



Autumn events to promote smarter travel to Sandyford workers

24% increase in number of people walking and cycling to the Sandyford Business District

DLRCC Cathaoirleach launches Mobility Management Plan Network

Roughan & O'Donovan Consulting Engineers wins Commuter Friendly Workplace Award

20th September 2012 – The benefits of walking, cycling and taking public transport are to be promoted to workers in a new smarter travel promotional campaign for the Sandyford Business District this autumn.

Part of Dún Laoghaire-Rathdown County Council's *Sandyford Smarter Travel* initiative for the Sandyford Business District, a number of promotional events including *the Fruit Commute*, *Walk on Wednesday* and bicycle clinics will be taking place over the coming months. The announcement was made at the launch of the Mobility Management Plan Network for the Sandyford Business District by An Cathaoirleach of Dún Laoghaire-Rathdown County Council, Cllr Tom Joyce.

The purpose of the events is to encourage those working in the area to use smarter travel options, including walking, cycling, using public transport and car sharing, for some of their weekly commutes. The Network brings together businesses based in the Sandyford Business District to champion and promote the development and delivery of sustainable

travel. Companies in the network include the Beacon Hospital, Merrill Lynch, AIB, Airtricity, Ulster Bank, JC Decaux and Vodafone.

A recent Traffic Count Survey of the Sandyford Business District shows that there has been an increase in the use of sustainable travel modes and a reduction in driver only vehicles to access the Sandyford Business District. There has been an increase of 24% in the number of people walking and cycling to the Sandyford Business District.

Dún Laoghaire-Rathdown County Council has made a significant investment in the Sandyford Business District since 2010. Improvements include the development of a new Sandyford Greenway, improved walking and cycling facilities, traffic management and safety measures, the launch of an Area Wide Mobility Management Plan and the development of a travel website www.sandyfordsmartertravel.ie.

Roughan & O'Donovan Consulting Engineers was named as the Sandyford Business District Commuter Friendly Workplace. The competition recognises Sandyford Business District companies who encourage and support sustainable travel options for their employees. Roughan & O'Donovan Consulting Engineers has been very active in promoting sustainable travel in their organisation through their staff Workplace Travel Plan and Green Committee with 22% of their staff cycling to work in 2012.

Cllr Tom Joyce, Cathaoirleach of Dún Laoghaire-Rathdown County Council commented, "We are encouraging workers in the Sandyford Business District to try out a Smarter Travel option such as walking, cycling or using public transport, for some of their weekly commutes over the coming weeks. Dún Laoghaire-Rathdown County Council has invested in improved facilities in the Sandyford area, including improved walking and cycling facilities, traffic management and safety measures. We are now launching a series of promotional activities in the coming weeks to promote travel options and to encourage people to try out smarter travel."

"Sandyford Smarter Travel is all about making it easier for the two-thirds of workers who currently commute to the area by car to use smarter travel options for some of their trips. Ultimately, we want to see 55% of all trips to the area to be by foot, bike, or another public transport option, consistent with the stated aims of Smarter Travel, the National Transport Policy. The Council will work closely with the Sandyford Business District Association and other interested stakeholders through the Mobility Management Plan network to help achieve this aim".

“We are very encouraged to see that there has been a 24% rise in the number of walkers and cyclists to the Sandyford Business District. This is a key aim of the Sandyford Smarter Travel initiative. This trend will underpin the sustainable future development of the district.”

“I am delighted to launch the Mobility Management Plan Network for the Sandyford Business District. I congratulate the companies like Beacon Hospital, Merrill Lynch AIB, Airtricity, Ulster Bank, JC Decaux and Vodafone, who are already promoting smarter travel to their employees. I would also like to congratulate Roughan & O’Donovan Consulting Engineers winners of our inaugural Commuter Friendly Workplace Award 2012.”

For more information on the project go to www.sandyfordsmartertravel.ie or contact Therese Langan or Gerry Flaherty, Sustainable Travel Officer on 01-204 7945.

ENDS

Information:

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Network Objectives

- To provide a forum for discussing transportation projects and sustainable travel initiatives in the Sandyford Business District and providing updates on projects.
- To improve accessibility to the Sandyford Business District for all road users and to reduce congestion within the area through provision of efficient and effective travel planning.
- To create a culture of walking and cycling in the area.
- To maximise the efficiency of the transportation network in the area
- To facilitate information sharing between participating businesses throughout the Sandyford Business District.
- To represent and provide information on behalf of the Sandyford Business District within other transport related agencies.

- To provide advice to those in the process of developing a workplace Mobility Management Plan.
- To regularly review and monitor the Area wide Mobility Management Plan initiatives aimed at reducing car travel in the area.
- To receive updates on national funding and ongoing events.