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INTEGRATED RURAL URBAN TRANSPORT EVOLUTION

2017 CONFERENCE REPORT

A Partnership Initiative by:

Kilkenny LEADER Partnership
Kilkenny County Council
Ring a Link
Carlow Kilkenny Energy Agency

> ***Any person or area without a local service cannot have access to the integrated system, no matter how good it is- there must be a sufficient level of service at the times people need to travel.***

Brendan Finn: Transportation Consultant (iRoUTE Conference 2017)

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How it all began.....

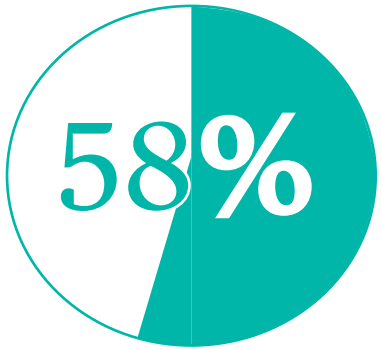
In recent times, there has been a heightened focus on the Ireland that lives and works beyond the major cities and towns. It is widely accepted that rural towns, villages- indeed the entire rural community's socio-economic structure is suffering severe strain.

Services- of all sorts- education & training, health-care, employment, etc. and the opportunity to access them have been identified as the key dearth and cause of the decline of rural communities. Some access service deficits such as broadband provision, have become universally recognised as requiring investment by the state; leading in that instance to the ambitious National Broadband Plan.

However while welcome, the physical access to services can never be replaced by a "virtual" channels. Employment, tourism, socialising, healthcare and education/ training all still require transport options. But far too often these are scant or non-existent in many rural areas.

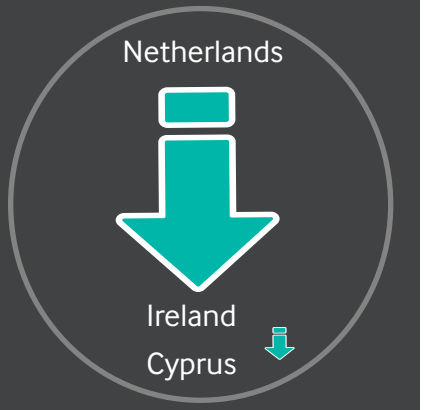
The iRoUTE partners all have an interest in the development of a sustainable transport system in financial, environmental and social senses. Their experiences and researches have led them to the conclusion that the pathway to the goal is by cooperation among the varied users, providers and destinations of transport. This in turn means that the optimum transport service for both rural and urban areas must be integrated to avoid waste and maximise coverage.

Integration is a goal that is easier to explain and get agreement for in principle than it is to practically achieve. Rural communities in other parts of the world have come closer to realising the objectives and the iRoUTE conference is aimed at helping the communities and transport stakeholders to begin their own journey to a sytem that will serve their curent and future needs and wants



More than half of over-50s rated the transportation options in their area as poor or very poor. *

IRISH PEOPLE USE public transport less often than almost every single other country in the EU.



Only **3%** of people in rural areas use their free pass for state run bus and rail services, compared to 1/3 of free pass holders in Greater Dublin.*

* The Irish Longitudinal Study on Ageing (Tilda), based at Trinity Collegehttp://tilda.tcd.ie/

THE iROUTE JOURNEY

1

Kilkenny LEADER Partnership, Kilkenny County Council, Ring a Link and Carlow Kilkenny Energy Agency partnered to explore the potential of developing a sustainable 'joined-up' transport system for Kilkenny and ultimately all of Ireland.

2

Discussions resulted in **iRoUTE**: (Integrated Rural Urban Transport Evolution).

3

An iRoUTE conference was organised for the 27th and 28th of June 2017, to highlight the potential and successes of integrated public transport systems. iRoUTE brought to Kilkenny examples from similar small EU states where they have managed to move closer to that ideal.

4

Over 80 transport providers, regulators, international experts, practitioners, academics, and community interest groups attended from throughout Ireland.

6

iRoUTE stakeholders shared a common vision on the required evolution of thought and behaviour to design an integrated public transport system for the Kilkenny region and rural Ireland.

5

Innovative workshop sessions allowed two-way communication between all participants.

7

At the conclusion of the iRoUTE Conference there was a resolution adopted unanimously by the participants that a nation-wide network be formed to explore and promote the concept of there being introduced to Ireland, a legal right to all residents to a basic level of mobility and accessibility.

8

Following the success of conference, The iRoUTE partners aspire to piloting an integrated transport initiative in the wider Kilkenny region- with the design specification of being replicated in all of rural Ireland.

SPECIAL GUESTS

Councillor David Fitzgerald

Councillor the "First Citizen" of County Kilkenny, David Fitzgerald MCC, Chairman of Kilkenny County Council

John Paul Phelan, TD.

Minister of State at the Department of Housing, Planning and Local Government. Fine Gael TD Carlow/ Kilkenny & party Vice-President. Minister of State for Local Government & Electoral Reform.

MASTER OF CEREMONIES

Naoise Nunn

Naoise Nunn is a graduate of Queens University, Belfast.

Mr. Nunn is:

- Director of Director Of Marketing And Business Development of SoundDome.
- Programme Director of Kilkenomics Festival of Economics
- Founder and Director of MindField arena at the Electric Picnic Festival and the MindField Festivals
- Founder and Producer of Leviathan: Political Cabaret
- Producer of I, Keano: The Musical
- Manager of Apres Match TV and Live Comedy

> ***Work closely with everybody involved; be sure to manage expectations, adopt the spirit of the Three Musketeers and stay on course even when it gets tough- and a 'Big Bang' is not necessary; organic growth worked in Denmark.***

Finn Kock Sørensen: Flex Danmark (iRoUTE Conference 2017)

INTRODUCING IROUTE GUEST SPEAKERS

Anne Graham
Chief Executive of the National Transport Authority

Anne Graham was appointed Chief Executive Officer of the National Transport Authority in 2015. Ms Graham, who previously served as Director of Public Transport Services with the Authority, is a Chartered Engineer and holds an MBA from DCU. She has worked with the Dublin Local Authorities as a Civil Engineer, as Project Manager on many projects and as an Area Manager in the South West area of Dublin City, bringing local authority services closer to consumers in four local offices.

Brendan Finn
European Transport & Telematics Systems Ltd (ETTS)

Brendan Finn is an expert in urban public transport. He began his career at Dublin's public bus company, in a variety of roles spanning traffic engineering, operations and depot management and implementing ITS and other new technologies. Mr Finn has been an international consultant, working in Europe, CIS, Asia, Middle East and Africa. He has been active in BRT and other forms of bus transit, including both the institutional/management arrangements and operator transformation. He is currently advising cities in India, Vietnam, Sri Lanka on development and restructuring of the urban bus services and their institutions.

Finn Kock Sørensen
Flex Danmark

Finn Kock Sørensen has a Master of Science in Public Administration and a Master in Management of Technology, MMT - Executive MBA. He has 13 years of experience in the field of flexible transit, in every part of the Danish DRT-supply chain. He currently is project leader of the nationwide Danish Multi-Modal and Mobility as a Service (MaaS) project, "The Connected Journey". "The Connected Journey" connects rural areas covered by DRT with time table traffic in a seamless flow. The project was launched in part of Denmark in May 2017. Mr Sørensen has expertise in relations between the different part of the DRT-supply chain, optimisation and change management regarding the real-time monitoring processes.

Guy Hermans
Senior consultant: Special Transport Services Forseti

In 2001 Guy started working for the research department of the Ministry of Transport of the Netherlands. In 2005 he was asked to set up an expert centre on accessible public transport and special transit service (such as demand responsive transport). This centre was part of the Dutch Traffic and Transport Knowledge Centre. For almost ten years he worked there, giving advice to municipalities, provinces and national government. In 2015 he switched to Forseti, a private consultancy firm. Forseti mainly helps public organisations in the formation and realisation of their special transport policies, the consultancy also helps clients with the European Tendering Procedures and with contract management.

Odette Buntinx
Project manager Business software development Demand Responsive Services-De Lijn

Since 2010, Odette Buntinx has been responsible for the technology elements of the Belbus (DRT) system of De Lijn, the Flemish public transport company. She is currently overseeing the development of a new and integrated software system, which includes planning, reservations, operations, monitoring and post-processing functionality, to replace the Ring software system that has been used by Belbus for the past 2 decades. Ms. Buntinx has a long involvement in DRT for De Lijn, including implementing early DRT operations in low density areas where they were an essential element of the public transport network. She was actively involved in the development of more than 30 DRT systems.

Tom Cullen, Director
The Society of the Irish Motor Industry (SIMI)

Tom Cullen is a Director at SIMI (Society of the Irish Motor Industry); the official voice of the motor industry in Ireland. SIMI is a members organisation, which consists of Dealers, Repairers, Vehicle Distributors, Wholesalers, Retailers, Vehicle Testers and many more important operators within the industry in Ireland. Its role is to represent the views of the motor industry by campaigning to the Government, state bodies, the media and the motoring public.

AGENDA

Day 1

10:00 am Registration & Tea / Coffee

11:00 Welcome and Introductions

11:30 **NTA's plans for development of public transport in rural areas in Ireland:** Anne Graham, Chief Executive of the National Transport Authority

11:50 **The Role of Technology and Human Behaviour in Creating an Integrated Transport System:** Tom Cullen, The Society of the Irish Motor Industry (SIMI)

12:10 pm Coffee / Tea Break

12:30 **WORKSHOPS**

- Workshop 1: **Do passengers dream of electric vehicles?**
- Workshop 2: **Only losers take the bus?!?**
- Workshop 3: **Pilots ready for take-off!**

1:30 pm **Light Lunch - Kilkenny Design Centre**

2:30 pm **New ICT base for the Belbus in Flanders:** Odette Buntinx, Lijn

2:50 **Implementation of new flexible transport solutions in the province of Gelderland, The Netherlands:** Guy Hermans, Forseti

3:15 **WORKSHOPS**

- Workshop 1: **The Lowdown from the Low Countries:**
- Workshop 2: **Bending not breaking:**
- Workshop 3: **Public Challenges - Private Opportunities:**

4:15 **PANEL DISCUSSION / Q&A / COFFEE & TEA**

8:00 pm **BBQ, MUSIC & NETWORKING EVENT PARIS TEXAS, KILKENNY**

Day 2

10:00 am Tea & Coffee

10:30 Welcome and Set Context

11:00 **Adapting the best elements of the Danish approach to combine several types of transportation:** Finn Kock Sørensen, Flex Danmark

11:20 **Integrating Transport at the Community Level:** Brendan Finn, European Transport & Telematics Systems Ltd (ETTS)

11:40 Coffee / Tea Break

12:00 pm **WORKSHOPS**

- Workshop 1: **We're all in this together - right?**
- Workshop 2: **What are we missing?**
- Workshop 3: **Giant Leaps - Baby Steps.**

1:00 **Wrap Up /Panel Discussion**

2:00 pm **Light Lunch - Kilkenny Design Centre**

iROUTE CONFERENCE PROCEEDINGS DAY 1

OPENING OF CONFERENCE

The iRoUTE Conference proceedings was opened by the 'Master of Ceremonies', Naoise Nunn. Mr Nunn. Mr. Nunn invited Councillor the "First Citizen" of County Kilkenny, David Fitzgerald MCC, Chairman of Kilkenny County Council to officially open the Conference.

Councillor Fitzgerald thanked the MC and iRoUTE organisers for the invitation to open the conference. He welcomed the Conference participants to Kilkenny and the beautiful Parade Tower venue. He particularly appreciated the presence of the new Minister John Paul Phelan T.D. at the event.

The Council Chairman noted the issues that were arising in rural and urban Kilkenny in regard to transport provision- particularly the positive news that the National Transport Authority was working with Kilkenny County Council to establish new city bus services. The lack of which, Councillor Fitzgerald noted was placing a significant barrier to social and economic development. He expressed a wish that the iRoUTE would lead to a discussion of what an integrated and sustainable transport service in the county would look like and wished the event well in its work.

MINISTER'S PHELAN'S ADDRESS

The MC welcomed and thanked the newly appointed Minister of State, at the Department of Housing, Planning and Local Government, John Paul Phelan to iRoUTE- on what was his first official engagement in his new role in native Kilkenny. The MC and invited Minister to give his views on the subject of the conference. The Minister also thanked the iRoUTE organisers for inviting him and noted it was his first official local event. He declared that he was delighted to be invited and was impressed by the attendance and by a number of the notable participants who had taken the time to engage on an important issue.

Minister Phelan expressed his interest as a rural resident in the challenge of developing adequate transport. He welcomed the objective of iRoUTE and noted in the context, the reduction and cessation of long-term public transport services in the rural parts of the county. The Minister stated that, in his new role in the Department of Environment, he was willing to consider how he could be of assistance towards those goals.

Naoise introduced the first session of conference presentation and outlined that Anne Graham of the National Transport Authority (NTA) and Tom Cullen of the Society of Irish Motor Industry (SIMI) would be setting out the broad contextual framework of transport in Ireland currently and what was envisaged to be the developments.

Note: All the iRoUTE plenary session presentations are available in full on the Conference website http://iroute.cklp.ie/ What follows is a narrative synopsis & infographic highlight some key points.

Presentation 1

Ann Graham: Chief Executive Officer of National Transport Authority

Anne Graham outlined the mission and remit of the National Transport Authority (NTA) of which she is Chief Executive Officer. The brief was wide and encompassed the coordination of most public transport at national level, covering the spectrum from bus, train, light rail , taxi, cycling and walking modes of transport.

The NTA's initiatives included major investment in transport infrastructure, the provision of real-time travel technology, the operation of the Leap Card, the introduction of the integrated brand, "Transport for Ireland" and the development of the National Journey Planner.

In developing its national policy the NTA was examining peoples travel patterns and choices in terms of their employment and other needs. Anne explained that the NTA was in discussions with local stakeholders on the provision of a new Kilkenny City bus service and was proposing to issue a public procurement process 'tender' seeking applications to deliver a service in the coming months.

At local level the NTA's transport policy was focused in part on encouraging more people to use sustainable transport in rural towns and villages.

The NTA has involvement in public transport through:

- Commercial operators licensed by the Authority
  - o no subsidy paid by the state,
  - o regulated on the basis of demand for the services
- Services contracted by the Authority
  - o Direct Award Contracts
  - o Publicly tendered contracts
- Rural Transport Programme- such as Ring a Link and other 'Local Link' services.

In that context, commercial Bus Services represents 9.6% of all public transport passenger journeys. Key issues in working here are:

- Commercial operators can choose to withdraw services e.g. JJ Kavanagh 717 service reduction & Bus Éireann withdrawal of X7 service through Castlecomer to Clonmel.
- Demand for NTA to fill the gaps in services
- Route 817 provided by Bernard Kavanagh following NTA tender
- Challenge to integrate all these services timetable, fares etc.
- Wheelchair accessibility of commercial fleet

Anne gave details of the proposed Kilkenny bus

service to be funded by the NTA with its plans to link the city centre with key destinations and the "transfer potential" integration possible. She also referenced the need for supporting infrastructural projects in the County- specifically the 'Central Access Scheme' new bridge and street to alleviate traffic congestion.

In the brief question and answer session that followed Anne's presentation, she was asked on the NTA's position on 'park-and-ride' facilities. She responded that the NTA was supportive of the facilities in the appropriate context. Conference Convener, Naoise Nunn thanked Anne for her presentation and welcomed her commitment to participate in the morning's workshops and that of some of her colleagues who also attended.

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KILKENNY LEADER PARTNERSHIP
Carlow Kilkenny Energy Agency
driving sustainability
The European Agricultural Fund for Rural Development: Europe investing in rural areas

National Journey Planner is putting in place better technology to develop the better integration of services.

ANNE GRAHAM
Chief Executive Officer, NTA

Get more people using sustainable transport in our towns and villages.
Benefits: integrating land use development and transport planning can bring huge benefits to towns.

Transport Policy: Look at where people live and work and how people access those places

The NTA is currently consulting with potential operators for Kilkenny's new bus service.

TFI TRANSPORT FOR IRELAND

We developed an Integrated brand called **Transport for Ireland** - home for all transport information.

We're responsible for the Leap Card, and real-time technology.

We are improving real time passenger info.

KILKENNY CASTLE
27 - 28 JUNE 2017

Live harvested by THINKVISUAL

Presentation 2

Tom Cullen: Director, Society of Irish Motor Industry

Tom Cullen's presentation commenced with a brief introduction to SIMI and its national representation role in transport. This was followed by an analysis of transport modes (car, bike, public transport, etc.) and gender patterns in the usage. He referenced the data on the ratio of public to private transport in Kilkenny and other parts of Ireland- and the likely rationale for these patterns; essentially "limitations in public transport" leading to "forced car dependency". Tom's point being, that "Public Transport can work", he referenced the success of the LUAS in Dublin- but, "to encourage people out of their cars, we need to offer them good alternatives."

A main driver of change was the need to balance economic growth and reduced energy consumption/ greenhouse emissions. Tom revealed that the "European Union accepts the need for radical changes to our transport infrastructure to meet the social and economic demands of our consumers." He presented how in a "dynamic and challenging sector" technology was being used to integrate modes of transport as varying as air, rail and bus/ car. The presentation referenced how Ring-a-Link and other 'Local Link' public transport solutions around the country have filled many of the gaps, but are not always based on demand. Other initiatives and innovations included 'Park & Ride', car-pooling/ sharing.

Tom moved to cover the alternatives that were emerging from the integrated use of technology changes, driving that response. The AIRail service by Lufthansa (airline) in cooperation with Deutsche Bahn (train-service), was presented as an exemplar of very successful integration between transport modes. But Tom was of the view that "Public Transport can only go so far." In SIMI's view we need to "sweat the assets that we have" through effective and organised car sharing. Tom contended that revolutionary success of Hailo, MyTaxi & Uber have transformed the car and ride sharing service in many parts of the world- and a model was needed to encourage rural communities to also change their behaviour.

Tom's presentation saw that changing behaviour through car-sharing bringing many complementary benefits; reducing the number of cars on roads, decreasing congestion; accordingly decreasing journey time and allowing easier parking. It would also reduce CO2 emissions and increase social interaction. He praised the NTA's Transport for Ireland Journey Planner as a useful tool aiding linkage and integration and a driver of changed behaviour by transport users. He concluded his presentation by news of some of the dramatic changes proposed for car automation and communication and of the role of government and of offered some suggestions on the tactical approach to achieve integration. "To change behaviour we must make it attractive", he stated.

Tom suggested the "timing is perfect" for a pilot action and that SIMI was fully supportive of such an initiative. The MC thanked Tom for his fascinating and thought provoking presentation.

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KILKENNY LEADER PARTNERSHIP
Carlow Kilkenny Energy Agency
driving sustainability
The European Agricultural Fund for Rural Development: Europe investing in rural areas

A backdrop of Economic Growth leads to increased congestion and a need to reduce our Greenhouse Emissions and improve our Air Quality.

TOM CULLEN:
Director,
The Society of the Irish Motor Industry (SIMI)

Development in motor industry: Every car will have to have an E-Call service for use in emergencies.

SIM Cards in cars means connected vehicles - this will change dramatically how we use cars

Car Sharing services such as Hailo, MyTaxi & Uber have transformed the car and ride sharing service.

There's a requirement to change people's behaviour to embrace integrated transport.

There are 2,000 Electric vehicles in Ireland at the moment. The goal is to change people's behaviour and by allowing them to experience driving them through pilot programmes.

KILKENNY CASTLE
27 - 28 JUNE 2017

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WORKSHOPS INTRODUCTION

One of iRoUTE's unique features was the hosting of themed workshop sessions to analyse and discuss the preceding presentations made in the plenary sessions.

Each workshop featured groups of approximately 20 people working in smaller clusters of four or five and addressing a set of questions themed to the presentations the participants had just heard and witnessed. The participants then used a limited number of colour-coded 'post-it' notes to record their diverse Prioritised Contributions.

Facilitation staff undertook in the comparative analysis and grouping of the responses into categories on display boards for recording and further analysis.

WORKSHOPS DAY : MORNING SESSION

Workshops

- Workshop 1: Do passengers dream of electric vehicles? What role can new technology play in developing an integrated transport system for Rural and Urban Ireland?
- Workshop 2: Only losers take the bus?!? Can a national transport plan work without a change in public behaviour?
- Workshop 3: Pilots ready for take-off! How to kick-start an Integrated Transport System for your area?

The first set of workshops was hosted in three venues- Kilkenny Castle itself, the adjacent Butler House and Pembroke Hotel meeting rooms. Note: all workshop comments are a direct transposition [typo-cleaned where evident] of the actual post-it notes completed by the participants.

Workshop 1:
Do passengers dream of electric vehicles?

Q1: WHAT DOES A TECHNOLOGY ENABLED TRANSPORT SYSTEM LOOK LIKE?

- Online connectivity (GPS & Cloud providing real time schedule, route & passenger info)
- Corridors with autonomous vehicles connecting in.
- Ease of Use
- Inter-operability / operate with other systems
- Demand driven / Personalised
- Integrated payments
- Flexibility: School runs, tourism, shopping etc.
- Faster
- Universal Access & design for disabled, elderly, young people & Non drivers
- Less private ownership of vehicles, more shared journeys.
- It should be branded and understood by everyone
- Reliable
- Real Time Integration / Seamless
- Real time info
- Provide more options
- Not all technology based
- Less private ownership of vehicles, more shared journeys
- Real Time Integration / Seamless

Workshop 1:
Do passengers dream of electric vehicles?

Q2: WHAT EXCITES YOU ABOUT WHAT TECHNOLOGY CAN BRING TO THE LIVES OF PEOPLE OUTSIDE OF OUR MAIN CITIES?

TRANSPORTATION OPPORTUNITIES

- Universal Access to Door to Door Public Transport
- Equal Opportunities Access for Urban/Rural Communities, driverless vehicles could have a major impact on this.
- Personalised transportation based on needs/ requirements. This could include those with disabilities, students, elderly.
- Opens up other opportunities

COMMUNITY OPPORTUNITIES

- Technology
- Social Inclusion
- Tourism Development

CONVENIENCE OF USE

- Ease of Access /Clarity/simplicity – ease of payment
- Ability to use Card/Ticket
- Optimised connections for first/last mile.
- Ease of movement
- Will make it simpler/ user friendly,
- Communicates with you - Google maps, driverless cars
- Work/life Balance - due to greater time efficiency on travel etc.
- Easy to adapt to passenger needs
- Older Persons usage

ENVIRONMENTAL FRIENDLY

- Emission Reduction leading to improved air quality
- Environmentally Friendly Transport means - electric, biofuels.

REDUCED COST

- As there is a reduced need for family cars and this will reduce family/household income.
- Electric vehicles should bring down costs.

RELIABLE

- Certainty
- Quick Response

ECONOMIC BENEFITS

- Economic benefit to rural community

#RoUTEconfirm

Workshop 2:
Only losers take the bus!!?

Q1: WHAT ARE THE CURRENT BELIEFS AND STEREOTYPES THAT ARE ASSOCIATED WITH PUBLIC AND PRIVATE TRANSPORT?

There's just too many issues!

1. Timetables are too difficult to understand
2. Changing routes often makes it difficult
3. Improve shelters
4. Unreliable
5. Delays
6. Use physical signage – not everyone uses smart phones
7. Disconnect between rural area & City to get transport
8. Lack of connectivity to existing public transport services
9. Need a better PR campaigning

Bus are only for certain people!

1. Lower middle class & working class
2. The stigma is that "Buses are for losers"
3. The perception is that you are not independent
4. Public transport is only for certain people
5. "Not Successful" - if you use the bus
6. Rural Areas - "Granny Bus"

Cars are more reliable!

1. Reliability - "why would I use the bus when I've got a car"
2. Private cars is still more "reliable" and low cost
3. Pressure on People to get cars

Older people & children!

1. Safety concerns with Older People an mobility impaired
2. Issue of Accessibility for Children, older people

Workshop 2:
Only losers take the bus!!?

- Accessibility
- Awareness building through branding & marketing
- Connectivity
- Infrastructure
- Mobility Issues Addressed
- Bus stops/shelters
- Planning: Maximise freight transport during peak time
- More legible signage and easily understood timetables
- Organise services around high density population
- Real time info - timetables
- Congestion make it more difficult for cars, encourages use of public transport
- Coordinated approach needed on promotion and communication of services
- Use cycle routes through housing estates to create linkages.
- Establish more Park & Ride Services
- Pedestrianise more streets
- Better interchange between services
- Ensure reliable service - don't give negative experiences
- Create a behavioural change project directed at School age focusing on the positives of public transport.

Q2: WHAT DO WE NEED TO HAVE IN PLACE IN ORDER TO CHANGE IRELAND'S PUBLIC PERCEPTION OF TRANSPORTATION?

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WORKSHOP 3:
PILOTS READY FOR TAKE OFF!!!!!

Q1: IDENTIFY THE STAKEHOLDERS THAT WOULD CONTRIBUTE TO A HEALTHY SUSTAINABLE TRANSPORT SYSTEM IN YOUR LOCAL AREA.

1. Need a LEADER, NTA + Coordinator – Local link
2. Users, Providers, Regulators, Funders & Lobby Groups including: LEADER / Champion
3. Community Groups & Clubs: Youth Older Adults, Schools; Local Businesses; Sports FacilitiesFamily Resource Centres
4. Social / Leisure providers
5. Education: Disability Interests, users & service providers; Rural Schools; (Social Cars?) Education & Training Boards (ETB)
6. Policy Makers
7. Councillors/ TDs
8. Statutory& Economic Bodies : NTA, HSE, IDA, Dept of Ed, Local Development Company, County Councils Tourism, Bus Companies/ Train.
9. Users – a mix of those who use it.
10. Strengthen role of TCUs
11. Private Industry: Private Bus Companies, Local Link, Private Multinationals.
12. Active Destinations
13. Public: Bus Éireann
14. Post Office Network -Tab into existing services
15. Lobby Groups
16. Private: Bus Operators, Taxi, Go Car.
17. The EU
18. Health & Safety Authority
19. Regional Airports
20. NTA

The MC opened the afternoon session on day 1 with a brief recap of the morning's work in both the plenary and workshop sessions. Naoise introduced the afternoon presentation session as featuring two examples of integrated transport from the 'low countries' of Belgium and the Netherlands; both small countries organising their transport to the most efficient end for both the user and the funder.

Presentation 3

Odette Buntinx: De Lijn, Belgium

Odette commenced by delivering an account of the new public transport legislation in Flanders on 'basic accessibility & mobility' that led to the reorganisation of De Lijn's Belbus- 'demand response transport' system.

Basic Mobility – Supply Driven
Each citizen is entitled to a minimal public transport package according to defined legal standards:

Basic Accessibility – Demand Driven
Guarantees the access to important social places on a demand –driven basis by different means of transportation. While Belbus is not a community-run service, it shares many characteristics with the Local Link services such as Ring a Link. As a result of the basic accessibility legislation, the Belbus system covers 175 municipalities (57% of the total), 112 service areas and over 58% of surface area of Flanders.

The new Public Transport (PT) system that the Accessibility legislation has opened up- is replacing a number of stand-alone systems by a single integrated system. It is using all layers of the PT network to offer a solution to meet the transport request of the user. The integrated system replaces fixed theoretical times by more realistic time windows and it offers a vast range of very flexible connections and modes of transport- Belbus/ bus/ train and taxi. Belbus has become part of the customised transport network, with over 250 dedicated vehicles serving almost 5,000 passengers daily.

Odette gave a full account of the principles and pragmatics of the integrated system. The basic rule is that the characteristics of the customer will be central to what Belbus will recommend as their transport option. Pragmatically an important element of the system is that the information is current and 'real time', in terms of the actual service constraints. A specialised 'information and communication technology' (ICT) system is the means by which the myriad of permutations on passenger journeys can be calculated to discover the optimum route. This is controlled and monitored by a coordinating 'Operator Call Centre'. The system allowed for a range of sophisticated options to be made available to the travelling customer that includes integration and transfer options. A 'driver's app' which is integrated into the system and which operates off a smart phone with minimal connection requirements, is a crucial part of the system.

Odette concluded her presentation by suggesting that the major challenge facing the Belbus- and by implication any integrated transport system was "managing change" and its effect on people.

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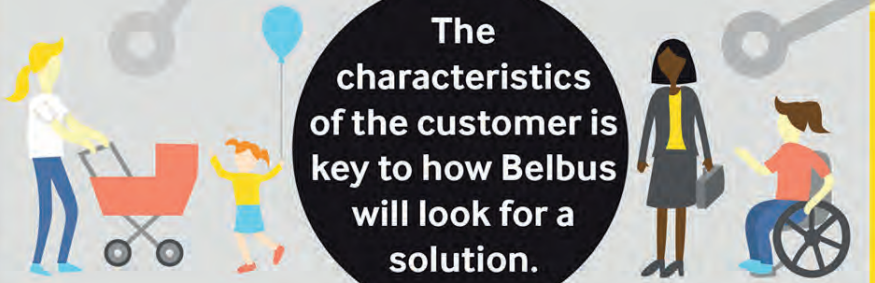
Change means resistance - how do we deal with this challenge?

KILKENNY LEADER PARTNERSHIP
Carlow Kilkenny Energy Agency driving sustainability
The European Agricultural Fund for Rural Development: Europe investing in rural areas

ODETTE BUNTINIX:
Responsible for technology elements for Belbus (DRT) system of De Lijn (Belgium)

Basic Accessibility - guarantees access to important social places on a demand-driven basis by different means of transportation.

Integrated Transport does not come cheap



The characteristics of the customer is key to how Belbus will look for a solution.

It must be a connected, flexible system that uses real time information.

What's needed? Public transport info from each provider, timetables, real time information, e.g. detours.

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Presentation 4

Guy Hermans: Senior Consultant Forseti

Guy commenced his presentation by providing some basic information on Forseti and its way of working. His presentation was general to the Netherlands but specific to the Province of Gelderland on some of the details. He outlined the structure of the presentation as comprising of three elements:

1. What are we trying to achieve in the Netherlands?
2. Why are we doing that?
3. How are we doing that?

Using the example of the typical practices of airlines in seeking to work out the best flight option for a passenger investigating direct flights, connections, airport transfers, other types of transport, etc., he demonstrated that the concept of integration and separation of the actual transport provision from the planning was both possible and desirable. In adopting this approach, the Netherlands was attempting to:

- Finding the best and most suitable form of transport,
- Looking at both the needs of the specific traveller, as well as the "general public interest",
- Reducing cost by increasing efficiency, through innovation and by minimising over-supply,
- Maintaining current customer-satisfaction rates.

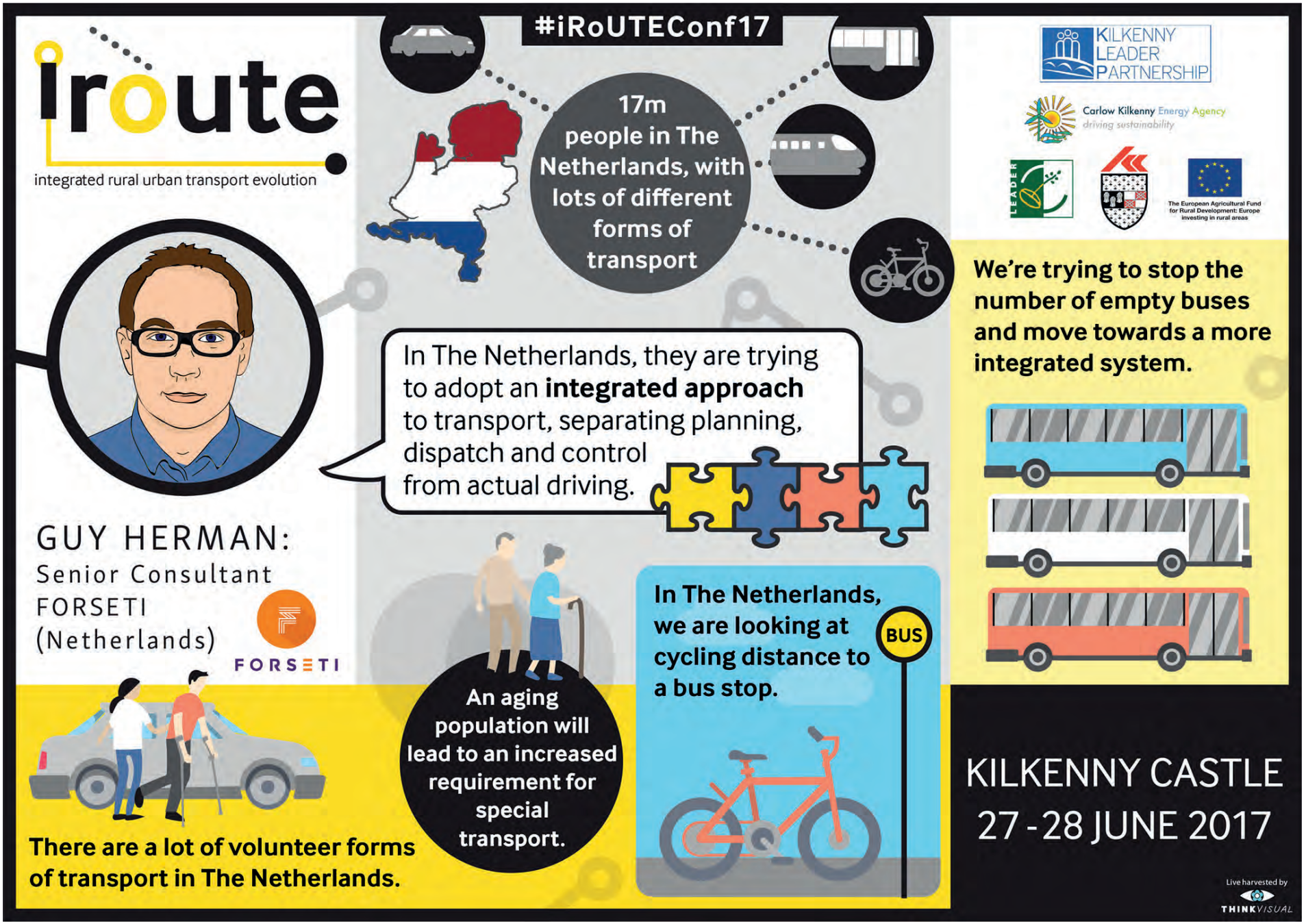
Guy outlined how with a population of 17 million people and a very high density, the Netherlands has both "lots of people, and lots of different types of transport." These included private (personal) transport modes, such as bike, car and walking- to public transport in all its modes, bus, rail, taxi, etc. - to specialised transport services and volunteer transport. Even in a country with such a range of transport options and critical mass, some 75% of Dutch employees use a car to get to work.

The Public Transport Authorities (PTA's) in the 12 provinces and two large urban areas have significant financial constraints, but there is a need to make public transport more attractive and efficient to the user and the funder. As a result a "paradigm shift has taken place" in how transport is provided, from Supply oriented public transport towards Demand oriented public transport. This shift changes the whole approach to transport and integrates all transport modes- from consideration of the private option- walking, cycling times from bus stops, to the inclusion of volunteer transport in the calculating of options.

The standards adopted in Gelderland are:

- Maximum walking time 10 minutes,
- Maximum one change,
- Roughly on the desired travel time,
- Maximum extra travel time.

Specialised Transport Services (STS) and volunteer services are a large part of the transport system in the Netherlands generally. The municipalities are responsible for the contracting of STS for both by way of public procurement tendering to commercial operators, such as taxis, bus operators. STS includes both 'demand responsive transport' for the general traveller and more point-to-point services for particular groups- children, aged, disabled people, healthcare, etc. There were challenges to the commercial operator and the municipality in catering for the specific needs of each sub-set of the latter group of people. Volunteer Services include small local bus services driven by volunteers. There are over 20,000 trips handled a year by a small fleet of vehicle coordinated by a dispatch centre. The volunteer services own their vehicles and with 388 municipalities in total- each with at least one form of volunteer run transport; average maybe 3 or 4, over-supply of transport has become an issue. Guy gave an example from Gelderland on the decisions that can and must be made in an integrated transport system. The Province is responsible for both fixed route public transport and dial-a-ride door-to-door public transport. Should people be allowed to use dial-a-ride when and if fixed route is available? The answer is yes- but not at the same fare if public transport is available.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17m people in The Netherlands, with lots of different forms of transport
KILKENNY LEADER PARTNERSHIP
Carlow Kilkenny Energy Agency
driving sustainability
The European Agricultural Fund for Rural Development: Europe investing in rural areas
In The Netherlands, they are trying to adopt an integrated approach to transport, separating planning, dispatch and control from actual driving.
We're trying to stop the number of empty buses and move towards a more integrated system.
GUY HERMAN:
Senior Consultant
FORSETI
(Netherlands)
FORSETI
An aging population will lead to an increased requirement for special transport.
In The Netherlands, we are looking at cycling distance to a bus stop.
BUS
There are a lot of volunteer forms of transport in The Netherlands.
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WORKSHOP 4:
THE LOWDOWN FROM THE LOW COUNTRIES

- One control organisation – NRA, Govt led and drive consistency /Standards but to allow for local flexibility. Adopt "Basic Legal Standards" regarding Mobility and Accessibility, with a local input.
- Energy Usage consideration
- Thorough Audit & Analysis what exists - Identify demand led gaps and look at opportunity to tweak what exists to fill gaps. Do not assume new services are needed.
- Coordination using technology
- Educate the public to bring about behavioural change and have will informed policies to support this.
- Real time information
- Coordination with several means of transport
- Flexibility in transport solutions with a lot of connections.
- Co-ordination not amalgamation (Cooperation)
- Voluntary System
- Broadband/Phone Coverage: In some areas you can lose phone signals.
- Connections - Belbus complimentary to fixed line.
- Cooperation between different modes – Fixed line, DRT and Flexible.
- Privilege: Co-opetition, cooperation in contract tenders
- Learn from work done elsewhere
- Devise One System

WORKSHOP 4:
THE LOWDOWN FROM THE LOW COUNTRIES

- The NTA exists - Don't duplicate
- Subsidiarity – lowest possible areas of decision
- Keep the issue at the centre of the solution: Focus on demand
- Smooth Transitions
- Integrated use of vehicles: Consult grassroots
- Technology provides an opportunity
- Analyse data that exists and fill gaps.
- Use of the same vehicle for different purposes : Cooperation between services
- People | Post | Products
- Have Best/Good Practice as the focus from the beginning
- Strengths-NTA has control: The Local Link system offers flexibility
- Streamlined and efficient rural transport and resources technology
- Savings | Efficiency
- Have total inclusion for all user types
- Opportunities: Dynamic Bus Routing is potentially a large market; Develop partnerships with EU Companies to learn from abroad.
- Legal rights to minimum entitlements
- Start up Tech Groups
- Consider / Involve Voluntary Elements.
- Weakness: Lack of Luas, Tram, Subway
- Key concept words: Flexibility, Accessibility, Inclusive

Q2: WHAT ARE THE STRENGTHS AND OPPORTUNITIES?

- Support Pilot Projects
- Learn from other Countries Models
- Partner with Good Start up Tech Company
- Smooth Transitions
- Voluntary Service can be an option
- The Broad remit of the NTA
- Provide a legal basis for operation
- Opportunities for long term savings
- Use of the same vehicle for different purposes : Cooperation between services
- Key concept words: Flexibility, Accessibility, Inclusive
- "Green field" Integration System
- Control centre working
- Streamlined and efficient rural transport and resources technology

WORKSHOP 5:
BENDING NOT BREAKING

Q1: WHAT AREAS OF TRANSPORT FLEXIBILITY ARE MOST VALUABLE FOR YOU? WHAT CHANGES ARE REQUIRED TO SUPPORT THAT?

01
Demand Led Flexible Route Planning & Demand Responsive

02
Need a coordinating body

03
Legislative Entitlement

04
Proper planning to optimise resources

05
Willing/expect to share with disabilities/ health/ school services by employees/ all

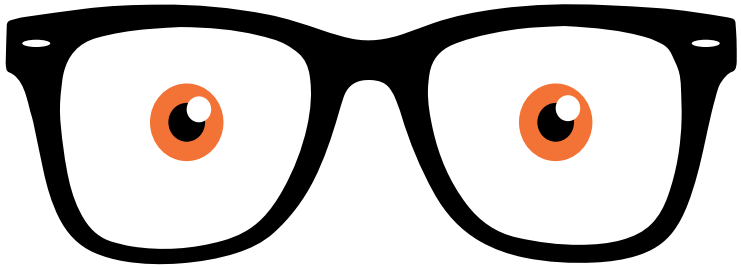
06
Significant Funding Requirement

WORKSHOP 5:
BENDING NOT BREAKING

- Maximising use of existing resources
- Buy in from business & community
- Shared taxi routes
- Strengthen Travel Coordination Units
- Responsibility for finance.
- Getting locals to use service is key
- Roll out transport in towns
- Central transport funds
- NTA & LA provide funding
- Policy Change required to give a right to citizens to public transport
- Pilot an integrated transport system in Kilkenny
- Multi agency approach
- Increased engagement by communities
- Staggering of services to accommodate range of users
- Bottom up National Strategy – localised
- Greater flexibility in scheduling
- Need a regional approach and a local approach
- Need an overarching body to coordinate funds
- Harness the transport spend
- Need for accountability
- Map existing transport services
- Resource local agent of NTA
- Investigate potential for aligning funds

Q2: WHAT GOVERNMENT POLICY, TRANSPORT INITIATIVE, COMMUNITY RESPONSE COULD ENABLE THE NEEDED CHANGES?

WORKSHOP 6:
PUBLIC CHALLENGE — PRIVATE OPPORTUNITIES



Q1: WHAT WOULD A GREAT PRIVATE PUBLIC PARTNERSHIP LOOK LIKE?

A Functional system

SEAMLESS, FUNCTIONAL, AFFORDABLE, FREQUENT, RELIABLE, COMFORTABLE, CONNECTIVITY

Partnerships

COMBINING RESOURCES
PARTNERSHIP OF PRIVATE OPERATORS (INTEGRATED)

No Tax

NO TAXES VS TAX PAYING TRANSPORT

CORE FUNDING

BUSINESS BUY-IN

Meets community needs

RESPOND TO LOCAL NEEDS & DEMANDS
LINK COMMUNITY NEEDS

Clarity & Communication

CLEAR TERMS OF REFERENCE; LEVEL PLAYING FIELD

SHARED INFORMATION: COMMUNICATION IS KEY / AWARENESS OF PARTNER'S ACTIVITIES

CLARITY OF ROLES / CLEAR FRAMEWORK

COMMON/UNIFORM BRANDING
MINIMUM STANDARD ACROSS THE BOARD

Coordination & Cooperation

COORDINATED, ACCESSIBLE, EFFICIENT, FUNCTIONAL TRANSPORT SERVICE

CO-OPERATION IN DELIVERY
COORDINATION OF IMPORTANT SOCIAL PLACES

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Bending not breaking
Workshop
The Lowdown From the Low Countries

WORKSHOP 6:
PUBLIC CHALLENGE — PRIVATE OPPORTUNITIES

Q1: WHAT ARE THE KEY ENABLERS AND FEATURES THAT WOULD MAKE THIS TRANSPORT SYSTEM GREAT?

Communication & Cooperation

- Communication
- Memo of Understanding
- Sharing of Information
- Cooperation

Funded

- Funding
- Subsidy/ Cash

Customer Led

- Customer led & focused rather than systems led
- Coordinated
- Inclusive
- Accessible

Technology Enabled

- Technology (means to the end)
- Finance IT

Integrated

- Integrated system with feeders into fixed lines of transport

Community Awareness

- Meets community & local needs

Legislation

- Governed by legislation & governance
- Timetable – fixed lines & feeders

FEEDBACK AND PANEL DISCUSSION

Martin Rafter of KLP took on the role of facilitator for the panel discussion at the close of 'Day 1' stage. Odette Buntinx (Belbus), Guy Hermans (Forseti), Jackie Meally (Ring a Link) and Brendan Finn (ETTS) formed the panel.

A number of questions on the day's proceedings were asked and issues of a broader transport nature were raised.

Denis Buggy of Buggy Coaches highlighted what he deemed as the unfairness of the supports available to commercial public transport providers' vis-à-vis state supported services

iROUTE CONFERENCE PROCEEDINGS: DAY 2

WELCOME TO DAY 2

Martin Rafter welcomed the participants for Day 2 and oversaw a introductory panel discussion reviewing the proceedings to date. Declan Rice of KLP, Jackie Meally of Ring a Link and Malcolm Noonan of Kilkenny County Council comprised the panel. Praise was general for the presentations and for the concepts of integration.

Of particular interest was the Flemish government of Belgium passing legislation according rights to 'mobility' and 'accessibility' to all residents. This was recognised as a key driver of integration in that region and a possible model for Ireland.

Naoise Nunn then introduced Finn Kock Sørensen of FlexDanmark presenting on that company's work on coordinating the MasS project, "The connected journey" in Denmark.

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Presentation 5

Finn Kock Sørensen: Senior Consultant, FlexDanmark

Finn commenced with information on FlexDanmark. The Company employs 110 people in its' Aalborg headquarters, operating a 24/7 call centre (booking and management of vehicles) and handled more than 6 million demand responsive transport (DRT) 'flex-travel' journeys to the value of €150 million and in 2016. He related that Denmark is a country with a population of 5.6 million people in 98 municipalities. There are five 'public transport organisations' (PTOs) based at regional level covering the country. A PTO does not operate any vehicles of its' own. Transport services are procured from private operators. The PTO is responsible for contracts with the operators (vehicles), dispatching and traffic management, software, introduction and implementation of the DRT-model in regions and municipalities. The latter pay for transportation of citizens to health care providers- mostly senior citizens who are not able to use conventional public transport; citizens in (often rural) areas where DRT is a supplement to the conventional public transportation; disabled citizens who are not able to use conventional public transportation and children with special needs. The region pays for citizens who need transport from home to hospital or between hospitals. FlexDanmark operate the coordination system of those and other services.

FlexDanmark use DRT in solving mobility issues where traditional public transportation fails the customer: it's not just for the elderly, infirm or disabled. The "basic idea" is to offer the best option for each trip, based on known means and needs of the individual customer and which those (municipalities, regions, etc.) who place the order are willing to pay for it. The MaaS solution: "The Connected Journey" is a project that creates better and more flexible offer of public transport for people in rural areas. This will be achieved by expanding an existing nationwide planning website, with additional public transport services, the so-called flex traffic (DRT) funded jointly by FlexDanmark (including PTOs) and Danish Ministry of Transportation. It is live in parts of Denmark now and will be nationwide by the end of 2017.

Finn used the analogy of the Tetris video game as a means of describing the system's core concept. Each trip is described with all of its' needs, requirements and flexibility (or lack thereof). Authorities are able to adjust the flexibility (i.e. the time of service) which will increase or decrease use of the service. They are also in a position to calculate with some accuracy future possible usage and use that to plan as part of the overall public transport provision. Transport services are procured from private operators in a manner which is compatible with the European Directive for Public Procurement. With over 500 bidding operators, there is a high level of competition to provide transport services and to accommodate the needs of its' particular service. There are two types of charges for DRT vehicles- a unit price set by bid on a typically annual basis for 'Spot Marked Vehicles' and for so-called 'Fixed Vehicles' a longer-term- 2 to 4 years with a guaranteed minimum price set.

The FlexDanmark system delivers a high degree of information to the paying authorities. e.g. the price of each trip with a citizen; the level of precision (on time or too late), etc. and key figures for benchmarking expenses among different municipals. As a result a Danish Government analysis by Deloite of the public transport system concludes: "Through joint procurement, planning and daily operations Danish municipalities can yearly save another €56 million from 2014-2017."

In summary Finn recommended that if Ireland was to decide to develop a system influenced by the Danish Model, it should "Work closely with everybody involved; be sure to manage expectations, adopt the spirit of the Three Musketeers and stay on course even when it gets tough and a 'Big Bang' is not necessary; organic growth worked in Denmark."

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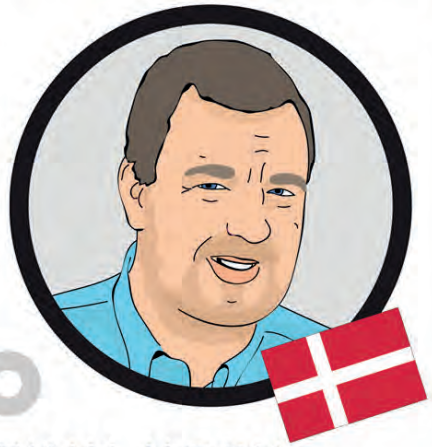
KILKENNY LEADER PARTNERSHIP

Carlow Kilkenny Energy Agency
driving sustainability

The European Agricultural Fund for Rural Development: Europe investing in rural areas



FINN KOCK SØRENSEN:
Senior Consultant,
FlexDanmark

Citizens and their needs are not uniform – they have different service needs and other requirements.

Each trip is described with **all of its needs, requirements and flexibility** (or lack thereof).

When all trips for a given day have been completed, the core system also calculates the cost for each authority on a per citizen level.

There is a high level of competition in the Danish transport model. In 2014, 500 service providers competed for trips.

We gather multiple DRT demands and mix them to optimise the services.

Work closely with every stakeholder involved and take time to involve these experts.

A big bang is not necessary, you can develop a system **organically** and **slowly**.

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Presentation 6

Brendan Finn: Transport Consultant

Brendan commenced his presentation by asking "Why do people want to travel?" and answered "Actually, they don't! They want to do things that are part of their life- be that work, school, shop, business, healthcare, meet friends, etc. Travel is a way of getting to do what they want to do." He explained that if you don't have your own private transport option, it restricts your ability to participate in society and the quality of your life; "you miss opportunities; become confined and excluded." Pointing out that this was not a uniquely Irish problem- Brendan instanced the Vientiane Declaration on Sustainable Rural Transport. This international agreement was signed on the 16th of March by representatives of 21 Asian countries with combined 2.8 billion people- one third of the world's population. The Vientiane Declaration recognised the central importance of adequate transport structures to inclusive socio-economic development of rural communities.

In moving on to the objectives and logistics of integrating transport services, he suggested that among several motivations it was to make the individual parts of the system work better, to improve efficiencies and reduce costs. Brendan suggested that there were two overall elements that needed to be considered in planning transport integration: The actual transport Service and the Framework in which it operates.

The Service itself had five sub-sections:
1. Network- Collection of routes that align well together,
2. Schedules- Sufficient coverage, time services to meet,
3. Fares- Combine the individual fares; common tickets/cards,
4. Information- Information about the whole trip; one-stop shop,
5. Physical- Well-designed places to transfer between services.

He suggested that the Framework design consists of the answers to a series of questions:

- Who leads the integration process?
- Who provides the individual parts?
- Where do responsibilities lie?
- Are there standards and quality commitments to the user?
- How to blend commercial services and subsidised services.

Addressing both the service and framework issues would determine the extent and shape of the integrated system. Brendan was also clear that due to population and service densities and the shape of any integrated system would look very different in urban and rural settings- although the principles remained the same.

His advice on points to consider was concise and pragmatic; pointing out- you can only integrate what you've got in place working. However for forward planning purposes he suggested setting up "placeholders" for future services. Brendan stated that obviously, any person or area without a local service cannot have access to the integrated system, no matter how good it is- or there must be a sufficient level of service at the times people need to travel. Otherwise, he stated it is just theoretical "lines on a map". Brendan proposed that special attention is needed to ensure that services connections and 'transitions' are made smoothly; stating the less frequent the service, the more it needs to be managed.

In Brendan's view, the main 'mobility question' for people in Irish counties was- how can a person live a "daily life" without a car? "Daily life" meaning being able to participate in work, education, essential activities, such as shopping or healthcare and discretionary social activities, such as meeting people, sport, leisure, etc. People also need diversity in mobility; being able to get to more than one place, one route. They need to be able to travel at more than at one time- and to be able get home without unreasonably constraining the activity.

He suggested that the concept of a "Basic Level of Service" should be developed for Irish counties. This would set targets for the level of service for the connectivity on the inter-urban network, between the main town/ city and the second tier towns, and with the villages. Taking Kilkenny as an example, there might be hourly express or local services to main towns such as Carlow, Carrick-on-Suir, Clonmel, New Ross and Waterford; hourly local services to towns in the county including Callan, Castlecomer, Freshford and Thomastown; and two-hourly opportunities to travel to the 40 or so villages in the county. The services within the county could be flexible transport services, operated with smaller vehicles, while the village services might only operate on demand.

Finally, Brendan's advice on addressing practical issues for deployment of an integrated transport service was:

- Commit to and establish a Baseline Level of Service- avail of on-demand and flexible options
- Establish the planning and management framework- Where possible, build on existing systems
- Plan timings and require commitment to them-
- Establish the core pattern, get people to trust and use it
- Build up the service levels- this may require start-up support- i.e. 'minimum payments'
- Price needs to be affordable for regular travellers
- Harness existing travel patterns, priority targets- Cluster individual travellers; target car users
- Invest in branding, marketing and promotion
- Work closely with communities, businesses, destinations, etc.

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People don't want to travel; they want to do something else and they need to travel to do that.

We need to think about the impact that the lack of transport has on people's lives.

BRENDAN FINN:
Independent Transport Consultant

What is the service level we should aspire to so that there is a baseline service level in each town in Ireland?

What's needed for an integrated transport service? Coverage, connectedness, accessibility, affordability, reliability.

Integrating the systems makes the different parts work better together. The better integrated, the better the results.

- Connect Kilkenny to Dublin and the main cities in Ireland.
- Connect Kilkenny with other main towns within the region.
- Connect Kilkenny city with the main towns in Kilkenny.
- Connect villages with other villages.
- Have an urban service in the main towns.

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WORKSHOP 7:
WE'RE ALL IN THIS TOGETHER - RIGHT?

Q1: HOW CAN WE ADDRESS THE DIVERSE NEEDS OF DIFFERENT USERGROUPS (WORKERS, DISABLED, YOUTH, ELDERLY, VISITORS, SOCIALISERS, ETC) IN THE DESIGN OF A SYSTEM?

WE NEED COMMUNICATION!

- Transport Authority has to get mandatory input from users
- Good Communication- real time information and using practical language
- Consultation with all sectors
- Real Time Information
- Needs analysis based on in depth conversation
- Make something happen – need policy national & local
- Need analysis of service users and resources- "Bring everyone to the table"
- Citizen's groups are there just need to gather information and details
- Talk to everyone in entire community
- Recognise the fullness of a person's life
- Communication with potential passengers
- Critical mass of transport & user

WE NEED FUTURE PROOF VEHICLES!

- Modular system- updated future proofed
- On-going review- modular accessible vehicles – future proof
- Minimum standard of vehicle

WE NEED TO WORK TOGETHER!

- Role of post office to play a part to book tickets- they could find out information
- Inter-agency co-operation
- School buses could be used in middle of day-Everyone needs to work together
- HSE- Disability- Big Player-a lot of money could be channelled properly
- TCU's. Core funding, one source Department of Transport

WE NEED INFRASTRUCTURE!

- IT infrastructure- All encompassing
- Infrastructure, shiny stuff
- Pilot in different areas- give it time to develop organically with small little steps

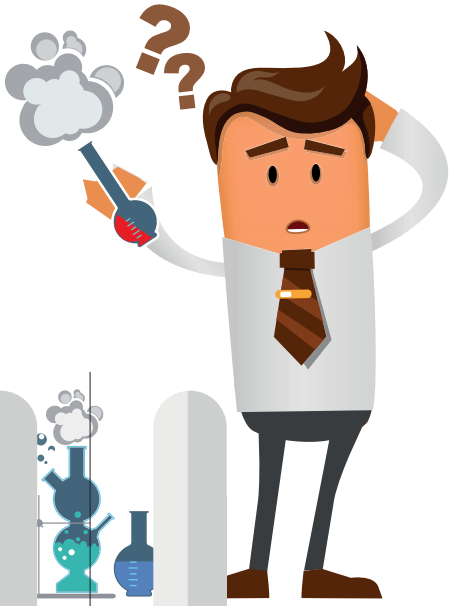
WE NEED POLICY AND LEGISLATION!

- National Transport Authority (NTA) policy & governance (core) legislation
- NTA & Local Link
- A national grouping set up to investigate demand and supply of service
- Make something happen – need policy national & local
- A lead coordinating group
- Lobbyist
- Use what we have got- Research, Travel Coordination
- Audit of what's currently available (supply & demand)

WE NEED TO IDENTIFY WHAT THE COMMUNITIES NEED!

- Reduction on bus service affect disabilities access to care and service
- Have Bus Service for rural small town & village
- Everyone needs cannot be meet in a general service
- Analysing needs of all groups & seeing all the existing resources- new opportunities
- People are happy to pay for a good service
- More choices -currently limited availability on certain routes
- Identify who groups are – what did we hear- How to action
- Timing accommodating different needs
- Recognise different culture (people from pub)
- Accessibility- Key ease of use
- Stream lined
- It's not just about usage and cost but social dividend
- Travel Card- used for everything
- Change behaviour

WORKSHOP 8:
WHAT ARE WE MISSING?



Q1: WHAT NON-VEHICLE INFRASTRUCTURE NEEDS TO BE DEVELOPED TO FACILITATE A TRULY INTEGRATED TRANSPORT SYSTEM?

REAL TIME INFORMATION : HIGHEST CONCERN

Real time information for all bus stations: timetables, delays, construction etc

MARKETING

Improve signage, marketing and branding, website with journey planner, website, easy read & logical

COMMUNITY NEEDS

Design awareness for all service user, pavement ramps for wheelchair access, all inclusive transport

SHELTERS

Shelters and seating

INFRASTRUCTURE

Infrastructure for all services (roads and buildings) including, "Luas type" infrastructure, train and bus meeting points, "park and ride" points, bus lanes

I.T. STRUCTURE

Develop the current I.T. structure to a live and dynamic database, defining the parameters for what you want the system to do. Also Literacy training in I.T. for better usage.

SAFETY

CCTV for safe, secure access to transportation spaces.

COOPERATION

Cooperation between Community shops, post offices and shops. Post office booking system. Ring a Link call system. Also Interagency cooperation to promote facilities.

INFORMATION

General information, including multilingual for tourist, universal symbols, Analytical tools and the means to plan your trip in advance.

BIKES

Facilities for bikes such as parking, and bike schemes

WORKSHOP 9:
GIANT LEAPS - BABY STEPS

Q1: WHAT ARE THE NEXT STEPS THAT NEED TO BE TAKEN TO DEVELOP AN INTEGRATED TRANSPORT SYSTEM FOR RURAL AND URBAN IRELAND?

PLANNING

- Thought through plan: Needs analysis of transport services-
- Simple and clear with easy to understand communication
- Funding needed for an audit of existing providers & services,
- Collect data
- Identify first what exist now, what can be used and when it can be used
- Consultation with local individuals
- Get all stake-holders together- form a strategy
- One access point
- Framework- Get the structures right
- Need to get the integrators together
- Plan needs to consider more interest groups
- Incorporating transport system in national plan

NEW POLICIES

- Change policy- Develop new policy guidelines
- Legislate- Law, statutory responsibility
- Legislation open common goal
- Legislation for Rural Areas
- Policy- One Body (NTA), Department of Transport,
- Local authority, more authority
- Use money more efficient and effective
- Local & national policy on what kind of fuel we use
- Redistribute resources: €11 million of community transport only
- Re-establish the network between all the counties
- One agency at local level.
- TCU to be resourced to lead, coordinate and take next steps.
- One co-ordinating body
- NTA- Important Player
- Park and Ride needs to be more aggressively marketed.

INVOLVE COMMUNITIES

- Respond to local needs- involve everyone
- Re-educate the population, attitudes to transport
- Local Communities need to be involved but need to coordinate with transport planners
- Develop a platform for sharing information.
- Involve the Post Offices. Post Bus. Potential and passengers. Upgrade rural isolated places.
- Transport needs to be flexible

MARKETING

- "Flex traffic". Marketing, awareness of scheme
- Visual advertisement
- Visual Journey (Signage).
- Effective Promotion. Local Buy in. Public Participation Networks (PPNs)
- Communication of existing services

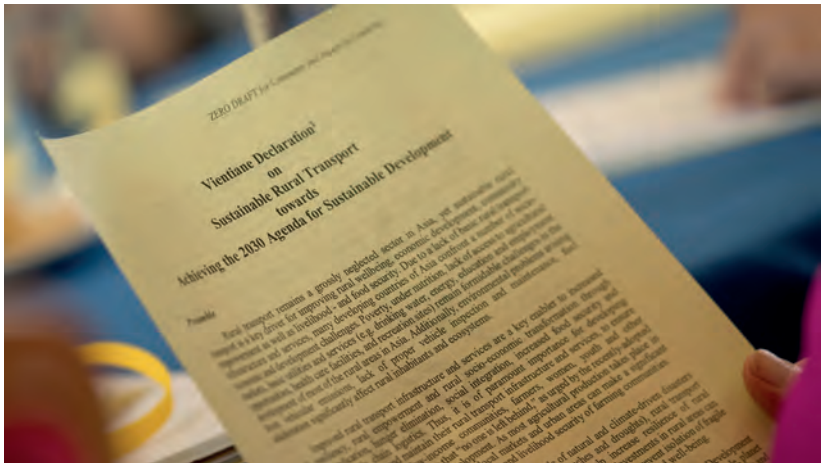
.

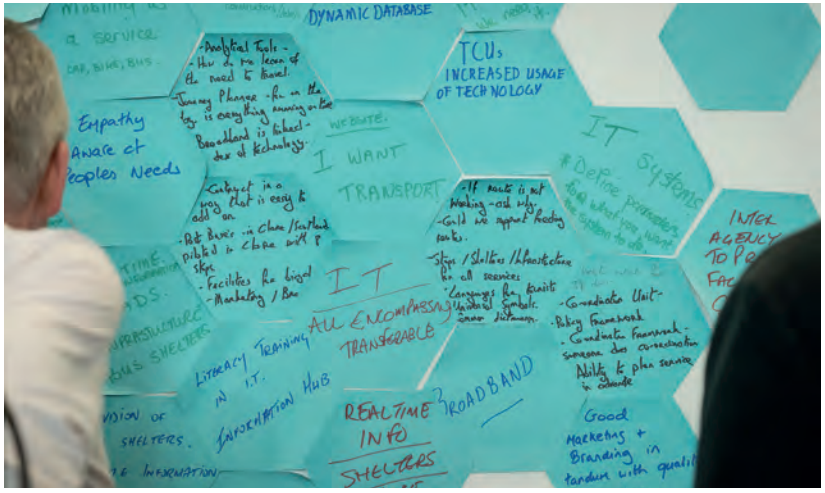
COOPERATION

- Co-fund and resource.
- Compromise start small and if it works then expand with other groups
- Continuous- process of baby steps developed organically
- Buy in from agencies, everybody
- Cooperate with rural service systems that are in place already (Postman)

WORKSHOP POST-IT DISPLAY & ANALYSIS

Following the final workshops, the iRoUTE team started the process of visual analysis and display of the post-its of the two days of proceedings. This was compiled 'live' by the team on large display boards on the stage area. Martin Rafter and members of the theme gave a brief running account of the trends and themes emerging form the process. Not surprisingly, there was a clear desire that there would be cooperation between transport providers and all stakeholders –and that the integration of services be considered in a broad fashion to include all sections of society.





FINAL PANEL DISCUSSION

Naoise Nunn introduced the final panel discussion of the iRoUTE Conference. The panel consisted of Brendan Finn, Finn Kock Sørensen, Jackie Meally, Odette Buntinx, Guy Hermans and Declan Rice. The MC asked the panel what were the next steps. The Irish panel members were of the general view that a pilot integrated transport initiative in the Kilkenny region would be worthwhile and that they would meet to consider how to advance that, armed with the evidence of iRoUTE. Finn Sørensen, Odette Buntinx and Guy Hermans all spoke warmly of their experience at the iRoUTE Conference and referenced the need to include the relevant stakeholders in the design of a system. They also promised their assistance towards the development of any pilot or other initiatives in Ireland.

Naoise Nunn asked of the panel for their views on the most important issues to emerge from the Conference. Declan Rice suggested that in listening to all presentations he was impressed by the level of work already available for inspiration for the Irish situation, but he stated that the concept of basic levels of service- referenced by several presenters- Odette and Brendan to his memory, was probably a key stone to developing a truly inclusive rural and urban integrated transport service. Brendan Finn agreed and suggested that the Vientiane Declaration offered the principles to guide the development of such a system

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Declan suggested that iRoUTE probably need to become more than an event- no matter how successful a conference it had been. He also suggested that it was much more important than just a trial in one part of the state, and that the lessons of the Conference might kick-start a movement to press policy makers and funders on developing an integrated transport system in the state. Following some discussion in broad agreement among the Panel and from the floor for a continuing focus of the iRoUTE theme, he asked for a show of hands among the Conference Participants on their interest in being part of a continuing movement to seek a basic level of service and the adoption of guidelines to support that request- a la Flanders Government 'legal rights' and the Vientiane Declaration principles; to create in effect a nationwide movement to push for inclusive integrated services..

There was unanimous raising of hands from the floor to the suggestion. It was agreed that the iRoUTE organisers would look to establish a platform for that wish to create a nation-wide movement.

CONFERENCE WRAP-UP & THANKS

The MC Naoise Nunn brought the iRoUTE conference to a conclusion by thanking all involved- the presenters, funders, hosts (the magnificent Parade Tower) and most particularly the very engaged participants. He invited everyone to partake the final conference lunch in the Kilkenny Design Centre Restaurant and wished all a same journey to their homes.

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APPENDIX 1

Vientiane Declaration

Vientiane Declaration[1] on Sustainable Rural Transport towards Achieving the 2030 Agenda for Sustainable Development

Preamble

Rural transport is a key driver for improving rural wellbeing, economic development, community empowerment as well as livelihood - and food security. Due to inadequate basic rural transport infrastructure and services, many developing countries of Asia confront a number of socio-economic and development challenges. Poverty, under nutrition, lack of access to agricultural markets, basic utilities and services (e.g. drinking water, energy, education and employment opportunities, health care facilities, and recreation sites) remain formidable challenges in the development of most of the rural areas in Asia. Additionally, environmental problems arising from vehicular emissions, lack of proper vehicle inspection and maintenance, fuel adulteration significantly affect rural inhabitants and ecosystems.

Improved rural transport infrastructure and services are a key enabler to increased rural resiliency, rural empowerment and rural socio-economic transformation through poverty eradication, hunger elimination, social integration, increased food security and improved supply chain logistics. Thus, it is of paramount importance for developing countries to improve and maintain their rural transport infrastructure and services, to ensure better accessibility for low-income communities, farmers, women, youth and other vulnerable groups, and to ensure that "no one is left behind," as urged by the recently-adopted 2030 Agenda for Sustainable Development. As most agricultural production takes place in rural areas, improved access to both local markets and urban areas can make a significant contribution towards improving economy and livelihood security of farming communities.

Due to increasing frequency and magnitude of natural and climate-driven disasters (e.g. windstorms, floods, cyclones, earthquakes, landslides, avalanches and droughts), rural transport systems require strategic investment and design to help increase resilience of rural communities. Climate adaptive and disaster resilient transport investments in rural areas can help secure all-season access to markets and essential services and prevent isolation of fragile or remote communities, thus contributing to economic development and well-being.

The 2030 Agenda for Sustainable Development, with 17 Sustainable Development Goals (SDGs) and 169 related targets at its core, represents a plan of action for people, planet and prosperity, and reflects national commitments to put the world on a more sustainable and resilient path. Through the adoption of this Agenda, member states have acknowledged the vital role of sustainable transport in achieving the SDGs. Essential steps realizing the SDGs for the rural sector include developing and maintaining resilient rural transport infrastructure (e.g. footpaths, tracks, trails, farm and feeder roads, railroads, waterways, bridges and drainage systems), expanding rural transport service networks to promote education and health in isolated areas, and improving rural transport access to provide enabling environments for trade and commerce.

[1] Vientiane Declaration is a good-will, voluntary and legally non-binding declaration.

Declaration

We, the participants, who are representatives of member countries of the Regional Environmentally Sustainable Transport (EST) Forum in Asia (i.e. Afghanistan, Bangladesh, Bhutan, Cambodia, India, Indonesia, Islamic Republic of Iran, Japan, Lao PDR, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, the Philippines, Russian Federation, Republic of Korea, Singapore, Sri Lanka, Thailand, Timor-Leste, and Viet Nam), observer countries (Azerbaijan, Ecuador, Kiribati, Kyrgyzstan, Malawi, Peru, Seychelles, Solomon Islands, Tajikistan, Turkmenistan, Uganda, Uzbekistan, Vanuatu, Zimbabwe), international organizations, bilateral and multilateral agencies, civil society organizations, the scientific and academic community, the private sector, sustainable transport professionals, and other stakeholders having met at the Tenth Regional EST Forum in Asia, held in Vientiane, Lao PDR, from 14 to 16 March 2017, unanimously adopt the "Vientiane Declaration on Sustainable Rural Transport towards Achieving the 2030 Agenda for Sustainable Development",

Reaffirming the voluntary actions of participating member countries of the Regional EST Forum in Asia to achieve the twenty sustainable transport goals under the Bangkok 2020 Declaration (2010-2020) agreed upon at the Fifth Regional EST Forum in Asia (2010),

Acknowledging the Bali Declaration on Vision Three Zeros□Zero Congestion, Zero Pollution, and Zero Accidents towards Next Generation Transport Systems in Asia adopted at the Seventh Regional EST Forum in Asia and Global Consultation on Sustainable Transport in the Post-2015 Development Agenda (2013),

Noting the Sendai Framework for Disaster Risk Reduction 2015-2030, the Addis Ababa Action Agenda of the Third International Conference on Financing for Development in Ethiopia in 2015 and the Istanbul Declaration and Programme of Action for the Least Developed Countries for the Decade 2011-2020, which highlight the need to build safe, resilient and sustainable infrastructure and services in developing and least developed countries as a priority area of action,

Reaffirming the significance of sustainable rural transport and multiple benefits of rural access in the effective implementation of the Sustainable Development Goals (SDGs) and related targets set by the United Nations and international community,

Noting the outcome of the Global Sustainable Transport Conference held on 26-27 November 2016 in Ashgabat, Turkmenistan,

Noting also the outcome of the UNESCAP Ministerial Conference on Transport held on 5-9 December 2016 in Moscow, Russian Federation, that adopted the Regional Action Programme on Sustainable Transport Connectivity, Phase I (2017-2021) including achieving greater rural connectivity as one of the core themes,

Taking into account that currently about 47% of the population in Asia lives in rural areas and that rural poverty is a major barrier to achieving the Sustainable Development Goals (SDGs) in developing countries,

Considering that rural areas are the growth engine of agricultural products and that inadequate basic rural transport infrastructure and services increases the cost of transport, limits access to local markets for agricultural products, and reduces productivity, employment and business opportunities,

Recognizing the efforts of many of the countries in the region that have resulted in substantive improvements in rural transport infrastructure and services, but acknowledging

that much more needs to be done including greater use of the various options for financing rural connectivity,

Noting that food waste because of inadequate rural transport infrastructure and services continues to threaten food security in the region,

Noting that it would be important to take into due consideration of the environment, such as implementation of environmental impact assessment while building transport infrastructure, in order to conserve natural environment, ecosystem and prevent all forms of pollution in rural areas,

Underscoring the fact that Asia is one of the world's most vulnerable regions to the impacts of climate change and natural disasters, improved rural transport and accessibility will have significant positive impacts prior to, during, and after extreme weather events and other disasters, including more efficient evacuation, relief mobilization and relocation and rehabilitation,

Recognizing that rural transport is a key enabler for social equity, human resource development, local economic growth and employment generation, efficiency and productivity in rural areas, and improvement of the quality of life of the rural poor, farmers, girls and women, youth, the elderly and other vulnerable populations, and

Underscoring that efficient rural-urban connectivity plays a crucial role in the generation of income, employment and wealth and urban food security, yet is often not adequately addressed in national economic and trade policies,

1. *Express* our commitment to promote inclusive, affordable, accessible and sustainable rural transport infrastructure and services, thus facilitating improved access to basic utilities and services including health and education by the rural poor, farmers, agricultural workers, girls and women, youth, and differently abled and vulnerable groups; Recognize that rural access does not only comprise investments in new roads, but as well adequate maintenance of existing infrastructure, including the provision of sufficient funding through government and donors for necessary road works;

2. *Recognize* that sustainable rural transport should be integrated within the rural landscape planning, and healthy ecosystems around transport system contribute significantly to sustainability and resilience of transport system;

3. *Express* our commitment to explore climate adaptive road and infrastructure invest ments in rural areas to enhance resilience of local communities as well as to secure all-season access to essential utilities and services;

4. *Express* our commitment to promote environmentally sustainable transport in rural areas by introducing low-carbon transport system and avoiding road development without environmental consideration;

5. *Express* our commitment towards transport-linked development, which is local resource based, environment friendly and participatory, as the way of integrated rural transport development;

6. *Express* our commitment to promote efficient rural access, rural-urban connectivity and sustainable freight movement with an objective to achieve rural livelihood security, rural resilience, rural empowerment and productivity, and sustainable rural and regional development in support of successful implementation of the SDGs;

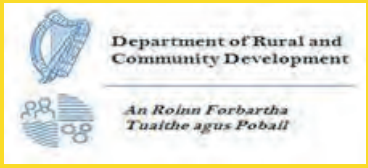
7. *Express* our commitment to assign due priority to rural transport projects and initiate the development of national strategies and policy frameworks to improve rural transport connectivity to wider local, national and regional transport networks;

8. *Express* our commitment to improve transport safety, sustainability and efficiency in rural areas through better coordination of relevant stakeholders, legal frameworks, and enforcement of safety and environmental regulations, including mandatory vehicle inspection and maintenance (I/M), driver and mechanic training, monitoring of fuel quality against adulteration, and inclusive planning and management techniques;

9. *Express* our commitment to undertake Environmental and Social Impact Assessment in all rural transport infrastructures, including road networks, and consider the environmental and social impact of the technologies used;

10. *Utilize* the outputs of research for innovative methodologies to provide more sustainable and appropriately-engineered rural connectivity that provides value-for-money and incorporates local resources and materials; and

11. *Call* for the widest possible national, regional and international cooperation and support for reviewing progress, institutional capacity-building, knowledge sharing, technology transfer, and research and development for innovative solutions to improve rural-urban connectivity; to improve and green supply chain logistics (from producers to consumers); and to minimize local and transboundary pollution, address illegal, transboundary movement of hazardous waste, as well as mitigate, and adapt to climate change.


Department of Rural and
Community Development
An Roinn Forbartha
Tuaithe agus Pobail

'The European Agricultural Fund
for Rural Development: Europe
investing in rural areas'.

KLP

LEADER

Carlow Kilkenny Energy Agency

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