

To the Chairperson and Members
of the North Central Area Committee



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Active Travel Programme Office update on the Behaviour Change Campaign For 20th May NCAC meeting

An update on the motion Councillor Damian O'Farrell submitted at the North Central Area Committee in June 2023. Concerned for the safety of pedestrians and cyclists in and near shared spaces including footpaths, parks and alighting from buses. Areas which previously felt safe for our elders to enjoy without fear.

This Order was agreed, with the following amendment proposed by Cllr. Gilliland.
"That Dublin City Council explore the possibility of launching a campaign with regard to safely sharing space, (to include drivers), that we drive and cycle and walk with care across the city".

The timing of this motion aligned with the need for the Active Travel Programme Office to progress information campaigns on the new planned infrastructure related to the overall Active Travel Network, particularly within the North Central Area, where the Clontarf to City Centre (C2CC) is moving towards completion this year.

This Information campaign related to Cllr O'Farrell's motion is important for the Active Travel Programme Office (AcTPrO) because of our vision:

- AcTPrO is developing a safer, inclusive and more sustainable walk-wheel-cycle network. During the lifetime of the programme, the active travel network will grow from its existing 10km to a connected network of 310km across the city
- This Active Travel Network will enhance quality of life by 'connecting all the people within the greater Dublin Area' through improving access, connectivity and sustainable mobility
- The network will also contribute to a Dublin citywide reduction of transport-related carbon emissions

In October 2023 a workshop was held with the aim of brainstorming ideas for shared space educational campaign.

This internal cross sectional workshop was attended by councillors, a landscape architect, a waste management senior officer, construction engineers, design engineers, an accessibility officer, head of communications, an architect, traffic engineers, parks' superintendent, a senior systems officer and walking & cycling officers.

Three key objectives have been identified in the formulation of this campaign:

- To Inform users of the infrastructure what a shared space is.
- Enhance Shared Space users' awareness of how to behave (Users to be alert to their surroundings, foster respect amongst different Shared Space users, and to be mindful of vulnerable users)
- Encourage safe use of these Shared Spaces so that Dublin is a safer place to travel for all - irrespective of which modality they are currently using in a given moment i.e. we are all pedestrians

The Active Travel Programme Office is commencing the development of a Behavior Change Campaign in Q3 2023 to inform and educate road users of their rights and how to behave in shared spaces. The key message being that we are all operating within a system and the relationships between various road users should be harmonious, with respect to who are the most vulnerable.

The key objectives of the campaign were;

- Foster respect amongst different Shared Space users (pedestrians, cyclists, motorists, etc.)
- Enhance Shared Space users' awareness of how to behave
- Encourage Shared Space users to be alert to their surroundings and to one another
- Encourage Shared Space users to be mindful of vulnerable users
- Change behaviour so that Dublin is a safer place to travel for all - irrespective of which modality they are currently using in a given moment i.e. We are all pedestrians
- Reinforcing peoples' best behaviour & highlighting good practice

A service provider returned two no. campaign concepts late Q1 this year.

Early Q2 the NTA contacted the Active Travel Programme Office. The NTA indicated that they may wish to coordinate our Behaviour Change Campaign differently.

Due to the complexity and involved nature of the process and the requirement for certain resources and approach, the NTA has indicated that they may need to take the lead on direction and running of this campaign. We also see the NTA interest as a huge positive. However, this means that the pace at which we will proceed will need to take account of the multi-agency participation.

In parallel to progressing the educational campaign around Shared Spaces, AcTPrO have been progressing other educational initiatives that are of particular relevance to the North Central Area.

The Clontarf to City Centre (C2CC) is moving towards completion this year and two important interventions have been identified some information campaigns that are necessary to inform on the built infrastructure related to C2CC the team have initially prioritized engagement with vulnerable users on these specific campaigns.

These are;

Flashing Amber Flashing Lights for turning vehicles at junctions and,
Continuous Footpaths at Side Roads.



Image 1: Flashing Amber Filter Lights for turning vehicles at junctions.



Image 2: Continuous Footpaths at Side Roads C2CC scheme.

The AcTPRO communications teams is taking an overall approach to the educational campaigns around the entire network.

AcTPrO have initiated contact and met with some Disabled Persons Organisations (DPOs) representatives in relation to the upcoming C2CC campaigns. We have received some important guidance on specific messaging requirements to meet their member's needs. We are currently in the process of integrating these into the planned actions.

AcTPrO plans to integrate the feedback from DPOs and the learnings received from the C2CC campaigns into the wider network campaigns and will be extending an invitation to meet with DPOs and other important stakeholders, including the PPN, in the coming weeks.

In addition to the campaigns outlined above, initial plans are in place for early engagement with communities on specific areas of the network, the procurement of a service provider to facilitate this process is currently progressing and a further update on this will be issued in the next comprehensive Quarterly Report of the Active Travel Programme Office to the July Full Council Meeting.

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