



Organisation Profile

DCU is a young, dynamic and ambitious university with a distinctive mission to transform lives and societies through education, research and innovation. DCU delivers more than 200 programmes to over 16,700 students. DCU's excellence is recognised internationally and it is ranked among the top 50 Universities worldwide.

Travel Plan Targets

The DCU Incorporation programme where St Patrick's College, Drumcondra, Mater Dei Institute of Education and Church of Ireland College of Education incorporated with Dublin City University was due for completion in Sept 2016 with an estimated increase in student numbers to 16,500 and 2500 staff. Mobility management was a key part of the incorporation with the DCU Mobility Management plan targeting 90% of commuters to use a sustainable form of transport. Early in 2016 the Smarter Travel Implementation Group agreed to, among other actions, target public transport connectivity to DCU with the following targets:

Action	Target
Increased Bus Services	5 new services
Enhanced Promotion	Targeted initiatives
Modal Change	+ 10%

Our objective was twofold;

- to increase the number of existing DCU Staff and students using public transport (Our latest survey, in early 2016, showed a 1% drop (34% in 2013 to 33% in 2016) public transport usage across DCU staff and students).
- to support the DCU student recruitment campaigns and increase the number of DCU first preferences by demonstrating reasonable access to DCU.





Results

Enhancing Connectivity to DCU Campuses

Table one below give a summary of the increased public transport connectivity to the DCU Campuses.

Jan 2016	Jan 2017
Dublin Bus Routes: 14	Dublin Bus Routes: 17
Bus Eireann : 2	Bus Eireann : 5
Private Busses : 1	Private Busses : 3

Table 1: Buses serving the DCU Campuses.

The new services include

Provider	NEW Routes in 2016
Dublin Bus	31D (Baldoye – DCU) 42D (Portmarnock – DCU) 70D (Dunboyne – DCU)
Bus Eireann	Navan – DCU Kells – DCU Rathoath - DCU
Private Busses	Dundalk – DCU Direct (Matthews) Monaghan – DCU (Collins) Ballyfermot – DCU – Airport (Dualway) Newbridge/Naas – DCU (JJ Kavanaghs) Discontinued Swords – Airport – DCU (JJ Kavanaghs) Discontinued



- LEAP cards were made available to University Department where commuting between campuses was required on a daily basis. (Incorporation Office/Departments)
- Regular email notification of public transport connections
- Promotion of RTPI across campuses on screens.
- Media Production Society – News clip on new busses at DCU (<https://www.facebook.com/DCUtvNews/videos/1815500952007279>)

Modal Shift.

We are about to undertake our next Survey (March 2017) and anticipate that it will confirm an increase in the public transport usage by DCU Staff and Students.

How results were achieved

Following our survey in early 2016, we undertook a full analysis of the comments/suggestion to gain maximum understanding from the survey and the motivations and drivers of the DCU Commuters. Table 1 below for instance is a summary of over 900 text responses to the question. Similar responses were colour coded and grouped. It is clear from the table below that connectivity to campus is a significant issue for many of the DCU staff and students.

Theme	No of response
Health	2
Lack of student accommodation	8
provision of facilities/ bicycles by DCU for cyclers/ runners	20
walking, cycling: short distance, enjoyment, only option	27
No, no alternative OR did not answer question	30
lack of car parking availabilities	32
traffic	32
less stress, convenience, reliability OR good public transport available	47
bad bicycle lanes and/or lack of feeling safe (when it's dark)	48
flexibility, private commitments (children/heavy or expensive materials)	88
Weather, Health issues	91
Costs (car/driving licence/living in Dublin/bus tickets)	105
Bad connection/ no availability of public transports --> distance/time	372

Table 1: Summary of responses to “Are there any factors or needs which affect your choice of mode of transport for the journey to/ from campus?”



Our initial focus was on **Increased Connectivity**.

The DCU Smarter Travel Implementation Group agreed to establish a working group to specifically target public transport connectivity. This group was composed of Samantha Fahy, DCU Sustainability Manager, Ita McGuigan DCU Student Recruitment and Jonny Cooper, DCU Student Recruitment. Together an initial assessment was undertaken of existing route and of potential new routes using student first preference information to identify maximum capacity routes (see table 2 below).

	Dundalk	Malahide	Newbridge/Naas	Cootehill	Virginia	Skerries	Castletaney	Dunboyne								
De la salle	47	Malahide CS	143	Patrician	12	(St Aidans)	20	Virginia	32	Community Coll	131	(Ballybay CC)	23	(St Peters)	66	
Colaiste Ris	27	Portmarnock	Holy Family	40	(Breifni College)	12	Kells	Rush	(Our Ladies)	47	Blanchstown					
D Fiach	4	Portmarnock CS	67	Newbridge College	80	(Shenock)	St Olivers	13	St Josephs	35	(Castletaney)	17	(Riversdale)	7		
St Louis	20	Baldylee	St Conleths	8	(Balleboro)	21	St Claram	27	Swords		Castlemacross			4		
Grammar	30	Neaslain	29	Naas		Kells	Eureka	50	Colaiste cholm	76	(Inver college)	12	Castleknock			
St Marys	27	St Marys	16	St Marys	56	(Claram)	28	Navan	Loreto	92	(Patrician)	37	(Castleknock CC)	82		
Bush PP	17	Raheny	Pipers Hill	20	(Eureka)	50	Loreto	49	Fingal CC	21	(St Louis)	37	(Castleknock college)	47		
St Vincents	42	St Pauls	40	lognaid Ris	40	Navan	Beaufort	8	St Finians CC	35	Ardee		Ashtown			
Drogheda		Manor House	81	Farnams	20	(St Josephs Navan)	53	St Pats	63		(Ardee C3) Slane	30	(Dominics Cabra)	57		
St Marys	57	Killester/Clontarf	Scoil Mhuire	8	(St Pats Nav)	63	St Josephs	43			Ashbourne		(Declans cabra)	47		
Our Ladies	92	St Marys	28	Rathcoole		(Loreto)	54	Dunshaughlin			(Ashbourne C3)	92				
Grammar	5	Holy Faith	68	Holy Family	8	Dunshaughlin		Dunshaughlin CC	63		Finglas					
St Josephs	33	Lucan				(Dunshaughlin)	63	Dunboyne						18		
St Olivers	42		Pobalscoil Iosoidé	0	Dunboyne		Dunboyne	61			(Beneavin)	22				
Sacred heart	38		The kings hospital	24	(St Peters)	66					(St Michaels)					
Laytown			Mount sackville	56												
Colaiste Na Hime	8		Community college	24												
Gormanstown	28		Colaiste Cos life	20												
			St Josephs	32												
			Colaiste Phdraig	20												
Total Est 2016	517	472	448	430	409	390	335	310								
Anticipated Growth in next 3-5yrs	30%	672	30%	614	20%	538	30%	559	30%	532	40%	546	20%	402	20%	372

Table 2 : Potential Routes serving major catchment areas for Dublin City University

This information was presented to the NTA and together additional bus routes were identified. The NTA then made the necessary approach to both Dublin Bus and Bus Eireann. In addition several private bus companies were contacted directly by the DCU working group. Meetings were arranged and following discussions that companies were encouraged to investigate potential routes to DCU. They were supported by providing them with potential numbers and they in turn applied to the NTA for a licence to provide the service. While some routes have not proven to be commercially viable and have ceased overall there has been a 40% increase in the number of buses serving the DCU Campuses. It should be noted that DCU believed that a route needs at least a two if not three year commitment to enable staff and students to commit to the change of mode.

Enhanced Promotion

As mentioned in the section above the following actions were undertaken to enhance promotion. This action list was derived from discussion of the Implementation and working groups.

- Public Transport connections were included in all presentation at School recruitment drives (Ita McGuigan and Jonny Cooper)
- The DCU website information was regularly updated and engaging visuals were developed (Figures 1 above). (Sam Fahy, Katy Halpin and Kerry-Anne Ridley)
- Information of public transport included in DCU First year packs
- Information on public transport included in Staff and Student orientation (Sam Fahy)

- Direct public transport links between campuses were highlighted to Incorporation teams (Incorporation Office)
- DCU Comms and Marketing has wrapped the rear of some buses.
- LEAP cards were made available to University Department where commuting between campuses was required on a daily basis. (Incorporation Office/Departments)
- Regular email notification of public transport connections
- Promotion of RTPI across campuses on screens.
- College view newspaper articles
- Media Production Society – News clip on new busses at DCU (<https://www.facebook.com/DCUtvNews/videos/1815500952007279>)
- Presentation to Dublin North West Council Meeting (Feb 2017)

Colleagues/ students involvement

The Smarter Travel Implementation group are the core group that support the smarter travel campus initiative. There are representative from many of the units across the campus on this group from the Chief Operations Office, Estates, HR, Student Recruitment, Healthy Campus Initiative, Student Support and Development Office, Sports Development and the SU. In particular for the increased connectivity initiative a working group was established that included Samantha Fahy, DCU Sustainability Manager (OCCO), Ita McGuigan DCU Student Recruitment and Jonny Cooper, DCU Student Recruitment.

With regard to the enhanced promotion there was strong engagement from DCU Communication and Marketing in the generation of graphics etc and in the publishing of press released etc. The Media Production Society also worked with Sam Fahy and did a news clip on the new bus services to DCU (Media Production Society – News clip on new busses at DCU (<https://www.facebook.com/DCUtvNews/videos/1815500952007279>))

In addition the 2016 survey had over 2500 responses and our analysis of this survey data has enabled us to gain more insight into the motivation and drivers of DCU commuters.

