



Problem

- **Short-Distance Bus Dependence**
Many journeys in Dublin are under 3 km & passengers rely on the bus instead of walking
- **Congestion and Delays**
High traffic levels increase journey times, making buses inefficient for short trips
- **Dense Bus Stop Spacing**
Closely spaced stops reduce system efficiency and discourage active travel
- **Low Awareness of Walking Alternatives**
Passengers often underestimate how quick and feasible walking can be

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EVERY STOP COUNTS



Intervention

- Driver triggered messages
- Real time walking info

How it works

1. Driver triggers message
2. Passenger hears prompt
3. Passenger walks early

Expected Outcomes

- **↑ Physical activity**
Increased walking for short distance trips, building daily activity levels
- **↓ dwell time**
Fewer passengers boarding at congested stops, improving stop efficiency
- **↑ efficiency**
Reduced delays and improved journey times across busy Dublin Bus corridors



Pilot Area (Dublin)



- Rathmines → City Centre
 - Camden Street corridor
- Selected for high congestion, short trip distances and strong walking potential*

Evaluation

- **Early Alighting Rates**
Measure the increase in passengers choosing to exit one stop earlier
- **Passenger Surveys**
Assess awareness of messages and changes in travel behaviour
- **Bus Performance Data**
Analyse changes in dwell times, delays, and overall journey efficiency

Next stop is a 6 minute walk from here

Driver Message Prompt



Conclusion

Driver led prompts offer a low cost way to increase walking while improving bus efficiency. This scalable approach supports both public health and transport performance in Dublin

