

Modal choice in Ireland

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Changes in travel in Ireland

- Economic Growth
- Positive outcomes:
 - Promoting sustainable transport
 - Investment in roads
 - Investment in railway
 - Investment in Public transport
 - Luas
 - QBCs



Changes in travel in Ireland

- Negative outcomes:
 - Increased land prices
 - Dispersal of population and employment
 - Sprawl
 - Cost efficiency of transport planning was compromised
 - Increase in car ownership



Car ownership

- 1996 – 382 cars per 1000 adults
- 2006 – 528 cars per 1000 adults
- 2002-2007 – 22% increase in car use.



Public transport use

- 2006 – Mode share for bus as a means of travel to work – 6.1%
- 2006 – Rail mode share as a commuter mode – 2.9%



Car dependency

- Ireland has become more car dependent.
- Dispersal of population, more access to the car, land use policies and poor planning.
- Life is now centred around the car.
- Forced Car Ownership



The Future

- In a country that has become increasingly car dependent, what are the answers?
- How can we encourage more sustainable ways of living, growing and travelling?
- What do we have to do to get more people out of cars and onto public transport?
- How can we make public transport attractive to the public?



Answers

- These questions are faced by most countries in the developed world.
- Answering these questions is very difficult in a time of economic uncertainty.
- Should we continue to invest or should we leave things as they are?



What is happening in Ireland to bring about sustainable travel?

- New public transport
- Transport 21 – under threat??
- Smarter Travel



Smarter Travel

- Department of Transport : Policy to encourage modal shift away from the car and towards public transport.
- Aims to bring about reduced car dependency, more use of public transport and to encourage local transport authorities to think about transport and land use interactions.



Sustainable travel culture

- 2020 – target date!
- Compact urban/rural areas
- No dispersed development
- Modal share by car reduced from 65% to 45% for commuting trips.
- Modal share by public transport increased to 55% for commuting trips.



How will these targets be achieved?

- Encourage residential and employment growth in large urban areas only.
- Pricing to change behaviour.
- Provision of new public transport infrastructure.
- Provision of more and better walking and cycling infrastructure.



Integrating transport and land use

- Efficient planning and management of large urban area strongly dependent on close integration of policies regarding transport and land use.
- Reciprocal relationship.



Transport and land use

- Land use and transport are often disconnected.
- Lack of integration.
- Transport infrastructure put in place in response to residential development.



Transport and Land Use in Smarter Travel

- Align spatial planning and transport
- Strategic development zones
- Co-locate residential development, transport and employment centres.



Adamstown

- Put transport infrastructure in place in advance of development.
- Innovative policy that allows sustainable transport policy to encourage sustainable development.
- Railway station.
- Smarter Travel scheme.



Adamstown

- Very important in the context of Irish transport policy.
- Important to monitor how well it works in terms of integrating transport and land use.
- Does it promote sustainable travel and modal choice?
- What are the implications of the current economic climate for Adamstown?



Smarter Travel

- What happened in Adamstown needs to keep happening elsewhere.
- Higher density housing.
- Development should only take place in high capacity public transport corridors.



Mobility management

- Reduce car dependency
- €15 million made available to set up schemes where people were given personal travel plans.



Improving public transport in the Smarter Travel Policy

- How do we improve public transport without massive investment on new infrastructure?
- Closer integration between modes must be a priority.
- Smart Travel policy outlines plans for smart card system that works on all modes and better interchange links between modes.
- BRT for Cork and Galway??

Innovative approaches to improving transport and modal share.

- National competition
- Local authorities asked to develop a coherent and cohesive transport and land use plan to bring about better modal share in particular areas.
- Demonstration travel towns and rural areas.



Competition

- Plans should include
 - Mobility Management Plans
 - Promotion of sustainable travel
 - Demand management
 - Traffic management
 - Better public transport services
 - Better land use policies.



Competition

- 11 areas have been shortlisted to compete for a total pot of €50 million to put in place their plans over 5 years.
- “Smarter Travel Areas”



Conclusion

- Car has given us more freedom and more mobility than ever before.
- Now the car and increased dependency on the car threaten that mobility and freedom.
- We need to find ways to bring about more sustainable modal share but in times when money is scarce, this is more challenging.
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- Public transport infrastructure needs to be developed and it has never been cheaper to do this than now, but at the same time we need to look at means that are less capital intensive that might also bring about changes in car use – for example better land use policies, mobility management plans and personalised travel plans.