in 2016 to 19% in 2026

The above is to be achieved as UCD's population is forecast to grow from 28,000 in 2016 to 35,000 in 2026.



Figure 1 UCD Travel Plan 2016 -2021 - 2026

In terms of the proportion of the people who actually walk we're looking to increase numbers from 14% in 2016 to 18% in 2026. We also have plans to further enhance the walkability of our campus by keeping vehicular traffic to the core.

Our Student Residents masterplan will transform a large part of the campus from being dominated by surface car parks to a walkable, pedestrian and cycle friendly area. Our ambitious plan will provide an additional 3,000 on campus beds, bringing the total to over 6,000, which means less people travelling daily.



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Results

Although the UCD Travel Plan was only officially launched in December 2016, UCD as a community has been fully committed to achieving a smarter campus since the last travel awards. For example the move away from car travel has been encouraged by initiatives such as the UCD Dart shuttle Bus, increased bus connectivity serving the campus, and improved cycle parking facilities and the introduction of paid permit parking on-campus.

UCD Dart Shuttle patronage figures have steadily grown since the pilot scheme was launched in September 2014

- Sept 2014 to May 2015 – 6,660 users
- Sept 2015 to May 2016 – 10,698 users
- Sept 2016 to 20th Jan 2017 – 9,245 users; with four months still to run for the 2016/2017 academic year, we are on target to surpass the 2015/2016 patronage figures.

Since the introduction of demand management (paid permit parking) in Sept 2015 figures of those applying for a parking permit to park on campus have also reduced from 7315 in Sept 2015 to 6673 as of 16th Feb 2017.

UCD's annual commuting survey which takes place each year in October/November captures the evolution of staff and student mode share. Each year we invite all employees and students to complete our annual commuting survey. The information provided in this survey is invaluable and allows us to measure progress towards the targets set out in the Travel Plan, and helps us understand the UCD's Community commuting experience.

The comparisons below are from the 2015/2016 (Oct 2015) and the 2016/2017 (Nov 2016) annual surveys.

Student Mode Share:

Since 2015-16 survey:

- 1% increase in walking;
- 2% increase in cycling;
- 1% decrease in public transport;
- 2% decrease in car drivers.

Trends

- Increase in walking/cycling share
- Decrease in car drivers
- Public transport relatively unchanged





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Staff Mode Share:

Since 2015-16 survey:

- 2% increase in walking;
- 3% decrease in cycling;
- 3% increase in public transport;
- 3% decrease in car drivers.

Trends

- Car drivers decrease –first time in a decade
- Significant increases for walking and public transport
- Cycling declines after several consecutive years of growth

Combined staff / Student Mode Share:

Since 2015-16 survey:

- 2% increase in walking & cycling, 33% to 35%;
- Public transport remains at 41%;
- 2% decrease in car drivers / passengers from 25% to 23%.

Trends

- Car drivers decrease –first time in a decade
- Increases for walking and cycling
- Public transport remains positive at 41%

In this time frame bike parking has increased from 4,032 to 4,432, our aim over the coming years is to increase this figure to 7,000.

How results were achieved

Results thus far have been achieved by a combination of processes, ranging from surveys, audits, bike days, social media and physical improvements.

Surveys & Audits that have been carried out since February 2015 include:

- Annual Commuting Survey – Oct 2015, Nov 2016
- Belfield Campus Cycle Audit – April 2016
- Belfield Cordon Survey – Oct 2015
- Commuting Survey infographics



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Reports:

- UCD Travel Plan 2016-2021-2026 - Getting there the sustainable way
- UCD Travel Plan 2016-2021-2026 – Strategy Report (Opportunities and Implementation)
- UCD Strategic Campus Development Plan 2016 - 2026

Social Media

- Facebook
- Twitter
- UCD staff & Student e-zines
- Re-launch of the UCD [Commuting](http://ucdestates.ie/commuting/) website (<http://ucdestates.ie/commuting/>)

Awareness Campaigns and Brochures

- UCD Bike Days - The Dublin Bus "Urban Jungle" (cyclists and buses safely sharing the road) also joined us in Feb 2017



Figure 2 Dublin Bus "Urban Jungle"

- Competitions – Bike and Bike locker draws
- Bike security leaflet
- Campus commuting guide – this is also included in the welcome pack for all incoming 1st students.
- Guide to parking on Campus
- Promotion of Bike to work scheme
- Orientation week activity (Student leap card presence with TFI and Transport operators)

Physical infrastructure improvements

- Installation of over 400 new bike parking spaces
- 10 additional bike lockers added, bring the total to 24 on Campus. 10 more bike lockers are planned for installation during the summer of 2017
- 2 new information TFT's (large screens showing bus times, and a bus network map) fitted near the Student Centre, bringing the total to 4 TFT's on campus
- The partial opening of the Greenfield gate 24/7 to accommodate cyclists
- Six Electrical Vehicle charging points installed across campus



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Figure 3 Electrical Vehicle Charging points

- Introduction of a fortnightly pop-up bike shop in the UCD Student Quad
- New student residential apartment blocks built (360 beds) with adjoining sheltered bike stands
- Leap cards are available to purchase and top-up on campus all year round.
- Introduction of swipe access CCTV monitored bicycle lock – up, which caters for 186 student and staff bicycles.

Initiatives

- Introduction of demand management (paid permit parking)
- Formation of a Smarter Travel Implementation working group (staff and students)
- Campus wide Participation in Marchathon
- Campus wide Participation in the Step challenge
- On-going development of the campus woodland walks
- Quarterly meetings with Dún Laoghaire-Rathdown County Council and the National Transport Authority
- The continuation of the UCD Dart Shuttle Bus pilot scheme
- Collaboration with the UCD Healthy Campus Committee
- Increased Student Union involvement in Commuting promotions
- Discounted high quality bike locks for students and staff in conjunction with UCD Bike Shop

Colleagues/ students involvement

With the relatively recent formation of a Smarter Travel Implementation working group which consists of both staff and students, we have found it easier to disperse our message, which in turn has helped us reach certain targets.

We have a strong link with the Healthy Campus Committee, with some members active in both groups. This has helped promote UCD's walking and cycling upgrades (woodland walks / Cycle facilities) to the wider UCD community

The Students Union in conjunction with the UCD Commuting Office has helped to advertise numerous awareness campaigns and initiatives through social media outlets.



Figure 3 Students enjoying Bike Day during Healthy Eating Week

The UCD Travel Plan went through a consultation process with staff and students. This proved to be a very engaging and worthwhile process as it generated numerous threads of constructive feedback.

The annual staff and student commuting survey has on average 4,000 participants, the survey is sent to all staff and students and acts as a reminder to all, of the commuting targets UCD strives to achieve.

The introduction of the paid permit parking system touched on the whole UCD community, and the implementation of the system involved numerous Schools and Units.

Students from Commerce and UCD Institute for Sport & Health are working on an active travel research projects; these are due to be completed by the end of April.



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