

Big Travel Action Challenge

Citizen participation

Ireland – Limerick

→ Context, objectives and target group

Limerick Smarter Travel (LST) has been established to inform and inspire, to help make it easier to switch to healthier more sustainable forms of travel, like walking, cycling and shared travel. LST helps to build awareness of SUMP processes at community level by engaging citizens in mobility planning. As a participant in the ENDURANCE Network LIT has provided training on how to create innovative participatory process.



→ Description of the activities

LST implements a complementary suite of infrastructure and behavior change actions which support and encourage healthier more sustainable forms of travel. This includes, among others, an outdoor gym along the canal walkway/cycleway, park and picnic benches for walkers and cyclists and bike lockers in the city center.

Action Example: The Big Travel Action Challenge supports communities and individuals in creating Community Travel Plans. Prizes for the best travel actions. BTAC working groups have been established with representatives from the community, to provide a true voice, identify “micro infrastructure” improvements needed and support smarter, safer and more sustainable mobility.

The LST team is a section of Limerick City and County Council promoting sustainable travel. The information gathered from the BTC feeds directly into the operational plans for the City.

→ Communication

Numerous advertising campaigns (Scoot to School, Travel Champions, Parklets) visit links:

www.LimerickSmarterTravel.ie | www.facebook.com/LimerickSmarterTravel
www.twitter.com/LKSmarterTravel | www.flickr.com/photos/lstschooleproject
www.youtube.com/user/LKsmartertravel

→ Costs and who paid them

LST is part of a series of measures being rolled out across Ireland to support Smarter Travel. Following a national competition, Limerick was awarded € 9 million over five years. LST is funded by the Department of Transport, Tourism and Sport and by the European Regional Development Fund.

→ Project objectives, indicators, data and impact/results

OBJECTIVE	INDICATOR	DATA USED	IMPACT/RESULTS
To support and encourage, inform and inspire, 10 communities in the demonstration area as they incorporate healthier more sustainable forms of travel, like walking, cycling and shared travel into their daily lives.	Attendance at events, social media interactions, journey data collected by travel counters on the transport main routes, annual household survey, media monitoring.	The data is taken from the indicators mentioned previously and presented in our annual report. This report is available to interested parties but is mainly used by our project stakeholders and funders.	<p>The project will reach</p> <ul style="list-style-type: none"> 9 workplaces (5,680 staff members) 3 campuses (23,000 students) 23 schools (7,643 pupils) 10 communities (59,000 citizens) <p>Duration: 2012–2016</p>

→ Barriers

- Car parking in the demonstration area is free or inexpensive for workers.
- Congestion has become less of an issue due to external factors such as the economic recession (fewer cars per household)
- We make it clear that we are not anti-car (people here love their cars) just that we need to ‘do the right mix’ to help keep our communities healthy and happy.

→ Drivers

- Time, resources and freedom to implement a non-traditional programme in the demonstration area.
- Incentives to get communities involved, incentives which appeal to them.
- LST team is seen as external to the Local Authority and is therefore more accepted by the community.
- Access to academics has helped in providing interesting engaging messages and responding appropriately to feedback from the community.

→ Contact information

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→ Details

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