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## Smarter Travel Survey.

Dublin Institute of Technology

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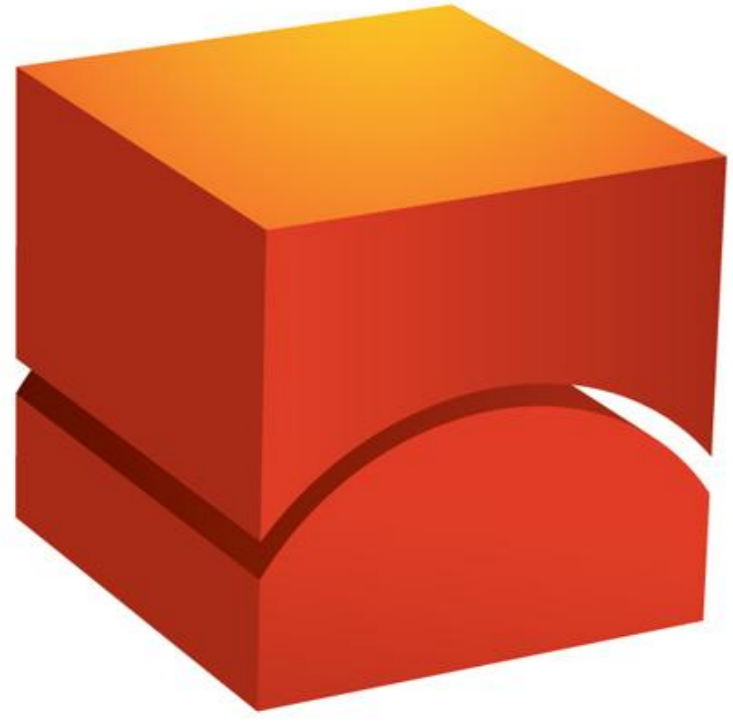
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# BSc Spatial Planning and Environmental Management Smarter Travel Survey

## Introduction

Dublin City Council is seeking to have Drimnagh designated as a Smarter Travel town. Smarter Travel towns are areas where latest practices and investments in sustainable travel are piloted and reviewed. One of the initiatives being explored is a Personalised Travel Plan (PTP), whereby local people are encouraged to improve their travel behaviour via direct marketing.

As part of UniverCities (part of the Creative Dublin Alliance) and Students Learning with Communities (SLWC) initiatives, DIT School of Spatial Planning agreed to carry out a survey of the local community to gauge interest in and the likely success of such an initiative.

This was a door-to-door questionnaire survey and was carried out by second year BSc Spatial Planning and Environmental Management students as part of the Techniques II – Data Collection & Survey Methods module.

## Drimnagh IAP Smarter Travel Benchmarking Survey

The survey was undertaken door-to-door on Thursday 4th March 2010 between 4PM and 8PM. While most surveys were collected during this period, a small number were collected during the subsequent weekend. Conditions were fair for the duration of the survey.

233 households were surveyed. This represents approximately a 5% sample of the target neighbourhood, which itself consists of 4,780 houses.

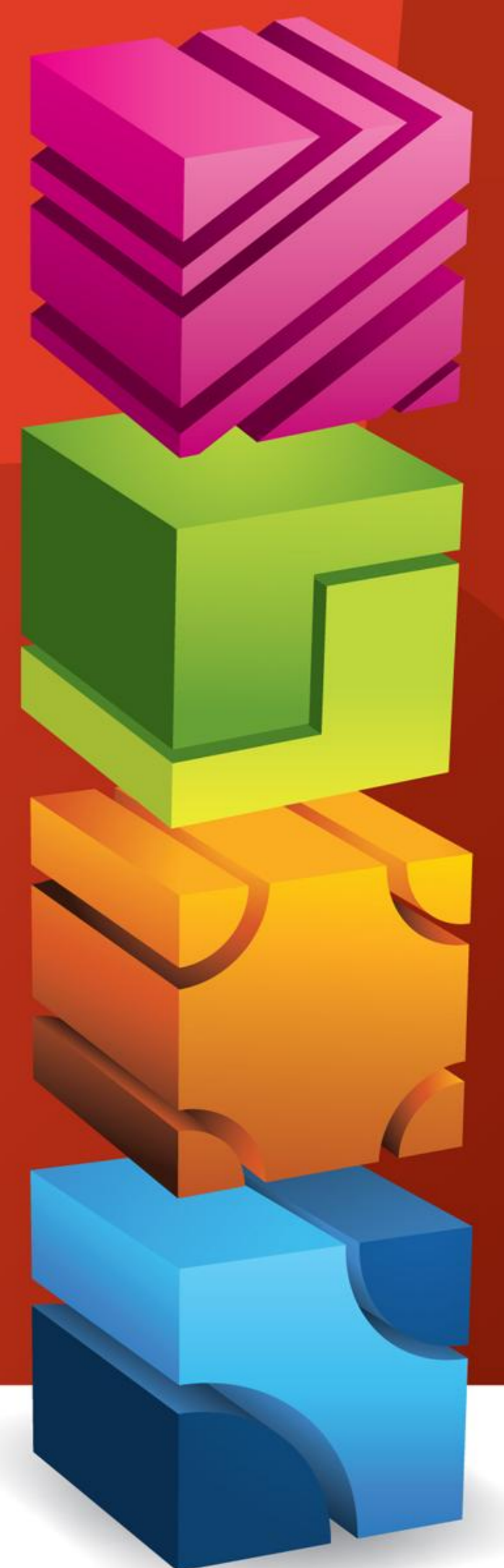
The surveys were carried out by 5 teams of two students each. Each team was designated a locality within Drimnagh Integrated Area Plan and required to collect 50 surveys. Group E (Slievenamon) gathered 33 surveys. The localities were discussed with local community representatives at a forum organised by Dublin City Council to make sure that they were a representative sample of the wider area.

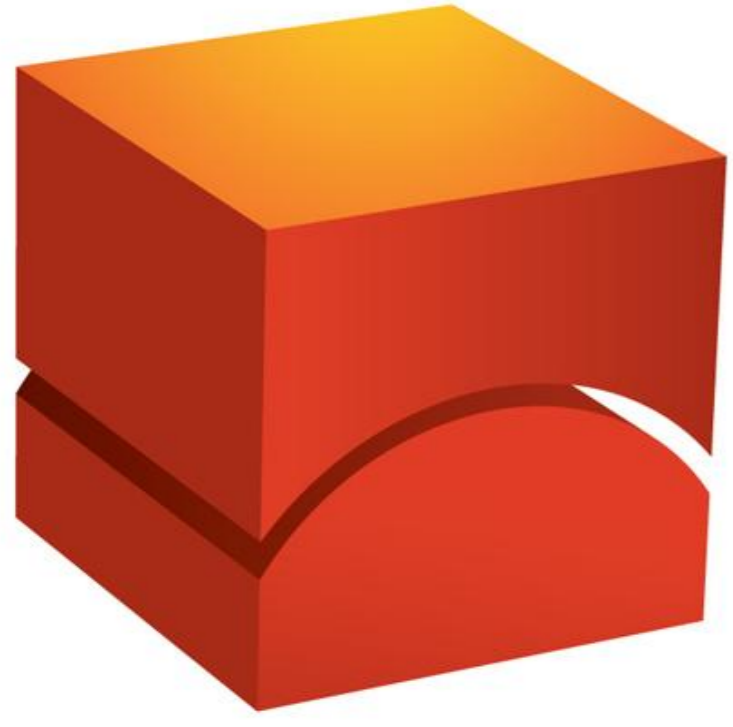


## Study Area Profile

The study area is a mature, low-density residential suburb of Dublin. Public transport services to the area are good, including the Tallaght LUAS light rail line and the Crumlin Road QBC. The survey and proposed PTP scheme represents an intervention in a mature low-density residential suburb with relatively high private car mode shares (55% per baseline survey).

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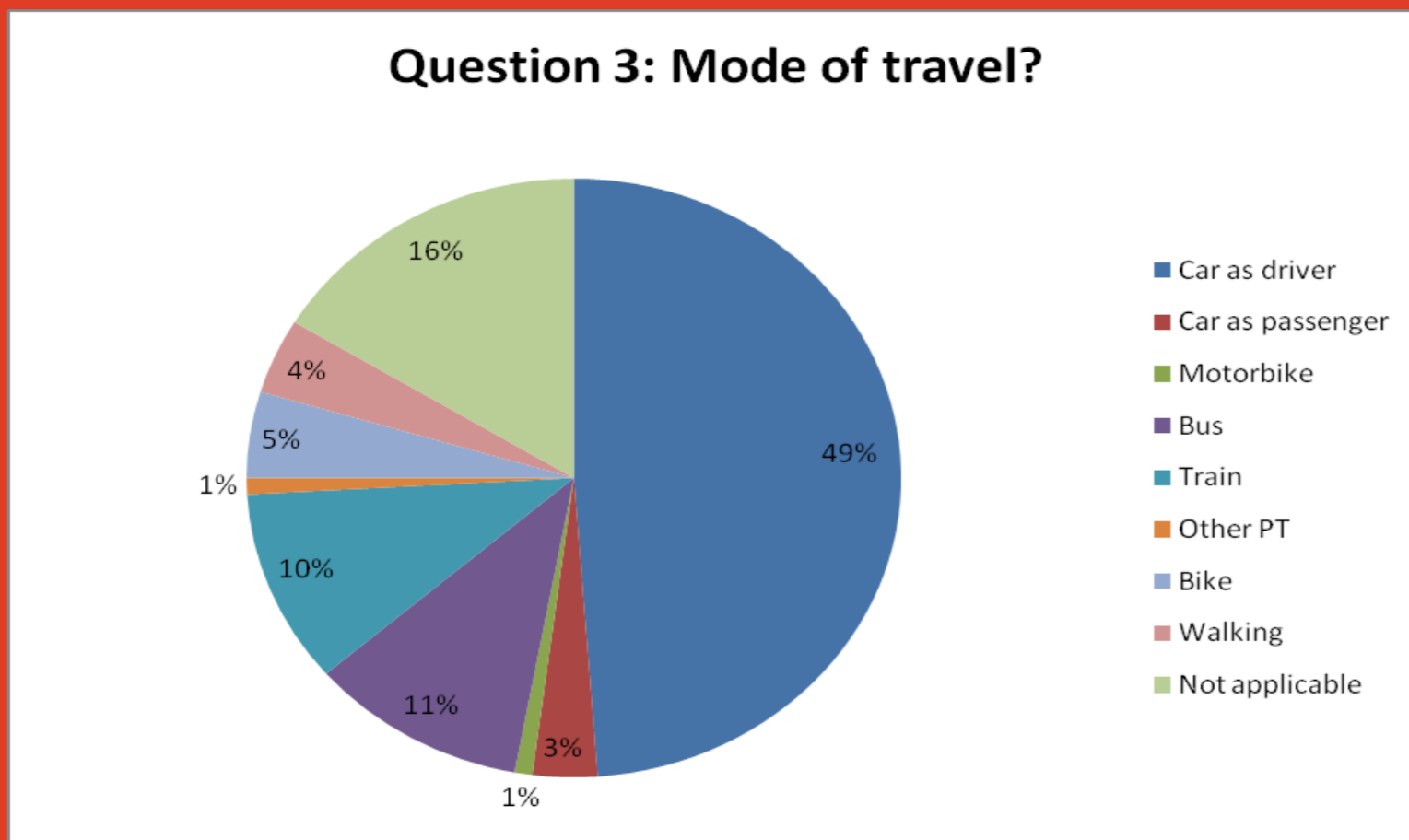
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# BSc Spatial Planning and Environmental Management Smarter Travel Survey

## Question 3 queried mode of travel to place of work or education.

- 54% of respondents travel to work or education by car
- 10% of respondents travel to work or education by rail
- 11% of respondents travel to work or education by bus
- 9% of respondents travel to work or education by bicycle or foot

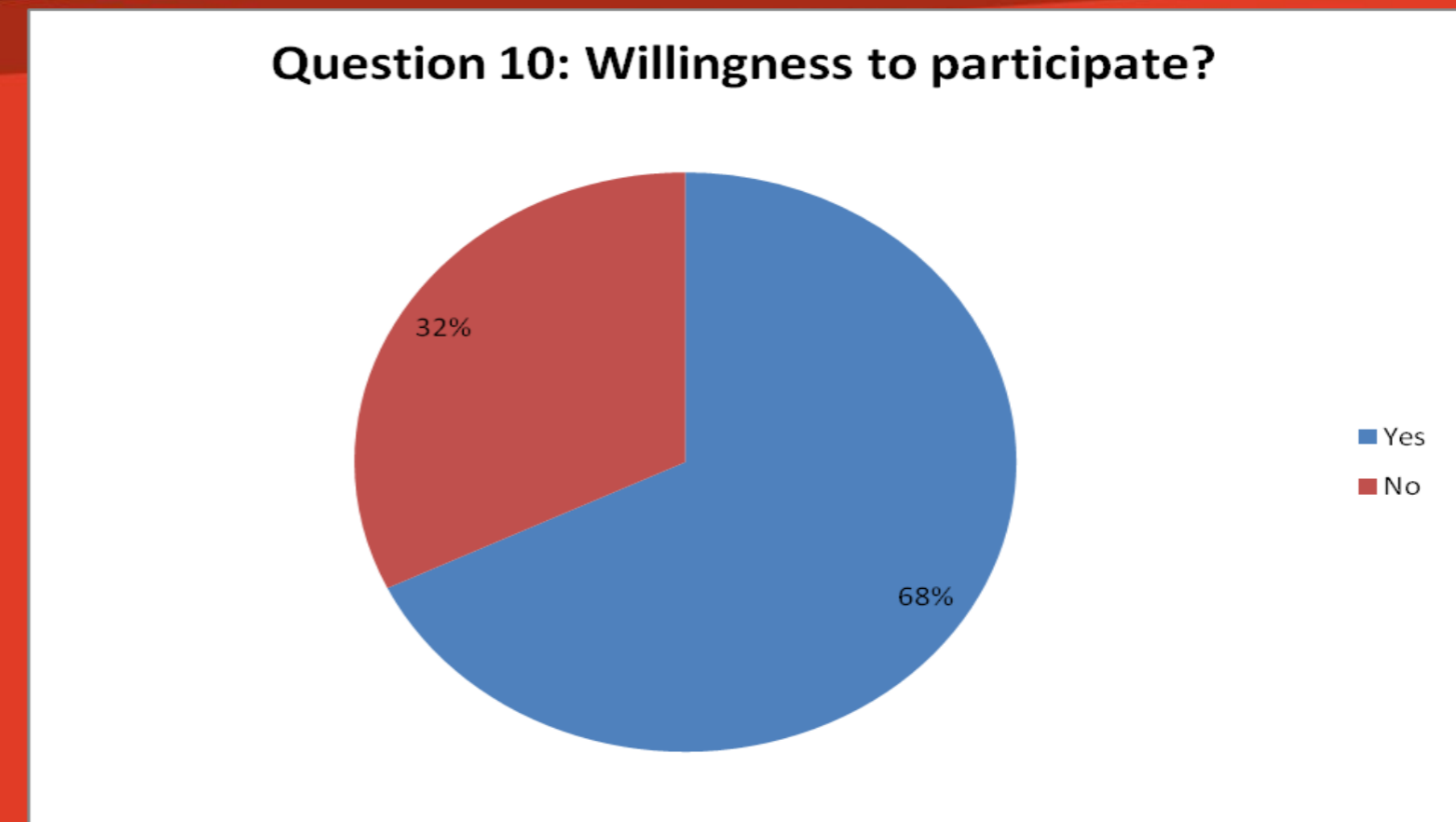
Travel behaviour varied quite significantly between locality, with a higher car mode share in Comeragh Road (70%) than Brickfields Park (40%). Not applicables were made up of a relatively high number of taxi drivers and also out-of-work people. Rail was highest in Galtymore / Cooley Road (22%) but relatively consistent elsewhere (8 – 11%).



## Question 7 queried willingness to switch to a Public Transport (PT) alternative.

- 27% of respondents stated they regularly use PT
- 33% of respondents stated they were unlikely or very unlikely to opt for PT
- 40% of respondents indicated some willingness to opt for PT

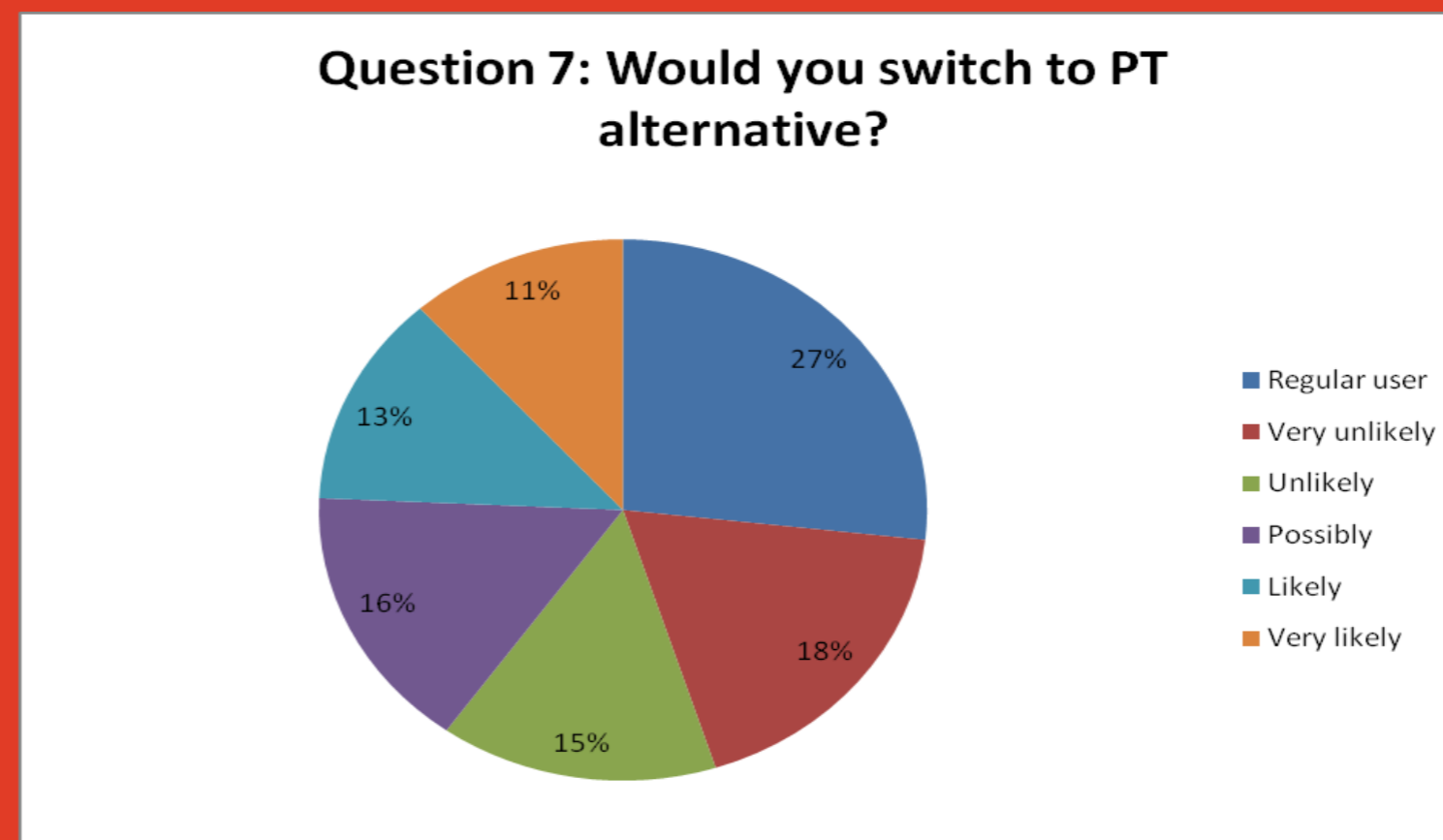
Benchmarked against other markets and PTP schemes, a low number of respondents (only 33%) stated they were unlikely or very unlikely to opt for PT. This is again encouraging for PTP within Drimnagh. Using the PTP methodology a significant percentage of the community (40%) could be targeted for mode transfer specifically to PT. This does not include potential for transfer to non-motorised transport, which often is the highest beneficiary of changed behaviour.



## Question 10 queried willingness to participate in a Personalised Travel Planning (PTP) scheme.

- 68% of respondents stated a willingness to participate in a PTP scheme
- 32% of respondents stated no willingness to participate in a PTP scheme

Benchmarked against PTP surveys in other markets, both within the Greater Dublin Area (GDA) and internationally, this is a very high positive response rate (68%). Similar surveys within the GDA have yielded a positive response rate of 52-64%. The premium achieved in Drimnagh may be as a result of strong community cohesion mixed with recent participatory planning and outreach activities by Dublin City Council. PTP schemes in other markets have proven successful where 45% or more have indicated willingness to participate.



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