



Trinity College Dublin  
Coláiste na Tríonóide, Baile Átha Cliath  
The University of Dublin

## Healthy Trinity: Smarter Travel Working Group Liveable Dublin Engagement Strategy 2019 – 2020

### 0. Executive Summary

The *2018 Healthy Trinity: Smarter Travel Survey* identified a reduction in cycling from the *2011 Healthy Trinity: Smarter Travel Survey*. Cycling safety and segregation of cycling facilities were identified as key to improving cycling modal share. Responding to this, a Liveable Dublin partnership between Healthy Trinity, the Ignite Office at Trinity College, the Amsterdam-based BYCS organisation and Dublin City Council emerged. Through a series of educational events and community consultations, in 2019, pilot projects to encourage active transportation were identified for implementation in 2020-2021. This document provides the context, project descriptions, engagement strategy for phase one and two activities, and the resulting projects which were confirmed for advancement through the Smarter Travel Working Group. This includes:

- A. Hosting Liveability Lab #2: Nassau Street Demonstration Project
- B. Adding bicycle parking to the Trinity's College Green Campus
- C. Launching a social media campaign on the benefits of active transport
- D. Performing a bike parking audit in Rathmines (where Trinity Hall residents shop/socialise)
- E. Advancing the Four Cities Cycling Supports research project
- F. Hosting Liveability Lab #3: A Super Block Seminar to understand opportunities for Dublin

The full list of comments received can be found [here](#). Additionally, the emergence of COVID-19, along with requirements for physical distancing, prompted the Smarter Travel Working Group to submit a request to Dublin City Council to advance active transportation infrastructure on four key routes for Trinity's students, staff and visitors. Details on these projects are included:

- Route 1: Trinity College Green Campus to Trinity Hall
- Route 2: Trinity College Green Campus to Grand Canal Innovation District
- Route 3: Nassau Street
- Route 4: Trinity's College Green Campus to St. James's Hospital

## I. Context

The Healthy Trinity: Smarter Travel Working Group, led by Martina Mullin, Health Promotion Officer, and Dr. Michael McKillen, Trinity Biomedical Sciences Institute, is advancing this Liveable Dublin project in partnership with Sarah Bowman, Director of the Health Research Board-Irish Research Council Ignite Programme in Trinity and Maud de Vries, CEO and Founder of BYCS.org. The aim of the partnership is to advocate for a built environment that supports active transportation, greening, placemaking features, play and community engagement. This work is supported by Dublin City Council.

Healthy Trinity is a cross-College partnership of people who want to make it easy to be healthy in Trinity. The Healthy Trinity Wheel represents each of the project's working groups. The Ignite Programme @TCD aims to broaden the group of health researchers who involve patients and members of the public in research and improve the quality of approaches to engagement and involvement. BYCS is an Amsterdam based organisation aiming to accelerate the shift to bike-centric cities around the world.

Responding to Trinity's 2018 Smarter Travel Survey, the Liveable Dublin partnership will advance pilot projects in 2020-2021. This document presents the process for engaging with the community, identifying opportunities, developing the prioritisation criteria for possible projects and confirming the chosen project's timeline, communications, engagement and funding strategies.

*Right: The Liveable Dublin partnership is made up of Healthy Trinity, PPI Ignite and BYCS and supported by Dublin City Council*



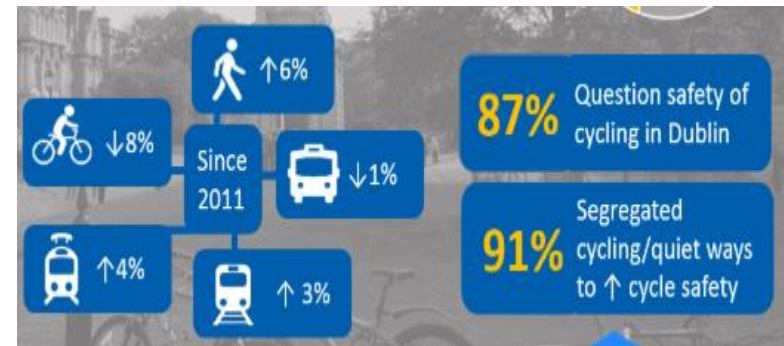
PPI IGNITE  
@TCD

**BYCS**

## II. Project Description

In February 2018, an online survey of travel modes was emailed to all Trinity students and staff. The [2018 Smarter Travel Survey](#) yielded a response rate of 18% (n=3,912). While walking, Irish Rail and Luas use were up, cycling had reduced by 8% since 2011. If 2011 data are taken as baseline, that decline represents a 37% drop in cycling.

The Smarter Travel Working Group assessed what motivates people to choose their preferred mode. Not surprisingly, people want transport that's quick and cheap. It's no wonder, then, that despite the array of transport available to us, Trinity loves cycling. Yet, the Trinity community questioned the safety of cycling in Dublin and emphatically supported segregated cycling or quiet ways to encourage cycling.



*Above: The 2018 Trinity Smarter Travel Survey identified a reduction in cycling from the 2011 Trinity Smarter Travel Survey. Cycling safety and segregation of cycling facilities were identified as key to improving cycling rates.*

## III. Engagement Strategy Phase I – Velo-city Conference Activities

In June 2019, Dublin City Council hosted Velo-City, the global cycling summit. The theme for Velo-city was Cycling for the Ages, and focused on encouraging cycling for all ages and abilities, young and old, male and female, as part of their daily transport and recreation. With over 1,300 participants and more than 300 speakers in over 80 sessions over four full days, Velo-city 2019 brought great knowledge and enthusiasm to Dublin, with a view to creating a better road and civic environment for cyclists, for the ages.

On Monday, 24 June 2019, the Healthy Trinity Smarter Travel Working Group, with the support of Dublin City Council, organised a series of events to correspond with Velo-city:

- a) *Academic Showcase* – A number of Trinity academics are researching different aspects of cycling. They created posters to display their research and discuss their findings with interested members of the public.
- b) *Student Showcase* – Trinity's Mechanical Engineering students, under the supervision of Dr Gar Bennett, have been working on solutions to cycling problems as part of their *Universal Design Innovation* module. A number of groups were shortlisted for the *National Transport Authority's Smarter Travel Awards* and Trinity won two awards: Best Engineering Project and Best Engineering Lecturer. The 2020 projects [are available here](#).
- c) *Pop-Up Dutch Cycle Lab* – BYCS from Amsterdam led Dublin's first Cycle Lab. BYCS's believes cycling is not transportation, it's transformation! Members of the public were invited to this collaborative workshop led by Maud de Vries to discuss the challenges and opportunities for cycling in Dublin. Highly collaborative, the lab focused on human-centred design, behavioural insights, evidence-gathering, crowdsourcing and narrative storytelling. The event was organised by Healthy Trinity, Dublin City Council and BYCS. Through a workshop with BYCS and follow-on discussion, the questions "How can we make Dublin a more liveable city for all?" was derived.
- d) *Seminar: Cycling Towards a Low Carbon Future* – The Department of Civil, Structural and Environmental Engineering at Trinity College, in partnership with Dublin City Council, hosted a seminar featuring three of the most prominent international cycling academics and advocates who presented findings on how to promote and support cycling.

*Right: Images from the Cycle Lab, Trinity College Dublin, June 2019.*





This included:

- Dick Brady, Assistant Chief Executive, Environment and Transportation Department, Dublin City Council started proceedings with introductory remarks on cycling and the Velo-city conference;
- Prof. Rachel Aldred, Reader, University of Westminster, “Outer London’s ‘mini-Holland’ schemes: impacts on active travel behaviour and attitudes”;
- Maud de Vries, Co-founder & Managing Director [www.bycs.org](http://www.bycs.org), “Where can the bicycle take us?”
- Marie Kåstrup, Head of Bicycle Program, City of Copenhagen, Vice Chair Cycling Embassy of Denmark, “As easy as brushing your teeth – how cycling became mass transportation in Copenhagen”

Following the seminar, there was a networking reception with drinks and light refreshments, kindly organised by the Department of Civil, Structural and Environmental Engineering and sponsored by AECOM. It was agreed that the Healthy Trinity Smarter Travel Working Group would host an event at Trinity College in Autumn 2019 to identify possible pilot projects to advance in 2020.

#### IV. Engagement Strategy Phase II – Liveable Dublin – Liveable Lunchbox

A series of recommendations emerged from *2018 Smarter Travel Survey* and Velo-city activities, which this Liveable Dublin Engagement Strategy seeks to advance:

- Trinity and partners should consider creating a cycling strategy to and between campuses to promote cycling to a population disposed to it.

*Right: Images from the Liveability Lunchbox Lab, Trinity College Dublin, November 2019.*



- Segregated cycle routes to and between Trinity’s campuses should be implemented as soon as possible to reverse the decline in cycling in Trinity.
- Efforts to increase cycling should incorporate a health psychology perspective addressing barriers to cycling as well as a road safety perspective.
- Advance a partnership with the University of Amsterdam and other European universities to examine the process of improving cycling in the university setting.

Additionally, the following elements from the *Smarter Travel 2-Year Work Programme* provided the second set of prioritisation criteria by which possible projects were evaluated:

- Work with Dublin City Council, An Taisce, placemaking organisations, Dublin Chamber and others to pilot projects to change the built environment to support liveability. Examples may include: Open Street days, temporary junction painting, working with local businesses to widen footpaths, add cycle lanes etc.
- Add further bike parking to Trinity campuses by obtaining funding from the National Transport Authority.
- Offer showering and locker facilities on campus to encourage active transport.
- Continue to work with Trinity Hall student social committee (Junior Common Room Committee) to promote cycling from Trinity Hall.

The Healthy Trinity Smarter Travel Working Group agreed to host three events to advance pilot projects in 2020 aligned with these first two sets of prioritisation criteria: the *2018 Smarter Travel Survey* and the *Smarter Travel 2-Year Work Programme*.

## Event #1: Liveability Lunchbox

### A. Communications Strategy

The Liveable Dublin Working Group hosted a *Liveability Lunchbox Lab* to further engage key stakeholders and academics in exploring how Trinity College and key stakeholders might effect change in priority areas. Members of the general public and civic society were invited to participate. Through this event, a network for communicating about liveability in Dublin has been established.

#### Attendance

Approximately 60 people attended the event.

#### Website

A Healthy Trinity webpage for the event was created: <https://www.tcd.ie/healthytrinity/liveabledublin/>

#### Emails to Partners

In total, 164 emails to stakeholders were sent. Recipients were categorised as participants, partners, city councillors and network owners.

Emails were individualised based on the following topics:

| Topic of interest                                     | Quantity identified |
|---|---------------------|
| Health, liveability and, transport and sustainability | 52                  |
| Health/Healthy Ireland Partner                        | 19                  |
| Liveable city   | 28                  |
| RTE   | 1                   |
| Sustainability  | 9                   |
| Transport   | 35                  |
| <b>Grand Total</b>                                    | <b>144</b>          |

Emails directed participants to the Eventbrite page: “What’s your vision for a liveable Dublin”

<https://www.eventbrite.ie/e/whats-your-vision-for-dublin-come-to-a-lunch-box-lab-to-hack-our-city-tickets-82583147417#>. The Eventbrite had 70 places which sold out.

### Emails to City Councillors

Twenty one City Councillors were invited by email to the event. None attended. Four sent apologies.

### Social media

The communications team chose to focus on Twitter, Instagram and LinkedIn to promote the event. A suite of posts were created focusing on liveability, transport, placemaking, playful streets and air quality.

Posts were disseminated via twitter: @TCDHealthP tagging multiple civic organisations e.g. Dublin Cycling Campaign, Climate Action Regional Office Dublin, iBikeDublin, DublinBlockers, PlacemakingDublin, IrishPedestrianNetwork, DublinChamber, UPS, TU Dublin, Trinity GSU, Trinity SU, Trinity College Dublin, Healthy Ireland, Irish Cancer Society, Irish Heart Foundation.

### Press release

While no formal press was created, RTE and Irish Cycle.com were invited to the event. Neither attended.

### Meetings & Presentations

The organising team presented to Dublin Cycling Campaign at their Velo-city review and held multiple meetings with stakeholders to build capacity for the event. Examples of meetings include, UPS, Dublin Cycling Campaign, iBikeDublin, Donna Cooney Dublin City Councillor and BYCS cycling mayor.

Additionally, two presentations on liveable communities were provided by:

- Dublin Cycling Campaign Velo-city Review and
- Dan Burden, Blue Zones

*Right: Examples of liveability, transport and open streets posts for social media.*





## B. Liveability Lunchbox Event Format

On Wednesday, 27 November 2019, more than 60 individuals participated in the one-hour workshop, which generated 236 comments in five areas:

- College Green
- Trinity College to Grand Canal Innovation District
- Trinity College to St James's University Hospital
- Trinity College to St Stephen's Green
- Trinity College Dublin to Trinity Hall, Rathmines

Based on community feedback, eight project types emerged:

- Active Transport Interventions
- Affordability
- Greening
- Enforcement
- Maintenance
- Placemaking
- Programming
- Transit



*Right: Images from the Liveability Lunchbox Lab, Trinity College Dublin, November 2019.*

For the identification of the pilot projects, the Smarter Travel Working Group utilised the following prioritisation criteria:

- Criteria #1: Addresses the priorities that emerged from the *2018 Smarter Travel Survey*;
- Criteria #2: Advances the *Smarter Travel 2-Year Plan* priorities;
- Criteria #3: Bespoke funding, resource allocation and the timeline allows for pilot project development;

### C. Outcome of the Event/Pilot Projects Identified

Utilising the prioritisation criteria, 84 projects were identified with potential to advance through the Smarter Travel Working Group. The Smarter Travel Working Group met twice to consider these projects, consolidating opportunities, and the following projects emerged to advance in collaboration with the wider community:

1. **Advance the Nassau Street Demonstration Project** – Numerous problems were identified, including:
  - Idling busses, despite restrictions
  - Air quality concerns;
  - Narrow sidewalks that force pedestrians onto the street;
  - Crowded bus stops, especially during rush hours, which also force pedestrians onto the street;
  - Desire for a contra-flow bike lane to encourage active transportation on this corridor;
  - Transit and vehicular restrictions which have reduced the amount of automobile traffic in the area;
  - Desire for placemaking elements and trees;
  - Opportunity to better activate the link between Trinity College and businesses on Nassau Street; and
  - Desire to trial a demonstration project here during Trinity Week, April 2020.

**ACTION: This project was to be advanced through Lab #2 during Trinity Week, April 2020. However, due to COVID-19, this event was cancelled and the Smarter Travel Working Group, instead, hosted an online meeting with Antonia Martin and Deirdre Kelly to discuss this location. Then, the Smarter Travel Working Group formally submitted a request previously discussed for a contra-flow bike lane on Nassau Street. This was implemented by Dublin City Council in May 2020.**

2. **Add Bicycle Parking** – Investigate additional parking near the new Business School and east end of the main Trinity campus. In 2018, Trinity installed €50,000 in bike parking upgrades with the removal of multiple car parking spaces. In 2019, the Smarter Travel Group received notification that Trinity will receive a further €50-75,000 for parking upgrades. All upgrades will meet the standard agreed during a university wide consultation completed in 2018. **ACTION: Work within Trinity’s Estates Strategy to upgrade bike parking on campus and to ensure that bike parking for new buildings complies with planning permission.**

3. **Launch a Social Media Campaign** – Collaborate with researchers to identify opportunities to translate research on the benefits of active transportation into grey literature, articles, social media posts and videos. The focus of the campaign will be: Inclusion and cycling; good versus challenging infrastructure; external costs of cycling; “On the bike I feel free” focused on autonomy and mental health; Cycling is climate action; active commutes and academic performance; and addressing COVID-19 physical distancing requirements through active transport. **ACTION: Deliver a website-based campaign disseminated via Trinity and Healthy Trinity social media channels that highlights cycling as an opportunity for the city.**
  
4. **Perform a Bike Parking Audit** – As Trinity College is committed to advancing bike parking in the Rathmines area, an audit of existing parking between student accommodations and village assets will be undertaken to identify opportunities to add parking in key locations.  
**ACTION: Complete Healthy Trinity Ambassador led video and written audit of bike parking from the canal in Rathmines to Trinity Hall by October 2020.**
  
5. **Undergraduate projects** – Working alongside BYCS, Trinity students will complete a comparison of supports for cycling focused on infrastructure and bike to work schemes in four cities: Amsterdam, London, Bangalore and Dublin. MSISS students will write literature reviews and business plans for liveable cities. **ACTION: Undergraduate projects on cycling or liveable cities will be delivered by June 2020.**
  
6. **Super Block Seminar** – Numerous comments were received around investigating Superblocks (as per Barcelona) and whether they are appropriate for Dublin. The Smarter Travel Working Group will host an event at Trinity College in June to explore how this has been done in previous cities and how a pilot super block could be created in Dublin. This may include a speaker on super blocks and input from the Dublin Placemaking network  
**ACTION: Organise a lunchtime lab on superblocks in 2020.**

See the full list of comments and the opportunities which emerged [here](#).

## V. Next Steps: Covid-19 Update

In addition to the actions identified above, the Smarter Travel Working Group [has submitted a request to Dublin City Council](#), in May 2020, for advancement of four active transportation routes between Trinity's campuses. This includes:

- Route 1: Trinity College Green Campus to Trinity Hall
- Route 2: Trinity College Green Campus to Grand Canal Innovation District
- Route 3: Nassau Street
- Route 4: Trinity's College Green Campus to St. James's Hospital

These routes were also the focus of [Trinity's submission on Bus Connects](#).

Comments received from the Liveability Lunchbox event were included in this submission to Dublin City Council, to address COVID-19 physical distancing requirements and enhance the active transport network so that commuting on foot within 3kms or by bicycle within 10km of Trinity's College Green campus is feasible.

For more information on the Healthy Trinity: Smarter Travel Working Group, please contact:

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