NUI Galway Travel Plan 2017-2020

Final Plan | 20 December 2016
Contents

- Introduction
- Aims of the Travel Plan
- How do we travel?
- Understanding travel behaviours?
- The University Master Plan and its implications
- Galway City sustainable transport policies and initiatives
- Travel Plan objectives and targets
- The Action Plan
- Selling the vision
- Monitoring impact
Introduction

What is a Travel Plan?
Why update it?
Update process
“...... a package of measures aimed at supporting sustainable travel for work-related journeys. It comprises actions to promote walking, cycling, public transport, car sharing, the use of technology instead of travel, and flexible working practices.”

(Workplace Travel Plans, A Guide For Implementers – National Transport Authority, 2012)
Why update the Travel Plan?

- Existing Travel Plan was developed in 2011, and is underpinned by 2010 surveys.
- Existing Plan predated publication of contemporary national travel planning guidance.
- A new Plan, that better reflects current staff and student travel behaviours and aspirations, is now needed.
Travel plan development is a process, with four key stages:
- surveys and auditing
- best practice research
- Action Plan development
- monitoring and maintenance

Action Plan intended to be a ‘living’ document, updated on an ongoing basis to meet evolving staff and student needs.
Aims of Travel Plan

"to cater for the travel needs of University staff and students, and to encourage sustainable modes of transport."
Aims of the Travel Plan?

- Reduce single car occupancy car use:
  - increase availability of car parking
  - limit traffic congestion
  - support future growth of the University
  - support Green Flag aspirations

- Encourage sustainable travel:
  - increase travel choices for all staff, students and visitors of the University
  - lessen environmental impact of car use
  - promote healthier lifestyles
How do we Travel?

Walking, cycling, public transport and car...
Establishing baseline travel patterns

- Comprehensive survey data collection in November 2015, and analysis:
  - online staff and student travel questionnaires
  - results compared with previous surveys (2005 onwards)
  - high response rate from 2,293 staff and 17,153 students
  - supplemental traffic and parking surveys
Normal means of travel

- High level of staff car use – 72%
- 59% of students actively commuting
Due to seasonality effects, direct comparisons between different years cannot be made, however:

- car use appears to have increased since 2013
- walking and cycling appear less popular
Although direct comparisons between years cannot be made:
  - public transport use appears to have significantly increased
  - the trend of increased cycle use up to 2013 appears to have recently reversed
43% of staff live more than 10km from Campus
72% of students live less than 5km from Campus
Means of travel by distance

- How does distance travelled influence travel behaviour?

- Active travel modes falls steeply with distance

- Car use increases, particularly for staff
78% of staff, and 45% of students, arrive before 9am
> 30% arrive between 8:30 and 9am – experience and contribute to traffic congestion
Journey time

- 23% of staff and 45% of students <15 mins travel time
- Majority (59% staff, 79% students) <30 mins travel time
On-campus traffic surveys

- 3 hour (8am – 11am) multi-modal survey (cars, cyclists and pedestrians) accessing/egressing the Campus
  - 11 dry weather survey locations
  - 2 wet weather survey locations
Dry weather survey results

Total Two-Way People Movements

Entrance Location

- Car Users
- Pedestrians
- Cyclists

Ped Bridge (no cars): 1,514
Canal: 1,700
Quadrangle: 618
Arts/Mill (Car exit only): 400
Arts/Mill (no cars): 122
Distillery Rd: 997
Newcastle Rd: 482
St. Anthony/Newcastle Upper: 1,034
Quinn Bridge (no cars): 0
Corrib Village: 581
Ped Entrance (North Campus): 43
Quadrangle and Distillery Road accesses surveyed in wet and dry weather conditions

Pedestrian activity down 3%, and cycle down 1%; with a corresponding 4% increase in car use
On-Campus parking surveys (October 2015) indicate occupancy levels of ~100% in staff and student car parks on the southern campus.

- Observed 79% occupancy in park & ride car park.
- Over-spill car parking on surrounding residential streets to the west of the University - occupancies of 78% and 100% in zones 1 and 2 respectively adjacent to the southern campus.
Understanding Travel Behaviours

What factors determine travel choices?
What factors might enable change?
Determinants - staff

What are the main reasons for our current travel habits?

For staff that drive, lack of alternative and other commitments are the most significant determinants (69%)
Determinants – students

- What are the main reasons for our travel habits?

**All students**
- Cheapest: 20%
- Habit: 5%
- Lack of alternative: 29%
- Quickest: 27%
- Personal safety: 1%
- Less stressful: 4%
- Environmentally friendly: 3%
- Other commitments: 2%
- Reliability: 5%
- Other: 4%

**Car drivers only**
- Lack of alternative: 35%
- Quickest: 27%
- Reliability: 11%
- Other commitments: 11%
- Environmentally friendly: 0%
- Less stressful: 4%
- Personal safety: 1%
- Other: 6%
- Cheapest: 6%
- Habit: 3%

- For students that drive, lack of alternative and quickest are cited as the greatest determinants (62%)
Openness to change?

- >50% open to public transport or cycling
- Car sharing also of interest, particularly for students
### Staff openness by distance band

<table>
<thead>
<tr>
<th>% Travelling that distance</th>
<th>Car sharing</th>
<th>Public transport</th>
<th>Car</th>
<th>Bicycle</th>
<th>Walking</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1km</td>
<td>5%</td>
<td>3%</td>
<td>16%</td>
<td>43%</td>
<td>16%</td>
<td>8%</td>
</tr>
<tr>
<td>Between 1km and 3km</td>
<td>19%</td>
<td>13%</td>
<td>35%</td>
<td>18%</td>
<td>18%</td>
<td>6%</td>
</tr>
<tr>
<td>Between 3km and 5km</td>
<td>17%</td>
<td>8%</td>
<td>39%</td>
<td>21%</td>
<td>20%</td>
<td>5%</td>
</tr>
<tr>
<td>Between 5km and 10km</td>
<td>16%</td>
<td>16%</td>
<td>52%</td>
<td>19%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Between 10km and 20km</td>
<td>19%</td>
<td>20%</td>
<td>47%</td>
<td>19%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>More than 20km</td>
<td>24%</td>
<td>28%</td>
<td>52%</td>
<td>8%</td>
<td>2%</td>
<td>4%</td>
</tr>
</tbody>
</table>

### Students openness by distance band

<table>
<thead>
<tr>
<th>% Travelling that distance</th>
<th>Car sharing</th>
<th>Public transport</th>
<th>Car</th>
<th>Bicycle</th>
<th>Walking</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1km</td>
<td>21%</td>
<td>18%</td>
<td>31%</td>
<td>25%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Between 1km and 3km</td>
<td>37%</td>
<td>20%</td>
<td>33%</td>
<td>22%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Between 3km and 5km</td>
<td>14%</td>
<td>19%</td>
<td>28%</td>
<td>21%</td>
<td>16%</td>
<td>3%</td>
</tr>
<tr>
<td>Between 5km and 10km</td>
<td>8%</td>
<td>19%</td>
<td>32%</td>
<td>20%</td>
<td>13%</td>
<td>1%</td>
</tr>
<tr>
<td>Between 10km and 20km</td>
<td>7%</td>
<td>28%</td>
<td>38%</td>
<td>16%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>More than 20km</td>
<td>13%</td>
<td>31%</td>
<td>38%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Actions to incentivise public transport use

- Improved frequency and reliability cited by majority
- Timetable information cited by 24% of students
## Actions to incentivise public transport by distance

### Staff PT interventions by distance

<table>
<thead>
<tr>
<th>% Travelling that distance</th>
<th>More frequent service</th>
<th>Better quality bus stops</th>
<th>Improved timetable information</th>
<th>Improved reliability</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1km</td>
<td>5%</td>
<td>28%</td>
<td>5%</td>
<td>12%</td>
<td>19%</td>
</tr>
<tr>
<td>Between 1km and 3km</td>
<td>19%</td>
<td>30%</td>
<td>13%</td>
<td>19%</td>
<td>22%</td>
</tr>
<tr>
<td>Between 3km and 5km</td>
<td>17%</td>
<td>34%</td>
<td>13%</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>Between 5km and 10km</td>
<td>16%</td>
<td>32%</td>
<td>19%</td>
<td>17%</td>
<td>20%</td>
</tr>
<tr>
<td>Between 10km and 20km</td>
<td>19%</td>
<td>42%</td>
<td>11%</td>
<td>10%</td>
<td>18%</td>
</tr>
<tr>
<td>More than 20km</td>
<td>24%</td>
<td>43%</td>
<td>11%</td>
<td>13%</td>
<td>17%</td>
</tr>
</tbody>
</table>

### Students PT interventions by distance

<table>
<thead>
<tr>
<th>% Travelling that distance</th>
<th>More frequent service</th>
<th>Better quality bus stops</th>
<th>Improved timetable information</th>
<th>Improved reliability</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1km</td>
<td>21%</td>
<td>28%</td>
<td>12%</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>Between 1km and 3km</td>
<td>37%</td>
<td>28%</td>
<td>14%</td>
<td>27%</td>
<td>23%</td>
</tr>
<tr>
<td>Between 3km and 5km</td>
<td>14%</td>
<td>32%</td>
<td>15%</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>Between 5km and 10km</td>
<td>8%</td>
<td>35%</td>
<td>16%</td>
<td>18%</td>
<td>26%</td>
</tr>
<tr>
<td>Between 10km and 20km</td>
<td>7%</td>
<td>37%</td>
<td>14%</td>
<td>17%</td>
<td>25%</td>
</tr>
<tr>
<td>More than 20km</td>
<td>13%</td>
<td>35%</td>
<td>14%</td>
<td>14%</td>
<td>18%</td>
</tr>
</tbody>
</table>
**Actions to incentivise cycle use**

- **Staff**
  - Enhanced cycle environment outside the University: 25%
  - Improved cycle connections into the University: 13%
  - Better information on cycle routes to Campus: 3%
  - More secure bicycle parking areas on Campus: 7%
  - Improved changing facilities and lockers: 14%
  - None: 24%

- **Students**
  - Enhanced cycle environment outside the University: 19%
  - Improved cycle connections into the University: 16%
  - Better information on cycle routes to Campus: 7%
  - More secure bicycle parking areas on Campus: 10%
  - More covered bicycle parking areas on Campus: 17%
  - Improved changing facilities and lockers: 12%
  - None: 19%

- **Wide range of interventions cited, both external and internal to campus**
### Actions to incentivise cycling by distance

**Staff cycle interventions by distance**

<table>
<thead>
<tr>
<th>% Travelling that distance</th>
<th>Enhanced cycle environment outside the University</th>
<th>Improved cycle connections into the University</th>
<th>Better information on cycle routes to Campus</th>
<th>More secure bicycle parking areas on Campus</th>
<th>More covered bicycle parking areas on Campus</th>
<th>Improved changing facilities and lockers</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1km</td>
<td>5%</td>
<td>31%</td>
<td>16%</td>
<td>5%</td>
<td>5%</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>Between 1km and 3km</td>
<td>19%</td>
<td>27%</td>
<td>12%</td>
<td>4%</td>
<td>7%</td>
<td>22%</td>
<td>13%</td>
</tr>
<tr>
<td>Between 3km and 5km</td>
<td>17%</td>
<td>27%</td>
<td>15%</td>
<td>4%</td>
<td>10%</td>
<td>16%</td>
<td>18%</td>
</tr>
<tr>
<td>Between 5km and 10km</td>
<td>16%</td>
<td>27%</td>
<td>12%</td>
<td>2%</td>
<td>9%</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>Between 10km and 20km</td>
<td>19%</td>
<td>29%</td>
<td>17%</td>
<td>1%</td>
<td>4%</td>
<td>3%</td>
<td>13%</td>
</tr>
<tr>
<td>More than 20km</td>
<td>24%</td>
<td>13%</td>
<td>9%</td>
<td>2%</td>
<td>8%</td>
<td>10%</td>
<td>12%</td>
</tr>
</tbody>
</table>

**Students cycle interventions by distance**

<table>
<thead>
<tr>
<th>% Travelling that distance</th>
<th>Enhanced cycle environment outside the University</th>
<th>Improved cycle connections into the University</th>
<th>Better information on cycle routes to Campus</th>
<th>More secure bicycle parking areas on Campus</th>
<th>More covered bicycle parking areas on Campus</th>
<th>Improved changing facilities and lockers</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1km</td>
<td>21%</td>
<td>18%</td>
<td>18%</td>
<td>6%</td>
<td>11%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>Between 1km and 3km</td>
<td>37%</td>
<td>20%</td>
<td>17%</td>
<td>7%</td>
<td>10%</td>
<td>19%</td>
<td>12%</td>
</tr>
<tr>
<td>Between 3km and 5km</td>
<td>14%</td>
<td>20%</td>
<td>18%</td>
<td>7%</td>
<td>10%</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>Between 5km and 10km</td>
<td>8%</td>
<td>19%</td>
<td>19%</td>
<td>7%</td>
<td>10%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>Between 10km and 20km</td>
<td>7%</td>
<td>18%</td>
<td>11%</td>
<td>5%</td>
<td>9%</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>More than 20km</td>
<td>13%</td>
<td>16%</td>
<td>8%</td>
<td>6%</td>
<td>8%</td>
<td>5%</td>
<td>8%</td>
</tr>
</tbody>
</table>
Further actions to incentivise cycling

- Bicycle maintenance classes highlighted
- High interest in bike sharing scheme
Interventions to incentivise walking

- Built environment cited by 50% of students
- Changing facilities would incentivise walking and cycling
Actions to incentivise modal shift from car

- ~80% of car users indicated potential to change
- Car users cited greatest interest in switching to bus
The University Master Plan and its Implications

Ensuring the link between sustainable travel and the overall Campus Master Plan
Continued growth of the campus envisaged through the updated University Master Plan

Future development could:
- increase travel demand to the University; and/or
- reduce parking capacity in the southern campus

Increasing commuter car parking capacity is not sustainable or acceptable to Galway City Council

Master Plan update represents an opportunity to plan for sustainable travel – walking, cycling and bus!
Galway City Sustainable Transport Policies and Initiatives

How can NUI Galway and GCC work together?
Galway City Development Plan

- Galway City Council Development Plan (2017 - 2023):
  - “The Council in conjunction with the NTA are active in this regard in particular in targeting walking, cycling, use of public transport and car sharing.”
  - “The GTS sees this continued promotion of use of sustainable transport options in conjunction with travel planning in particular with large employers/institutions as a critical element of the plan”

Figure 3.2 City Centre Access Network (source: Galway Transport Strategy 2016)
Galway Transport Strategy (2016) – jointly developed by NTA and Galway City Council:

- Focus on increasing public transport, cycle and pedestrian use
- Significant revisions to bus services through “implementation of a local city bus network which will include for a high frequency cross-city network”
- Greater priority afforded to bus through city centre
- Road and street network and accessibility improvements

Figure 3.3 GTS – Proposed Core Bus Routes (source: Galway Transport Strategy 2016)
Galway City Transport Strategy

- Development of a city cycle network, “a critical element of the GTS is to develop a high quality, dedicated cycling network which includes measures that gives priority to cyclists. The objective would be that this would encourage the uptake in cycling both for commuting and as a leisure activity.”

Figure 3.5 GTS Proposed Cycle Network (source: Galway Transport Strategy 2016)
Travel Plan Objectives and Targets

What are our priorities?
What impact can we expect?
Objective 1 - cycling

- **Objective 1** - “Increase staff and student cycle use through enhancing on-site cycle facilities, and working in partnership with Galway City Council/ National Transport Authority to address deficiencies in Galway City's cycle network.”

**Rationale:**

- current 11% of staff and 12% of students cycle
- 40% of staff and 72% students live < 5km of the Campus, and “cycling by its nature is local and most cycling is of 6km or less.” National Cycle Manual (NTA)
- of staff and students travelling 1-5km, approximately 20% expressed an openness to consider cycling as a means of travel
- NTA/ Galway City Council plan to enhance Galway City’s cycle network, further enhancing the attractiveness of cycling
- ~40% of staff and students not already cycling cited "enhanced cycle environment outside the University" and "improved cycle connections into the University" as factors influencing mode choice
Objective 1 – cycling target

Existing and Target 2020 Cycle Use

- **Cycling - Staff**
  - 2015: 11%
  - 2020 Target: 7%

- **Cycling - Student**
  - 2015: 5%
  - 2020 Target: 13%
Objective 2 – public transport

Objective 2 - “Increase staff and student public transport use through working in partnership with Galway City Council/ National Transport Authority, to enhance bus service provision, access to bus services and bus service/ timetable information.“ Rationale:

- Current staff and student public transport mode share of 5% and 13% respectively
- Greater potential to grow public transport use for journeys between 3 and 10km, with strong interest in switching to public transport among staff and students
- NTA plans to enhance bus services in the short term (starting spring 2016), further enhancing attractiveness of bus use throughout the lifetime of the Travel Plan
- Bus use will be further incentivised through joint NTA/ Galway City Council plans to significantly enhance bus infrastructure and services in the medium term
- >50% of staff and students cited "more frequent services" and "improved reliability" as factors that would encourage public transport use
- Quality and directness of links to bus services will also incentivise bus use
Objective 2 – public transport target

![Bar chart showing existing and target 2020 public transport use for staff and students.]

- **Existing and Target 2020 Public Transport Use**
- **Public Transport - Staff**
  - 2015: 5%
  - 2020 Target: 2%
- **Public Transport - Student**
  - 2015: 13%
  - 2020 Target: 18%
Objective 3 – travel promotion

Objective 3 - “Facilitate future growth of the University and increased travel demand by reducing staff and student single car occupancy journeys to the University, and in particular to the southern Campus, through promotion of more sustainable staff and student travel choices.”

Rationale:
- Current single occupancy staff and student car mode share of 58% and 17% respectively (72% and 27% for all car use)
- University one of the largest generators of traffic in Galway City - contributes to traffic congestion on the City's road network
- Very high occupancy in staff and student car parks on southern Campus
- Continued growth of the campus could increase travel demand, and/or reduce parking capacity in the southern Campus
- Behavioural change programmes elsewhere in Ireland (University of Limerick, IT Blanchardstown) have achieved substantial modal shift impacts
Objective 3 – travel promotion target

Existing and Target 2020 Car Use

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2020 Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car - Staff</td>
<td>10%</td>
<td>63%</td>
</tr>
<tr>
<td>Car - Student</td>
<td>9%</td>
<td>18%</td>
</tr>
</tbody>
</table>
Staff mode share - overview

Main travel mode - previous, existing & forecasted - Staff

- Car (All)
  - 2005: 78%
  - 2010: 79%
  - 2015: 71%
  - 2020 Target: 65%

- Bus & Train
  - 2005: 79%
  - 2010: 72%
  - 2015: 65%
  - 2020 Target: 63%

- Walk
  - 2005: 10%
  - 2010: 8%
  - 2015: 13%
  - 2020 Target: 15%

- Cycle
  - 2005: 5%
  - 2010: 3%
  - 2015: 7%
  - 2020 Target: 11%
Student mode share - overview

Main travel mode - previous, existing & forecasted - Students
The Action Plan

Achieving our objectives
# Management and coordination actions

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsible Person/Organisation</th>
<th>Timescales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appointment of a Full-Time Travel Planning Coordinator (TPC)</td>
<td>NUIG Management</td>
<td>Immediately</td>
</tr>
<tr>
<td>Setup of a Travel Plan Working Group</td>
<td>TPC (with NTA guidance on terms of reference)</td>
<td>Immediately</td>
</tr>
<tr>
<td>Strengthen linkages with NTA Smarter Travel Campuses unit</td>
<td>TPC</td>
<td>1-3 months, ongoing</td>
</tr>
<tr>
<td>Periodic staff and student focus groups</td>
<td>TPC</td>
<td>1-3 months, each semester</td>
</tr>
<tr>
<td>Action Plan Update</td>
<td>TPC</td>
<td>3-6 months, quarterly</td>
</tr>
</tbody>
</table>
## Cycling infrastructure actions

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsible Person/Organisation</th>
<th>Timescales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coca Cola Bike Sharing Scheme</td>
<td>GCC/TPC</td>
<td>1-3 months, ongoing</td>
</tr>
<tr>
<td>More covered bicycle parking</td>
<td>TPC</td>
<td>&lt; 18 months, phased</td>
</tr>
<tr>
<td>Improved staff &amp; student changing facilities and lockers</td>
<td>TPC</td>
<td>&lt; 2 years, phased</td>
</tr>
<tr>
<td>Enhanced cycle connections into the University</td>
<td>NUIG Master Plan</td>
<td>4-5 years</td>
</tr>
<tr>
<td>Development of city-wide cycle network</td>
<td>GCC/NTA</td>
<td>5-10 years</td>
</tr>
</tbody>
</table>
# Cycling information and awareness actions - 1/2

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsible Person/Organisation</th>
<th>Timescales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote greater uptake of Cycle to Work scheme (staff)</td>
<td>TPC</td>
<td>1-3 months, each semester</td>
</tr>
<tr>
<td>Cycle purchase scheme (students)</td>
<td>TPC</td>
<td>&lt; 1 year</td>
</tr>
<tr>
<td>Safety items giveaway (high-vis, accessibility maps, bike lights etc.)</td>
<td>TPC</td>
<td>1-3 months, ongoing</td>
</tr>
<tr>
<td>Journey planners with map routes and distance times</td>
<td>TPC</td>
<td>&lt; 1 month</td>
</tr>
</tbody>
</table>
## Cycling information and awareness actions - 2/2

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsible Person/Organisation</th>
<th>Timescales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike Maintenance Classes</td>
<td>TPC</td>
<td>Current, ongoing</td>
</tr>
<tr>
<td>Bike Tour of NUIG &amp; Galway City</td>
<td>TPC</td>
<td>3-6 months, each semester</td>
</tr>
<tr>
<td>Active Commute Day</td>
<td>TPC</td>
<td>1-3 months, weekly</td>
</tr>
<tr>
<td>Student Cycle Challenge</td>
<td>TPC</td>
<td>6-12 months, annually</td>
</tr>
<tr>
<td>Changing Lanes Challenge</td>
<td>TPC</td>
<td>&lt; 6 months, annually</td>
</tr>
<tr>
<td>European Mobility Cycle Week</td>
<td>TPC</td>
<td>&lt; 1 year, annually</td>
</tr>
<tr>
<td>RSA Leading Lights Awards</td>
<td>TPC</td>
<td>&lt; 1 year, annually</td>
</tr>
</tbody>
</table>
## Public transport infrastructure and service actions

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsible Person/Organisation</th>
<th>Timescales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvements to City-wide bus infrastructure (priority, bus stops)</td>
<td>GCC/ NTA</td>
<td>4-5 years</td>
</tr>
<tr>
<td>Enhanced staff/ student bus services accessibility, e.g.</td>
<td>NUIG Master Plan/ NTA/ GCC</td>
<td>4-5 years</td>
</tr>
<tr>
<td>• re-routing bus access to within the Campus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• enhanced quality pedestrian linkages from Campus to external bus services to University Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enhanced bus frequencies, reliability and routings</td>
<td>NTA</td>
<td>&lt; 4 months, phased</td>
</tr>
</tbody>
</table>
## Public transport information and awareness actions

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsible Person/Organisation</th>
<th>Timescales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved route maps and timetable information</td>
<td>TPC</td>
<td>&lt; 6 months</td>
</tr>
<tr>
<td>Enhanced on- and off-campus RTPI</td>
<td>NTA/ TPC</td>
<td>1–2 years</td>
</tr>
<tr>
<td>Enhance information on Tax Saver scheme (staff)</td>
<td>TPC</td>
<td>1-3 months, each semester</td>
</tr>
<tr>
<td>Maintain leap cards for work time staff use (off-site meetings etc.)</td>
<td>TPC</td>
<td>3-6 months</td>
</tr>
</tbody>
</table>
# Travel promotion actions - 1/2

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsible Person/Organisation</th>
<th>Timescales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targeted communication:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Smarter Travel Facebook page</td>
<td>TPC</td>
<td>Immediately, ongoing</td>
</tr>
<tr>
<td>- Campus newspaper/posters</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Website updates</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Embed travel education within curriculum</td>
<td>TPC</td>
<td>Each semester</td>
</tr>
<tr>
<td>Weekly Sustainable Travel Day</td>
<td>TPC</td>
<td>1-3 months, weekly</td>
</tr>
<tr>
<td>NUIG Sustainable Travel Awards</td>
<td>TPC</td>
<td>3-6 months, annually</td>
</tr>
</tbody>
</table>
## Travel promotion actions - 2/2

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsible Person/Organisation</th>
<th>Timescales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote walking through annual Marchathon event</td>
<td>TPC</td>
<td>1-3 months, annually</td>
</tr>
<tr>
<td>Staff and student car park permit allocation review</td>
<td>TPC</td>
<td>1-2 years, phased</td>
</tr>
<tr>
<td>Staff and student car parking permit pricing review (incl. main vs. P &amp; R differential)</td>
<td>TPC</td>
<td>1-2 years, phased</td>
</tr>
<tr>
<td>Continued promotion (and expansion, if needed) of P &amp; R</td>
<td>TPC</td>
<td>1-3 months, ongoing</td>
</tr>
<tr>
<td>Fresher's information pack</td>
<td>TPC</td>
<td>6-9 months, annually</td>
</tr>
<tr>
<td>Staff induction packs</td>
<td>TPC</td>
<td>1-3 months, ongoing</td>
</tr>
</tbody>
</table>
Travel Plan targets – key risks

- **Internal/ NUI Galway** - Ensuring sufficient support of and to Travel Planning Coordinator on an ongoing basis throughout the lifetime of the Plan

- **External** - Timely delivery by Galway City Council/ National Transport Authority of enhanced cycle network, and enhanced bus network and services as set out in the Galway Transport Strategy
Selling the Vision

How do we spread the word?
Marketing the Plan – why?

- To inform staff and students of the range of travel options available, and benefits of adopting sustainable travel choices
- To raise awareness and maximise effectiveness of planned and ongoing travel promotional and awareness initiatives
- A Marketing Plan will enhance the Travel Plan’s impact!
How market the Plan?

- The Marketing Plan should have clear aims, identifiable branding, an identified target audience, e.g. staff and/or students living <5km from the Campus

- It should seek to harness University specific communication tools and networks, and:
  - identify what you want to communicate
  - understand what will resonate with the target audience, e.g. faster journeys by bike
  - start small, e.g. take the bus one day a week
  - accept that for some people, change will take time
  - the Travel Plan is not anti-car, but offers more travel choices
Monitoring Impact

Monitoring the Plan’s effectiveness
Responding to change
Why monitor?

- The Action Plan is a living document, to be reviewed and updated throughout the lifetime of the Travel Plan:
  
  “When promoting sustainable transport, it is essential to monitor and measure your progress. If you can’t measure, you can’t manage.”
  
  (Workplace Travel Plans, A Guide for Implementers, NTA)

- Monitoring allows the success of a particular initiative, and the Travel Plan as a whole, to be reviewed against its objectives and targets

- Reporting on success essential to the Plan’s ongoing success – people want to be associated with a good news story!
Monitoring approach

- Quantitative indicators:-
  - Quarterly:- bikes parked, Cycle to Work bikes sold, Tax Saver ticket sales, park and ride bus ridership, cars parked on- and off-campus, facilities upgraded, event participation levels etc.
  - Annually (at same time of year):- modal split – ‘usual’ and ‘occasional’ modes used
- Qualitative indicators:- staff/ student comments, senior management support, travel awards etc.
- The Working Group and key stakeholders (local residents, City Council, NTA etc.) have an interest in the Action Plan – on-site tours and presentations can communicate success!
Conclusions

2020 vision
What’s achievable by 2020?

The new Travel Plan represents a major opportunity for NUI Galway to:

- increase staff and student active travel and public transport use
- reduce staff and student car use
- improve the health and well being of staff and students
- reduce the impact of University travel on the City’s road network, i.e. traffic congestion; and in the locality of the university, i.e. off-site car parking
- support the University’s Green Flag aspirations

Ultimately **the Travel Plan can facilitate continued growth and ongoing future success of our University!**