



## Case Study: Institute of Technology Blanchardstown

By Declan Garvin, Estates Manager, IT Blanchardstown

The Institute of Technology Blanchardstown (ITB) has been a Partner of Smarter Travel Workplaces since early 2009 and has undertaken a number of initiatives aimed at promoting alternatives to driving. The Institute has seen a rapid growth in student numbers in recent years. One consequence of this has been increased pressure on parking spaces on the Campus. A workshop involving staff and students in March 2011 came up with a list of suggestions on how access to the Campus could be managed. It was agreed, for example, that all users of the Campus would be treated equally and that any surplus funds generated from parking fees would be used for incentivising alternatives to car use. A Mobility Management Group was formed and a **Mobility Management Plan (MMP)** was prepared. Among other things, the MMP included specific targets for modal shifts with a target of reducing the numbers arriving by car from 69% (April 2009) to 61% and corresponding increases in the numbers using other modes. Permits and Pay & Display were introduced between September and November 2011. The annual permit cost is €80 with a reduced price of €50 for permits purchased before January 2012. The Institute is well on its way to achieving the goals of the MMP.



### MMP Achievements

- A subsidised shuttle bus service linking the Campus with Coolmine Train Station and the transportation hub at the Blanchardstown Centre has been operating since September 2011. The number of passenger trips exceeds 600 most days and the service has been increased from 9 times daily to 14 round-trips per day.
- Over 30 students have availed of a "Bike-to-College" scheme where a contribution of up to €80 (funded from parking income) has been made to each qualifying applicant.

**Results:** The number of cars on Campus each day during Semester has decreased from approximately 750 to 600 and all improper parking has ceased. Current plans include improvements to pedestrian access from the car park as well as improved cycle infrastructure, all funded from parking income. ITB is very pleased with the outcome of the MMP process.

**Learning:** Introducing the parking charges and using the funds to pay for alternatives has been key to overcoming the perception that there's "no alternative" but to drive to college. The assistance provided by the Smarter Travel Workplaces team has been invaluable as we've made these very significant changes in tough economic times.

**Many thanks to Declan for providing this case study.**

### Irish Rail unveil their new website

To check out Irish Rail's new website visit [www.irishrail.ie](http://www.irishrail.ie). If you have any feedback for Irish Rail please e-mail them directly [newirishrail@irishrail.ie](mailto:newirishrail@irishrail.ie)



### Do you have a suggestion for the Smarter Travel Workplaces Team?

We are always looking for new ways to support our Partner companies. If there is an activity, event or resource that you feel would you would find useful, please get in touch. Any comments or feedback that you have on the Smarter Travel Workplaces Programme are also most welcome. Email your comments to [info@smartertravelworkplaces.ie](mailto:info@smartertravelworkplaces.ie)



## SMARTER TRAVEL WORKPLACES NEWSLETTER



Issue 1 January 2012

### What's inside...

- \* Review of 2011
- \* 2012 Calendar of Events
- \* New Dublin Bus Real Time Passenger Information App
- \* CarSharing.ie in Irish!
- \* The New Leap Card
- \* Case Study: Institute of Technology Blanchardstown



### Dear Partner,

Welcome to the first Smarter Travel Workplaces newsletter!

The purpose of our newsletter is to keep you up to date on news and events, and also to facilitate the sharing of experience across Partner workplaces. This issue includes a **review of 2011**, the **2012 calendar of events** and lots of other interesting information! You'll also find ideas inside for your own newsletter. If you have any questions or you would like to submit information or photos for future newsletters we would be delighted to hear from you. Please email [sharon.daly@smartertravelworkplaces.ie](mailto:sharon.daly@smartertravelworkplaces.ie)

Happy reading!

Sharon Daly  
Communications Coordinator—Smarter Travel Workplaces Programme



For further information on the Smarter Travel Workplaces Programme please visit [www.smartertravelworkplaces.ie](http://www.smartertravelworkplaces.ie)



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## Highlights of 2011

### 10 Minute Cycle Challenge

The 2011 10 Minute Cycle Challenge took place over 3 weeks in June. 489 people participated across 42 workplaces. 27% of participants were 'new cyclists', getting back on the saddle for the first time in 6 months or more. During the challenge participants cycled over 13,000 trips or 27 trips on average per person. As well as getting more active, participants also cycled more

on the commute with 83% of participants intending to cycle to work on a regular basis after the challenge finished. This is double the number of people cycling to work before the challenge began.



### Cycle Challenge Winners

1. ICSS, University College Cork
2. IOonBike, Accenture
3. Spoke too soon, Eirgrid

### Partner Seminars

Two Partner seminars were held for Smarter Travel Workplace Partner companies in 2011. Topics included; parking management & marketing travel change, with both seminars receiving very positive feedback. You will find a list of **2012 events** in this newsletter.

### 2011 Pedometer Challenge



#### Winning Teams

1. Innostep, Leo Pharma
2. The Hot Steppers, Mater Hospital
3. The Jolly Walkers, National Rehabilitation Hospital

In September 2011 more than 3,300 people from 40 workplaces took over 204 million steps and virtually stepped to the top of the world's highest peaks. The Challenge ran for four weeks and was organised in partnership with the Irish Heart Foundation, to encourage people to walk for health and for the commute. Those walking on the commute more than doubled during the event and over €5,000 was raised for the Irish Heart Foundation through pedometer sales.



### New Dublin Bus App



Find out when your bus is due with the new Real Time Passenger Information App which is now available for both **Android & Apple Smartphones**. To find the app search for 'Dublin Bus'.



### The new Leap Card

Leap Card is a reusable plastic smart card that can be used instead of paper tickets to pay-as-you-go for transport in Dublin. Time based tickets (e.g. a weekly or monthly ticket) will be made available on Leap Cards in the near future.



- ✓ It saves you money
- ✓ It's flexible
- ✓ It's convenient
- ✓ It's quicker
- ✓ It's safe

For more information visit [www.leapcard.ie](http://www.leapcard.ie)

### CarSharing.ie in Irish!

Carsharing.ie is a website that enables people who have similar commutes to share their journey instead of driving alone. This site is **now also available in Irish!** It's free to join and open to individuals, groups and workplaces.



[www.carsharing.ie/gaelige](http://www.carsharing.ie/gaelige)

## Smarter Travel Workplaces Calendar of Events 2012

### February

- 9th February: Site visit- **IKEA, Ballymun, Dublin 11**
- 22nd February: Site visit- **ESB Head Office, Fitzwilliam St, Dublin 2**

### March

8th March: **Third Level Partner Seminar: Engaging Students and Staff**

### May

24th May: Site visit- **Mater Misericordiae University Hospital, Eccles Street, Dublin 7**

### June

- 6th-26th June: **10 Minute Cycle Challenge**
- 16th-24th June: **National Bike Week**

### September

12th Sept-10th Oct: **Pedometer Challenge**

A year planner has been sent to you with this newsletter highlighting key dates for 2012. Further events will also be organised during the year. Details will be provided through subsequent issues of this newsletter. If you would like to suggest an event please get in touch.

### Partner Site Visits—IKEA, ESB & Mater Misericordiae University Hospital

Continuing on from a series of very successful Partner site visits in Cork in 2011, Partners are now offered a fantastic opportunity to visit other Partner sites to hear about their experiences implementing a workplace travel plan, and to see their facilities for active commuters. Site visits will include a presentation from the hosting organisation, followed by a guided walk of the site.

- Dates:** see calendar above
- Time:** All site visits will take place from 11am to 1pm.
- Places are free but limited (maximum of 30 people),** so register soon! Contact [sharon.daly@smartertravelworkplaces.ie](mailto:sharon.daly@smartertravelworkplaces.ie)

### Third Level Partner Seminar: Engaging Students and Staff

In a recent survey, our third level Partners indicated that they would like to find out more about engaging students and staff in the workplace travel plan process. With this in mind, we have invited a number of knowledgeable speakers to share their ideas and experiences at a Third Level Engaging Students and Staff Seminar.

- #### Speakers
- **Philip Longton** from **Lancaster University**, winner of the ACT TravelWise Award Commuter Friendly Workplace of the Year Award in 2011. Philip and his team have doubled student cycling and walking in less than two years, with student car use reduced by 32% in just 21 months!
  - **Brian Gormley**, Manager of Campus Life & Chair of the Smarter Travel Working Group, **Dublin Institute of Technology**. As a result of Brian and his teams' work the numbers of students and staff cycling to DIT campus locations around the city centre has increased, removing over 200,000 motor trips per year from Dublin streets since 2006. The Institute was also awarded the Golden Pedal Award in 2010 by the Dublin Cycling Campaign.
  - **Sheri-Leigh Miles**, **EDS Solutions**, played a lead role in the **Ecoversity** Student project at the **University of Bradford**. Sheri-Leigh was Student Engagement Coordinator and she developed a student led approach to delivering the programme. She worked closely with students, recruiting a panel of student ambassadors who led peer to peer learning. This programme has won many sector, national and international awards including a prestigious Green Gown award in 2009 for the University with the most improved environmental performance over the previous five years. The Times Higher Award for 'Outstanding Contribution to Sustainable Development' was also awarded to the Ecoversity programme in 2009.



**Location:** Clarion Hotel, IFSC, Dublin 1  
**When:** Thursday 8th March, 11am - 3pm  
**Places are free but limited,** so register soon! Contact [sharon.daly@smartertravelworkplaces.ie](mailto:sharon.daly@smartertravelworkplaces.ie)  
**Registration deadline is 5pm Friday 24th February**