Project Title: Step & Ride

The purpose:
- To increase student step count
- To increase public transport use.

Who is involved:
- Targeted people: students
- Partners: TFI (ionroad eirann/Dublin bus/luas), google (app development), authenticator.

What will it achieve:
- Short term: Media attention (enviormental awareness and advertisment), Increase student step count.
- Medium term: Students become more aware of their CO_2 emissions
- Long term: Changing behaviors in regards to how people decide to travel. (increase walking and public transport use).

How is this unique:
- Promotes both active transport and public transport,
- Everyone could benefit from it
- good publicity for TFI.

Existing evidence: (2023 commuting survey)
- 14% - Foot, 11% - Bike
- 39% - Bus, 9% - Rail
- 20% - Car, 5%- carpool

DCU

Step & Ride

Make your steps count!

5,000 steps = 5c off your journey

SAVE

Earn travel credit for each step you take

SCAN ME!!!

Smarter Travel Student Awards

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