



POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

**ANNUAL
CONFERENCE
2021**

Innovation in Transport for
Sustainable Cities and Regions

1-2 DECEMBER 2021 GOTHENBURG, SWEDEN

Féidearthachtaí as Cuimse
Infinite Possibilities

Every Step of the Way: Supporting women who walk in Dublin

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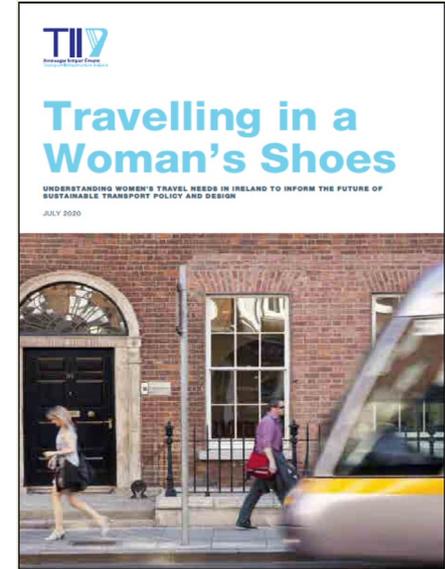
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Every Step of the Way

Improving Walkability for Women in Dublin

- CONCERN:** Women are choosing to walk less and use private vehicles more in Dublin.
- AIM:** Make Dublin a safer, more inclusive and welcoming place for women to travel.
- ACTION:** Create a tool to enable women to map their perception of the cities 'Walkability'.
- IMPACT:** Engineers respond with targeted infrastructure improvements that support women's travel needs.



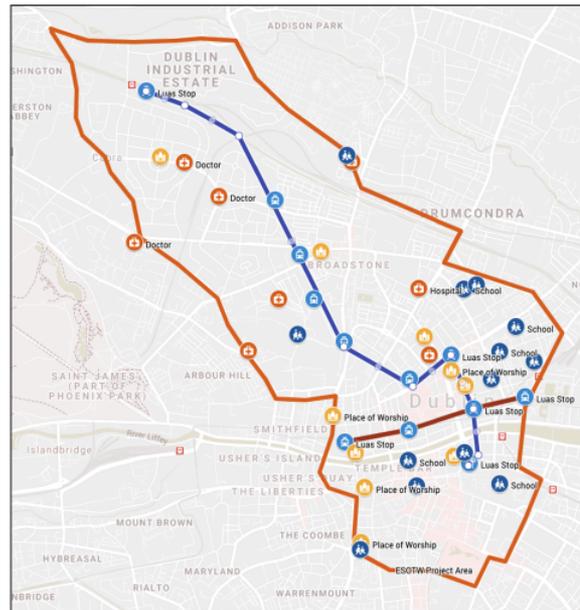
The Proposal

Walking is the most popular way to travel in Dublin but 35% are concerned it is unsafe, inconvenient and uncomfortable.

Women, who walk most in Dublin, where they can afford it, are choosing to walk less and use private vehicles instead - even for short distance trips.

Cars are perceived to be a safer, more convenient and comfortable mobility choice than walking and a deterrent to accessing public transport.

The impact is contributing to poorer physical and mental health; an increase in road casualties; a wider gap in inequality; and an inefficient transport network that suffers from congestion and is a major cause of air pollution.



Focus on the area connected by the Cross City Luas line within which there are 12 stops, 2 hospitals, 6 doctor surgeries, 13 schools and colleges, 10 places of worship as well as many residential areas, shops, parks, recreation facilities and businesses.



EVERY STEP OF THE WAY

1

Create a tool that lets citizens map the walkability of their neighbourhoods on their smart phones

2

Invite at least 100 women to share their perceptions of walkability in the City

3

Create a Walkability Map of Dublin to identify areas of concern where walkability needs to be enhanced.

4

Inspire infrastructure change in response
Eg wider paths, better surfaces, removal of clutter; improvements to crossings and signal timings; pedestrian information and wayfinding; and reducing the impact of traffic (including lowering speed limits and enforcing parking on footpaths).

5

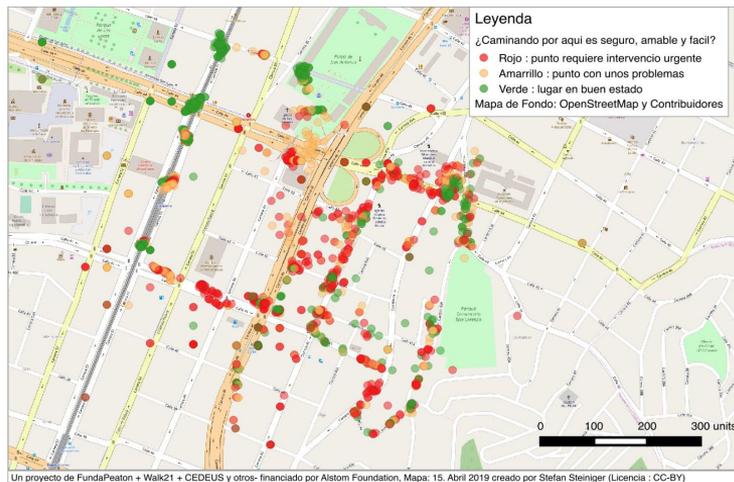
Measure any change in the perceptions by women on Dublin's safety, inclusion and sense of welcome because of the investment and evaluate the impact on women's transport choices.



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BACKGROUND - STRIDE tool (Shared Travel Reality of an Individuals Detailed Experience)

Used in Colombia giving children an opportunity to voice where they don't feel able to walk...



BACKGROUND - STRIDE tool (Shared Travel Reality of an Individuals Detailed Experience)

After mapping their concerns we created visualisations with them for what they wanted, shared it with the engineers in the City and The mayor built it for them!

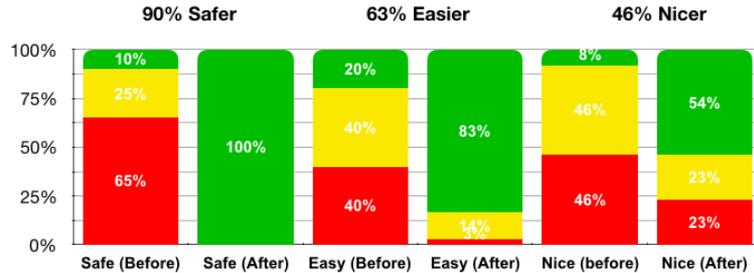
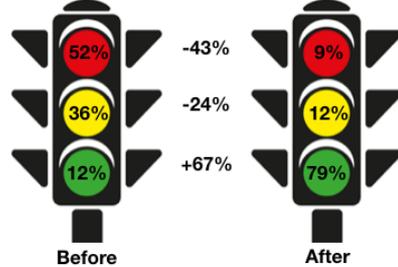


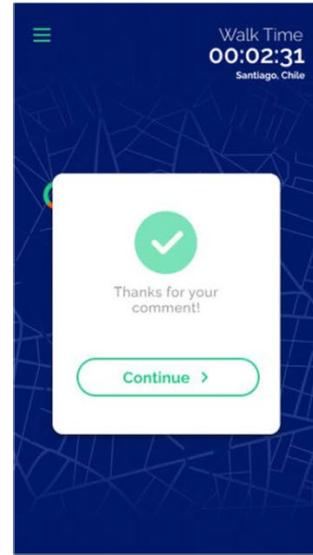
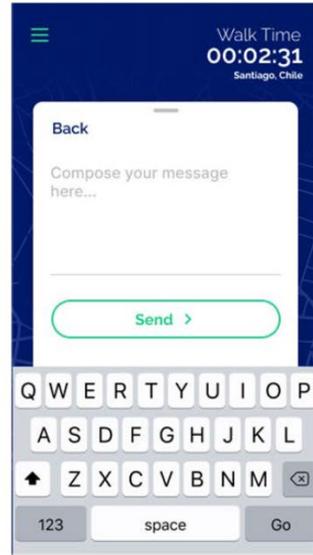
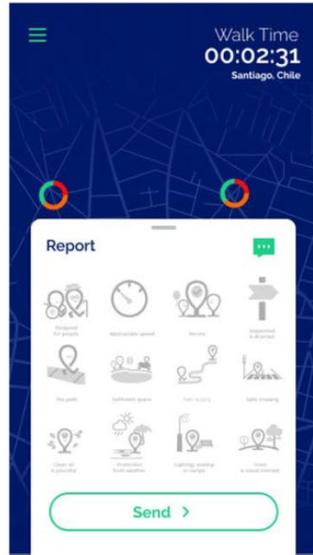
BACKGROUND - STRIDE tool (Shared Travel Reality of an Individuals Detailed Experience)

By using the tool after the investments, we could put a value on how much more walkable the city was.

(Crash fatalities reduced by 22% in first six months too!!)

Walking Satisfaction overall





Every Step of the Way

Improving Walkability for Women in Dublin



TECHNICAL UPDATES:

- The reporting App is in the Google Store (and will soon be in the IOS store too)
- The App is being tested in 21 countries
Albania, Botswana, Brazil, China, Colombia, Costa Rica, Czech Republic, Ireland, Italy, Kenya, Iceland, Indonesia, Malta, Nigeria, Norway, The Philippines, Portugal, Spain, Sweden, UK and USA.
- A web-based platform is being built to help analyse the data.



Every Step of the Way

Improving Walkability for Women in Dublin

SUPPORT, REACH AND INTEREST:



Praise



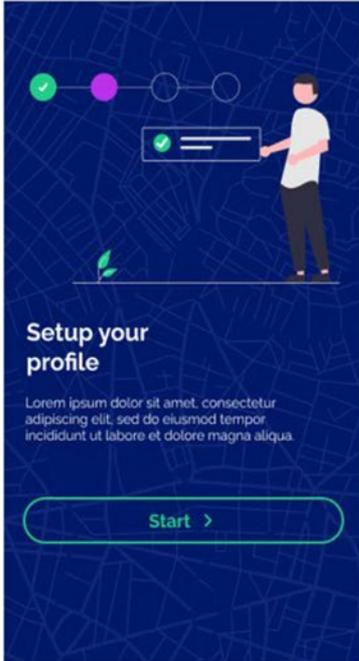
Concerns



Problems



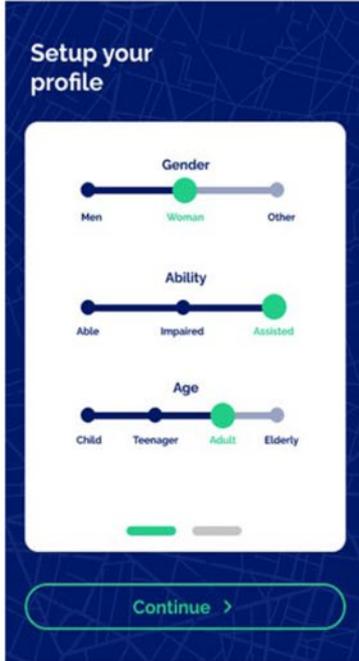
User Context



Setup your profile

Start >

Illustration of a person standing next to a profile card with a green checkmark. Above the person is a progress indicator with four circles: the first is green with a checkmark, the second is purple, and the last two are grey.



Setup your profile

Gender

Men Woman Other

Ability

Able Impaired Assisted

Age

Child Teenager Adult Elderly

Continue >

Three horizontal sliders for Gender, Ability, and Age. The 'Woman' option is selected for Gender, 'Assisted' for Ability, and 'Adult' for Age. A progress bar at the bottom shows the first segment is green and the second is grey.



Setup your profile

Decision

Necessity Choice

Purpose

Transport Leisure

Group Size

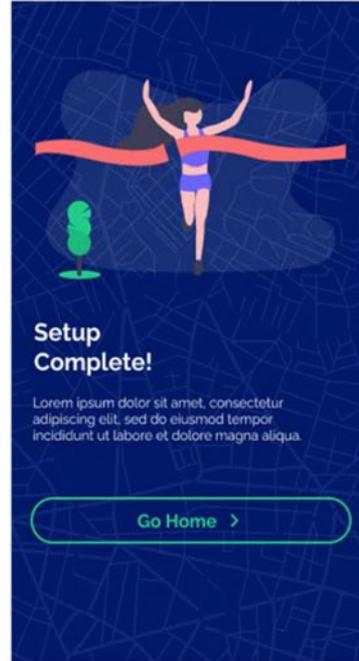
Alone With a Dependent Group

Familiarity

Local Visitor

Continue >

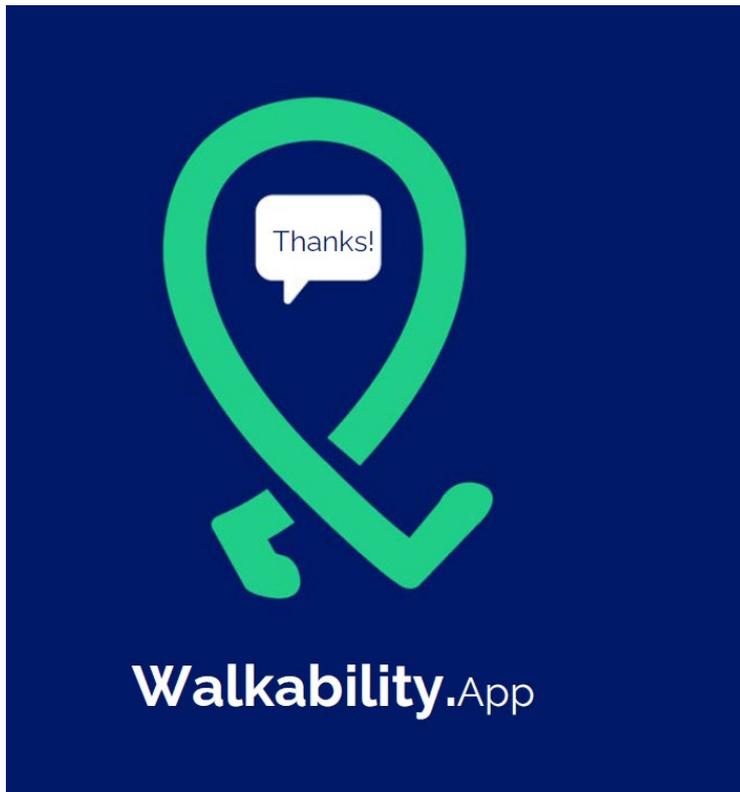
Four horizontal sliders for Decision, Purpose, Group Size, and Familiarity. 'Necessity' is selected for Decision, 'Leisure' for Purpose, 'With a Dependent' for Group Size, and 'Visitor' for Familiarity. A progress bar at the bottom shows the first two segments are green and the last two are grey.



Setup Complete!

Go Home >

Illustration of a person celebrating with arms raised and a red ribbon. A small green tree is to the left.



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