

# ***Getting More Bicycle Wheels Turning in Dublin - How a multifaceted approach works***

Joe Seymour, Regional Director

April 2014





***The many spokes that helped get the bike wheels spinning in Dublin***

# Where did we come from?



Charles W. Cushman Photograph Collection  
Indiana University Archives

# Where did we come from?



1980



# Where did we come from?



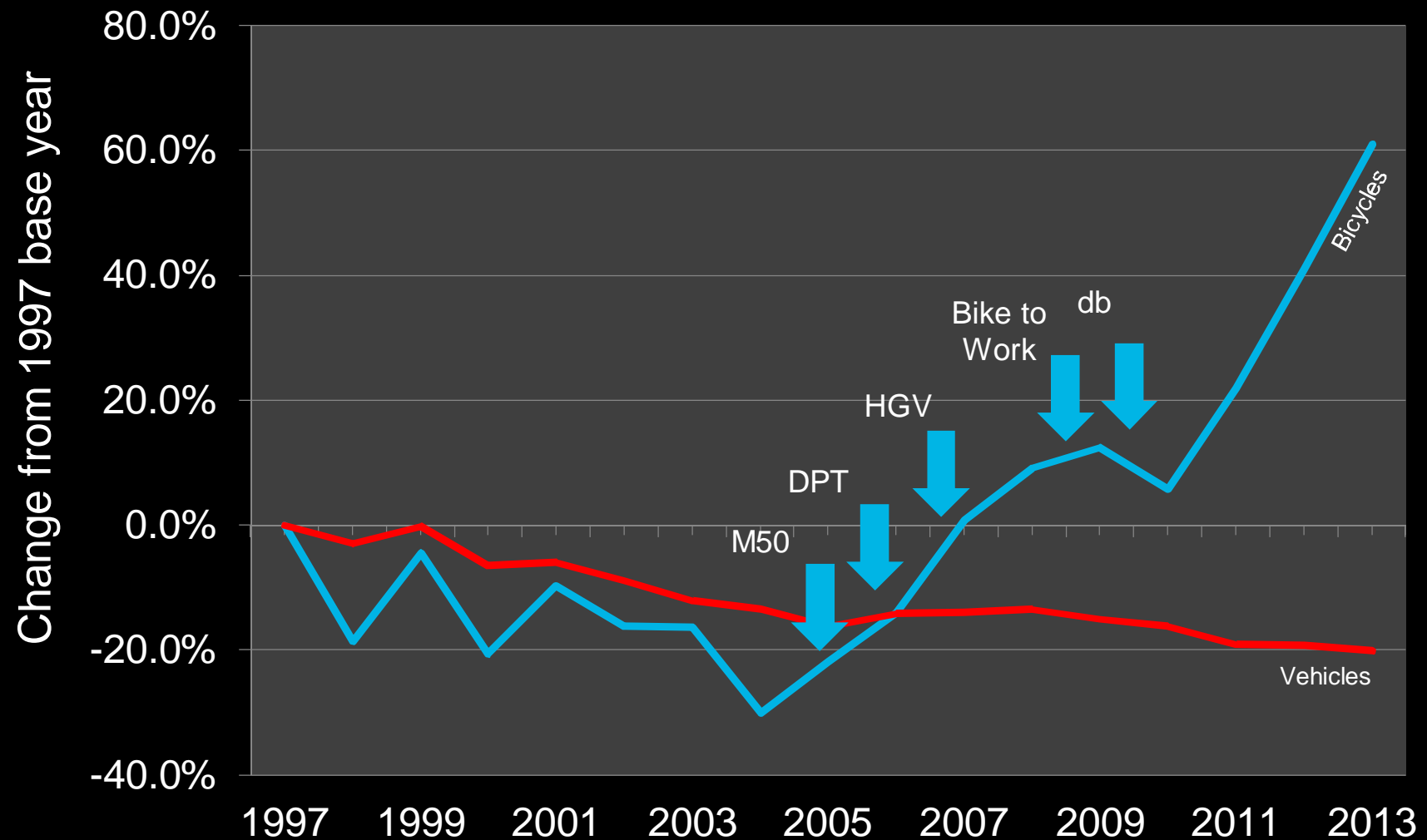
1992

# Where did we come from?



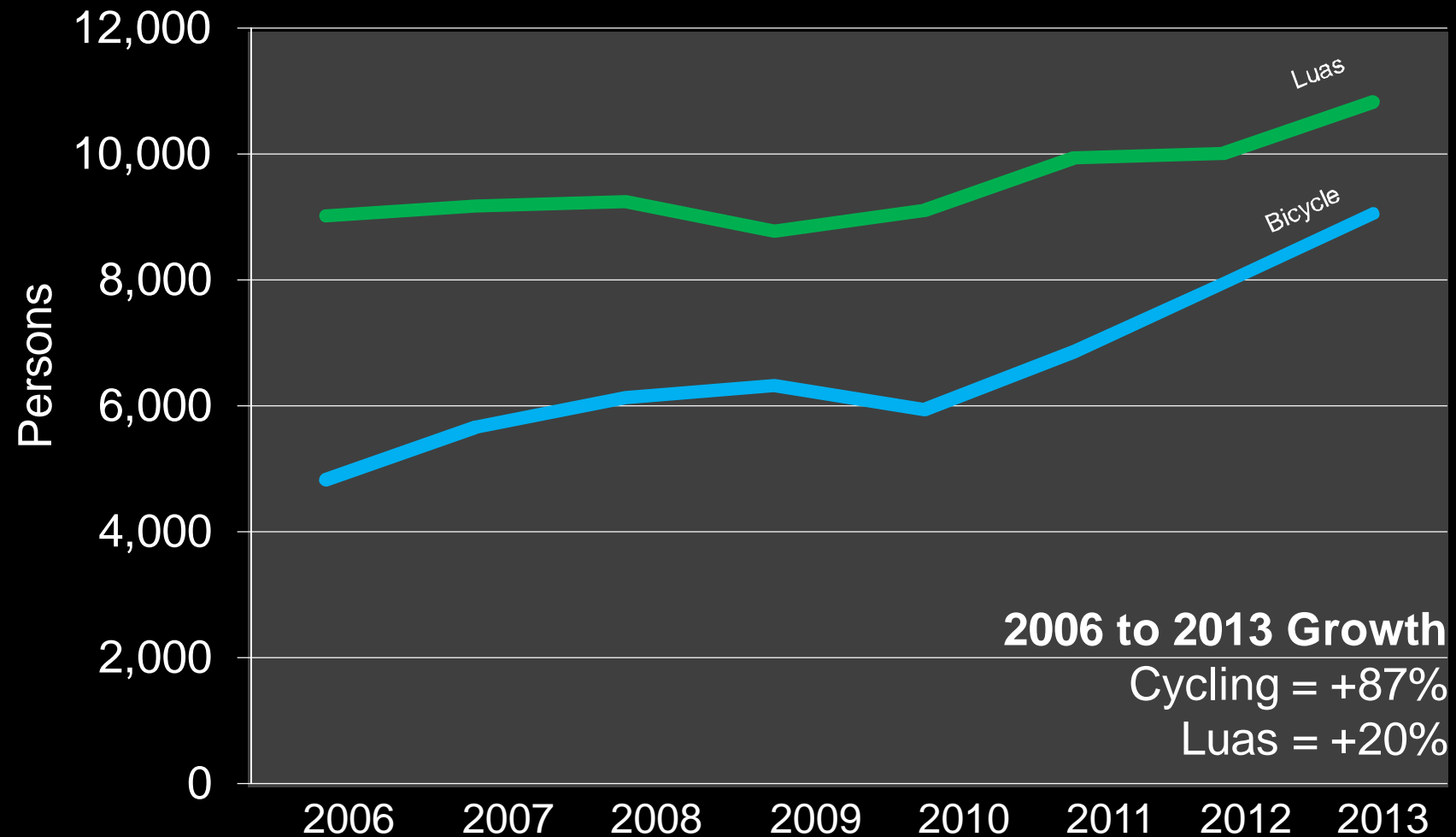
Image from [www.irishcycle.com](http://www.irishcycle.com)

# Changes in Bicycle Flow in Dublin City Centre (1997 to 2013)



# Changing Cycle Flow in Dublin

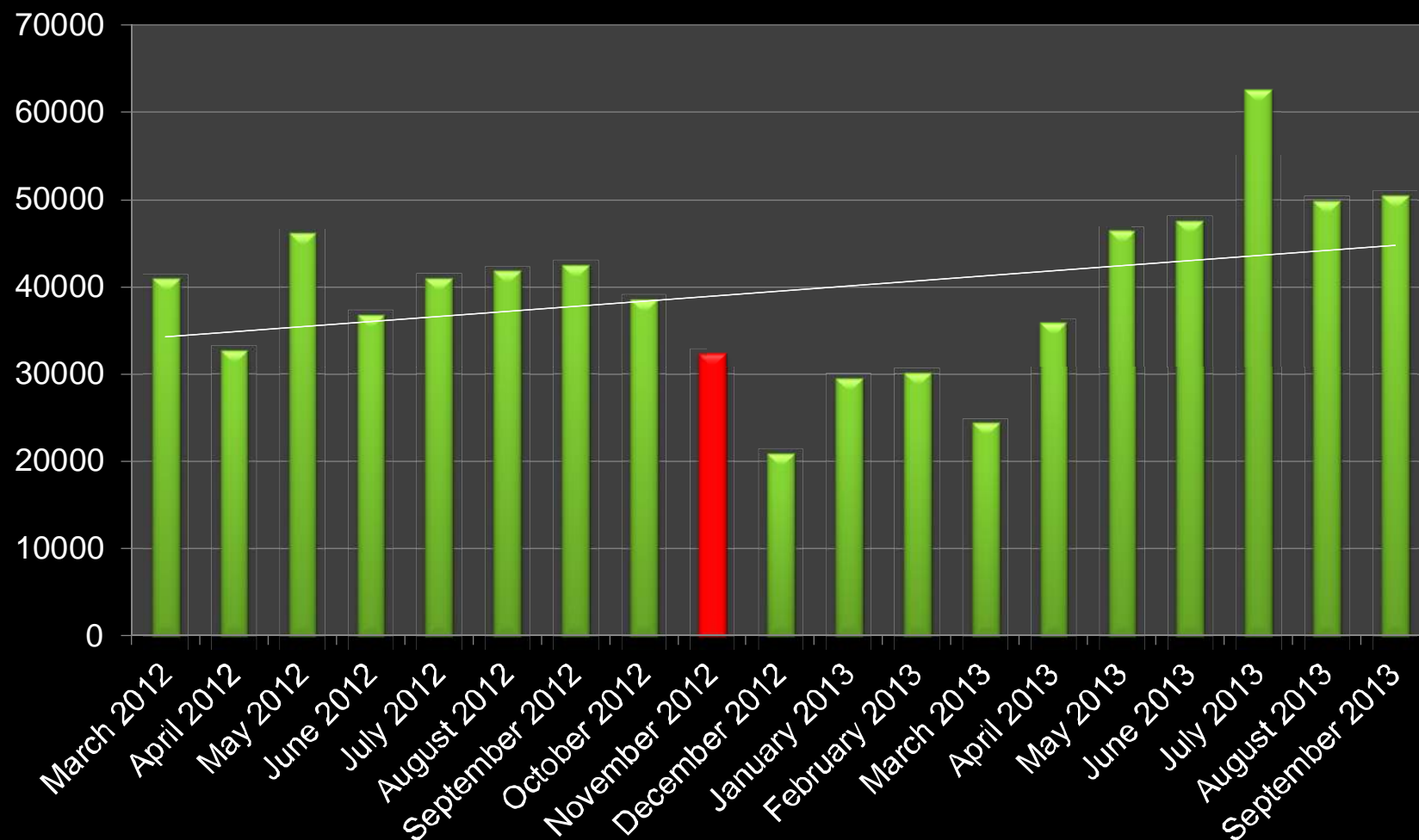
Numbers of People crossing the Canal Cordon by mode of travel





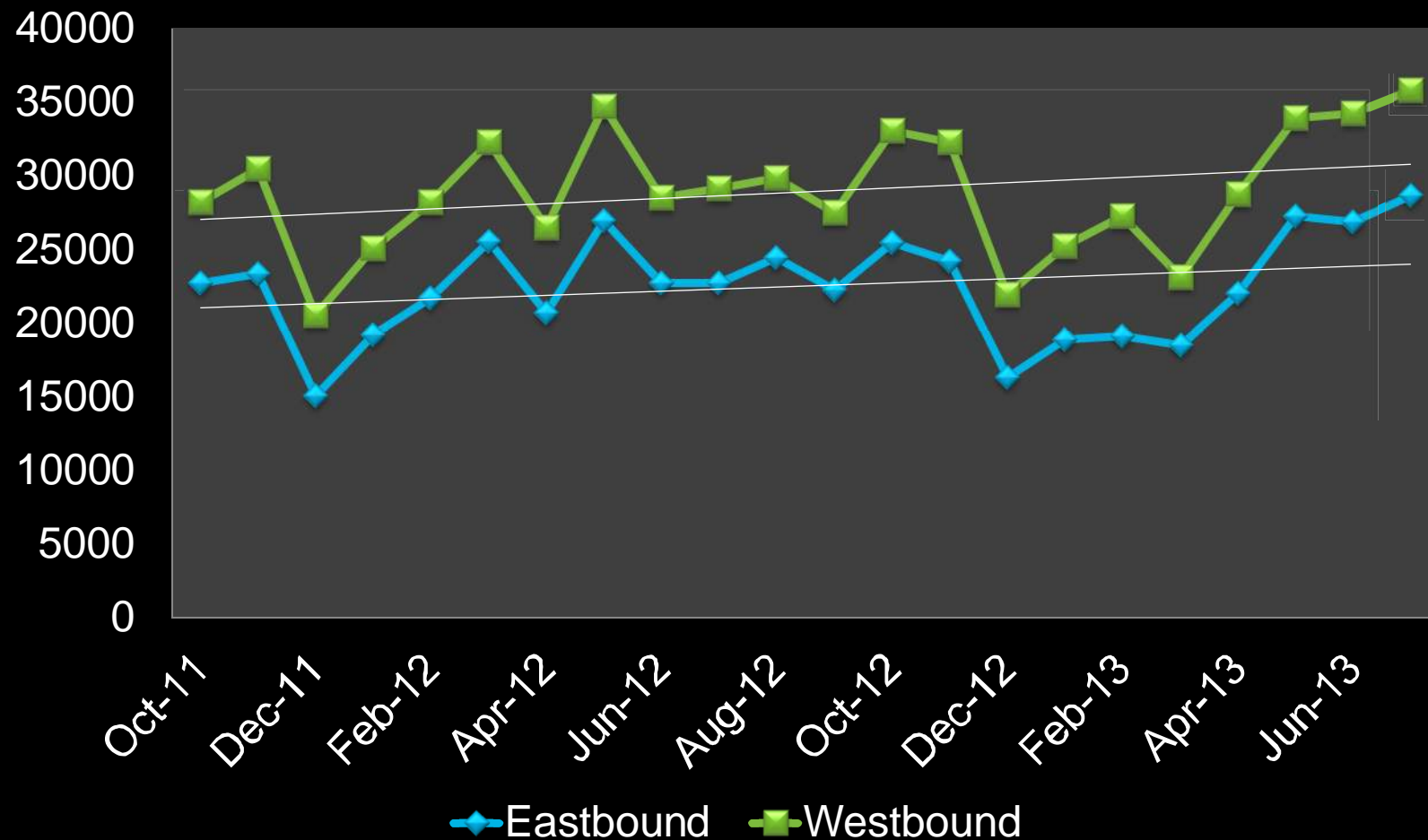
# Changes in Cycle Flow in Dublin City Centre

Rock Road Cycle Counter (Cyclist/Month/Two-way)



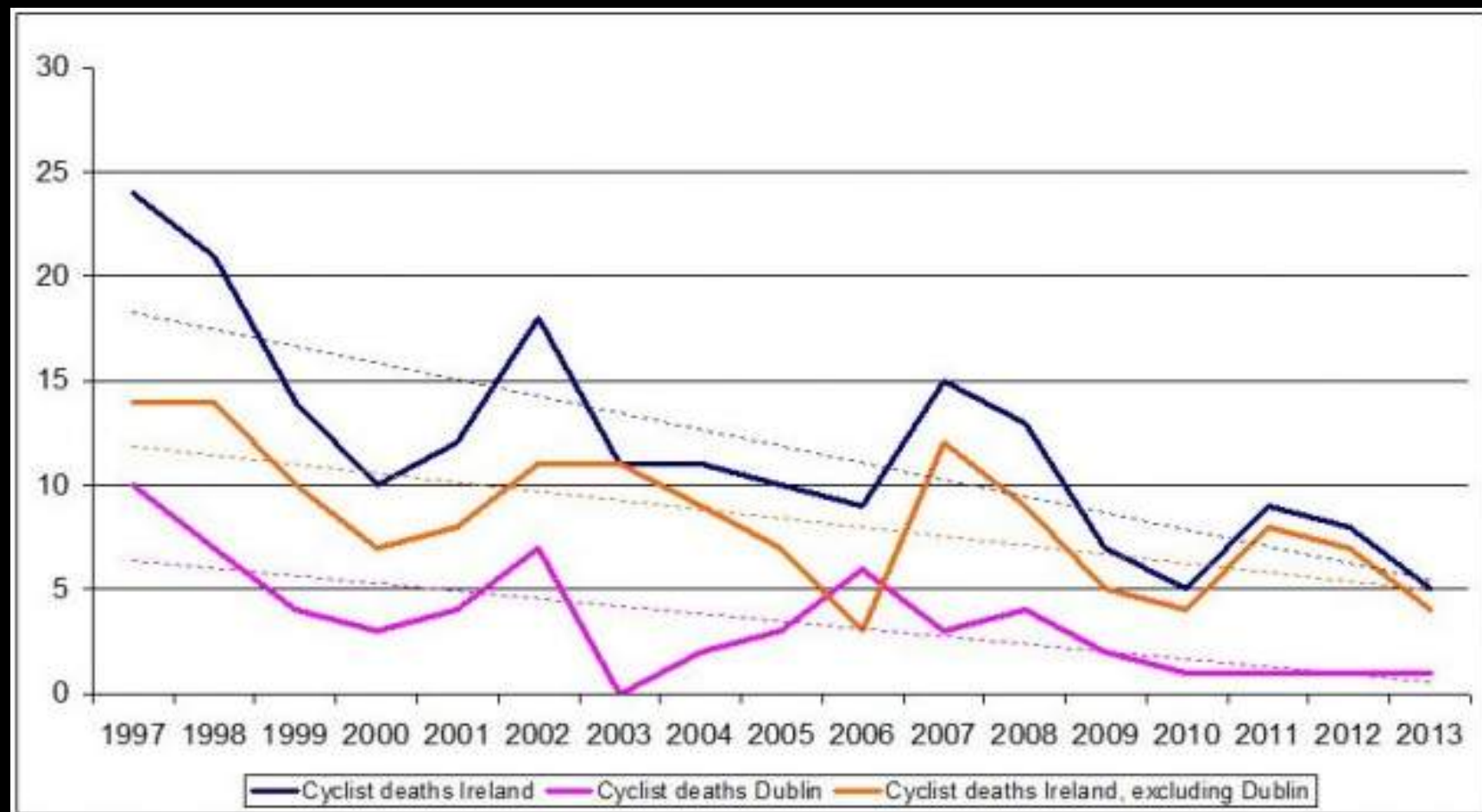
# Changes in Cycle Flow in Dublin City Centre

Grove Road Cycle Counter (Cyclist/Month)



# Cycle Deaths

Source: RSA Website and An Garda Síochána



# Cycling is fashionable!



Image from [www.irishcycle.com](http://www.irishcycle.com), [www.dutchbikeshop.ie](http://www.dutchbikeshop.ie), Dutch in Dublin.



# Advocacy



# Lobbying



**Bike Week  
in  
Ballymun**

**Ballymun Plaza**  
Thursday 23rd June 2011  
from 10am - 3pm

- Cycle training by The Danish Cycling Embassy for local school groups
- Launch of Recycabike, Ballymun's very own bike reuse and repair business
- Get your bike fixed @ the Recycabike & Rothar repair clinic
- Cycling related workshops, games & activities

All workshops, games, activities and bike repairs on the day are free

For more information please call:  
01 225 7343 / 01 225 2649  
or visit: [www.bcd.ie](http://www.bcd.ie)  
[www.dublincity.ie](http://www.dublincity.ie)  
[www.bikeweek.ie](http://www.bikeweek.ie)  
Email: [info@bcd.ie](mailto:info@bcd.ie)

**REDISCOVERY**

**Rothar** **Dublin City**

**Cycling in Dublin**

**TITLE SPONSORS:**

**GO CAR** drive different

**Get Ireland Active**

**FUTURE OF CYCLING • CARGO BIKES • CYCLING MYTHS • BEGINNERS' GUIDE**

**CYCLING IN CITIES  
ARE WE REALLY SERIOUS?**

**2011 ANNUAL CYCLING LECTURE**  
**PHILLIP DARNTON, OBE**  
*President of the Bicycle Association and former CEO of Cycling England*

**MONDAY 20<sup>TH</sup> JUNE AT 7PM**  
EDMUND BURKE THEATRE, ARTS BUILDING, TRINITY COLLEGE DUBLIN  
(ACCESS VIA NASSAU ST PEDESTRIAN GATE)

+ ANNOUNCEMENT OF THE WINNERS  
OF THE GOLDEN PEDAL COMPETITION  
FOR THE MOST BICYCLE FRIENDLY  
BUSINESSES / ORGANISATIONS

**ADMISSION FREE!**

VISIT [DUBLINCYCLING.IE](http://DUBLINCYCLING.IE) FOR DETAILS

**Rothar** **cyclist.ie** **cyclingireland** **Bikeweek**

# Lobbying





# Political Will





# Enthusiastic Organisation and Individuals



Designers

# Co-operation



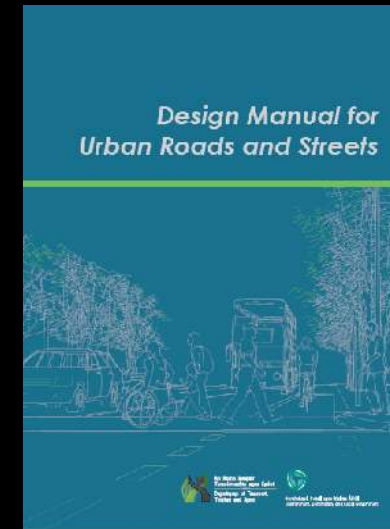
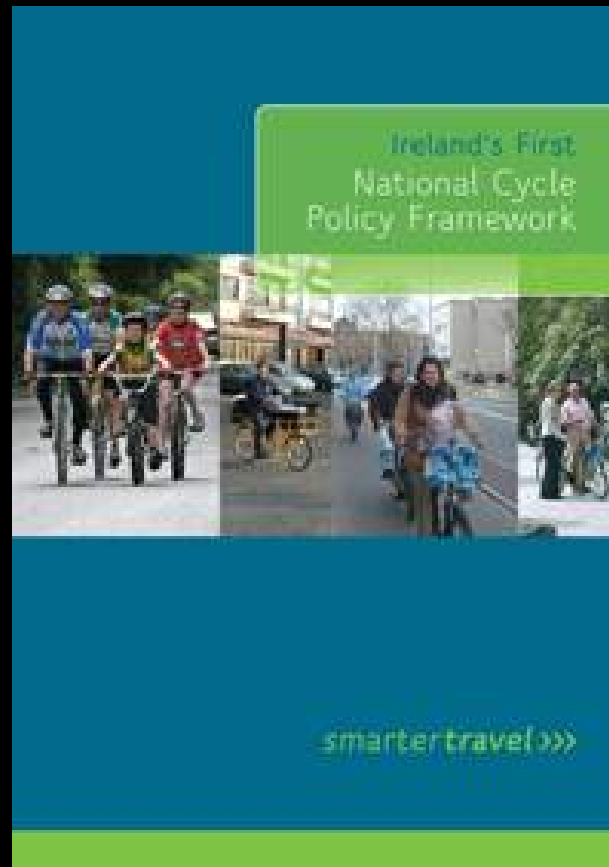
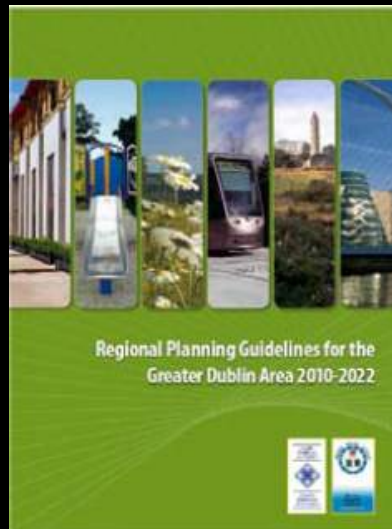
Liffey Cycle Track Workshop December 2012

# Policy



**AECOM**

# National Policies





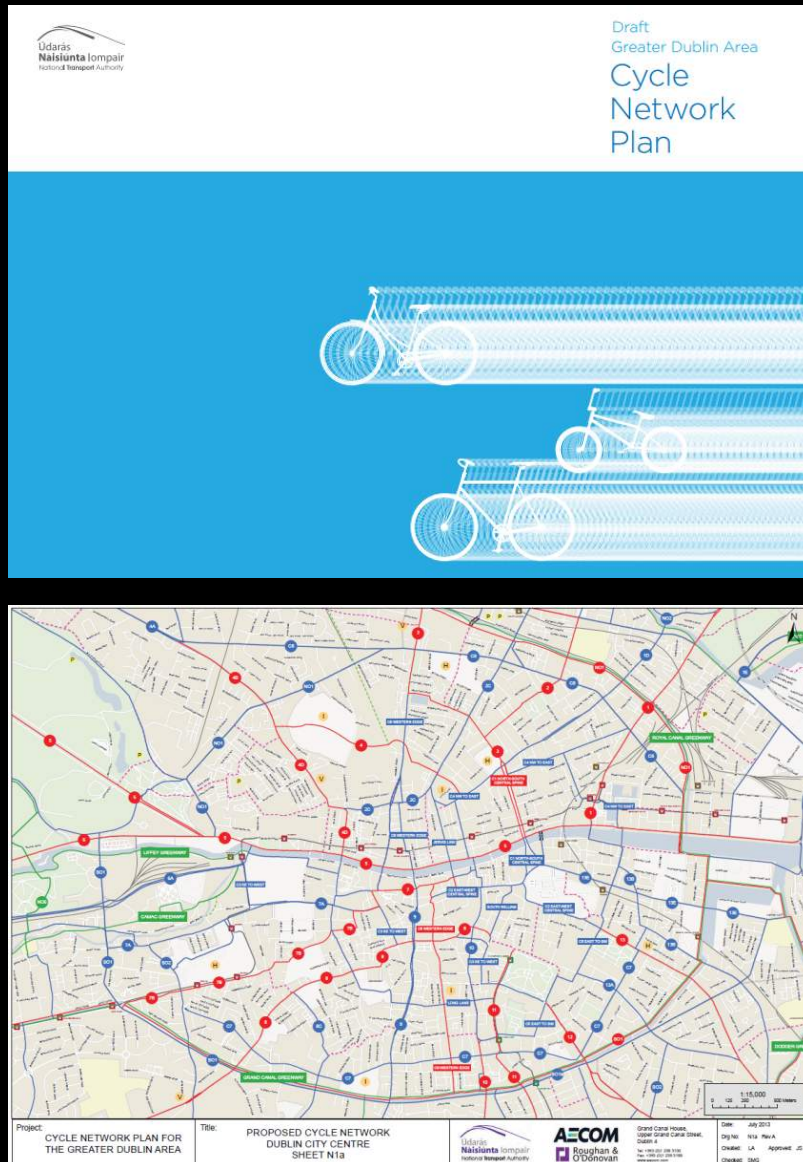
# Bike to Work Subsidy?

Irish Bicycle Business Association  
([www.IBBA.ie](http://www.IBBA.ie)) published a report in 2011  
(Source: James Leahy):

- 🚲 The scheme actually creates net revenue for the Government when the wider stimulus effects on VAT and employment are offset against the revenue sacrificed. Over three years the scheme has created estimated net revenue to the exchequer of €19.1m; and
- 🚲 767 jobs have been saved or generated through the provision of this scheme.



# Local Policies

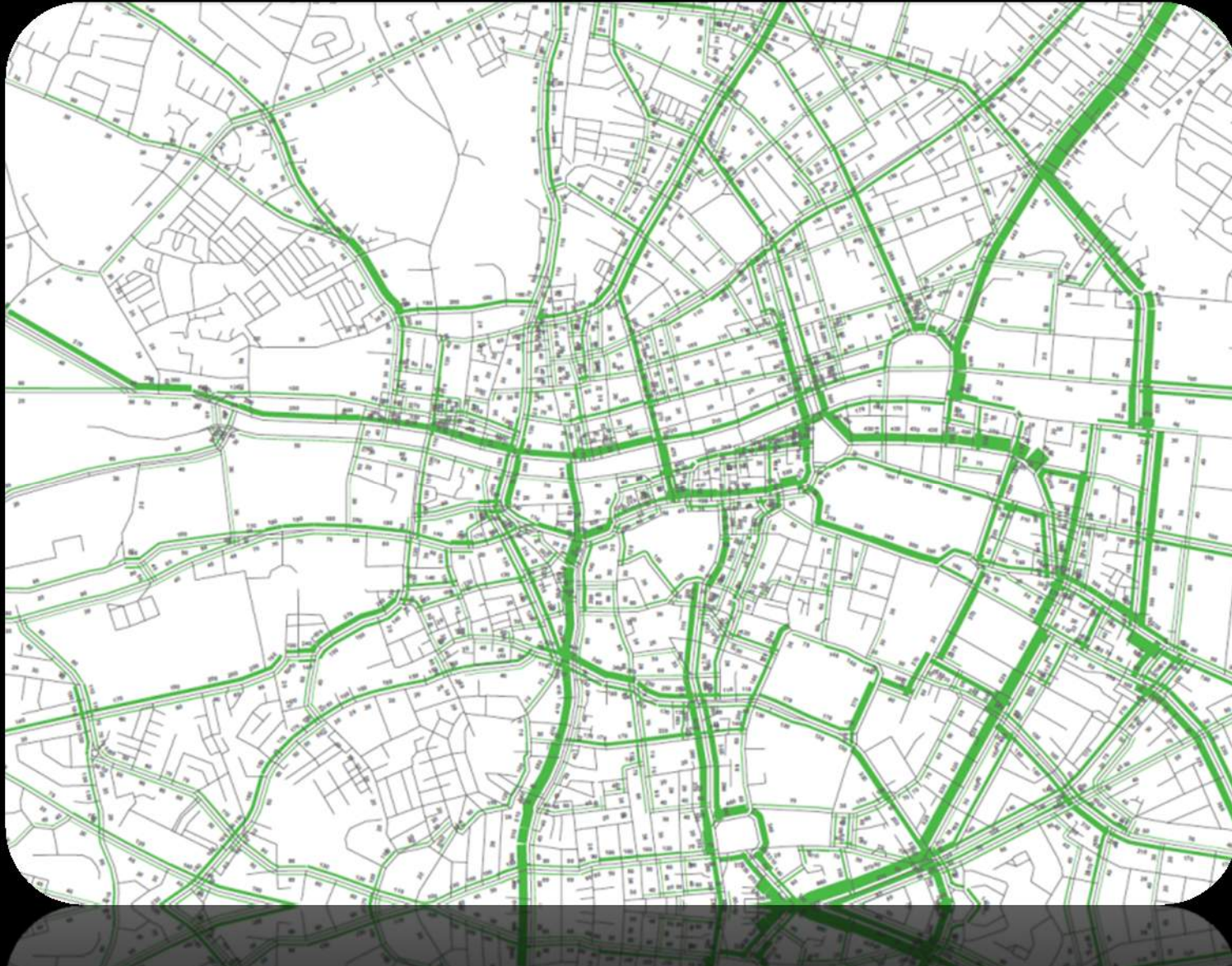


GDA Cycle Network Plan published on the 10<sup>th</sup> April 2014, sets out plan for the development of a world class cycle network in Dublin:

- 🚲 A network of **1,450km** of urban cycle network, a 3 fold increase from currently available;
- 🚲 A network of **1,300km** of rural town connections;
- 🚲 **75,000** cycle users each morning by 2021, which is a three-fold increase in cycling over 2011 levels; and
- 🚲 Carrying more people than currently travels by bus.

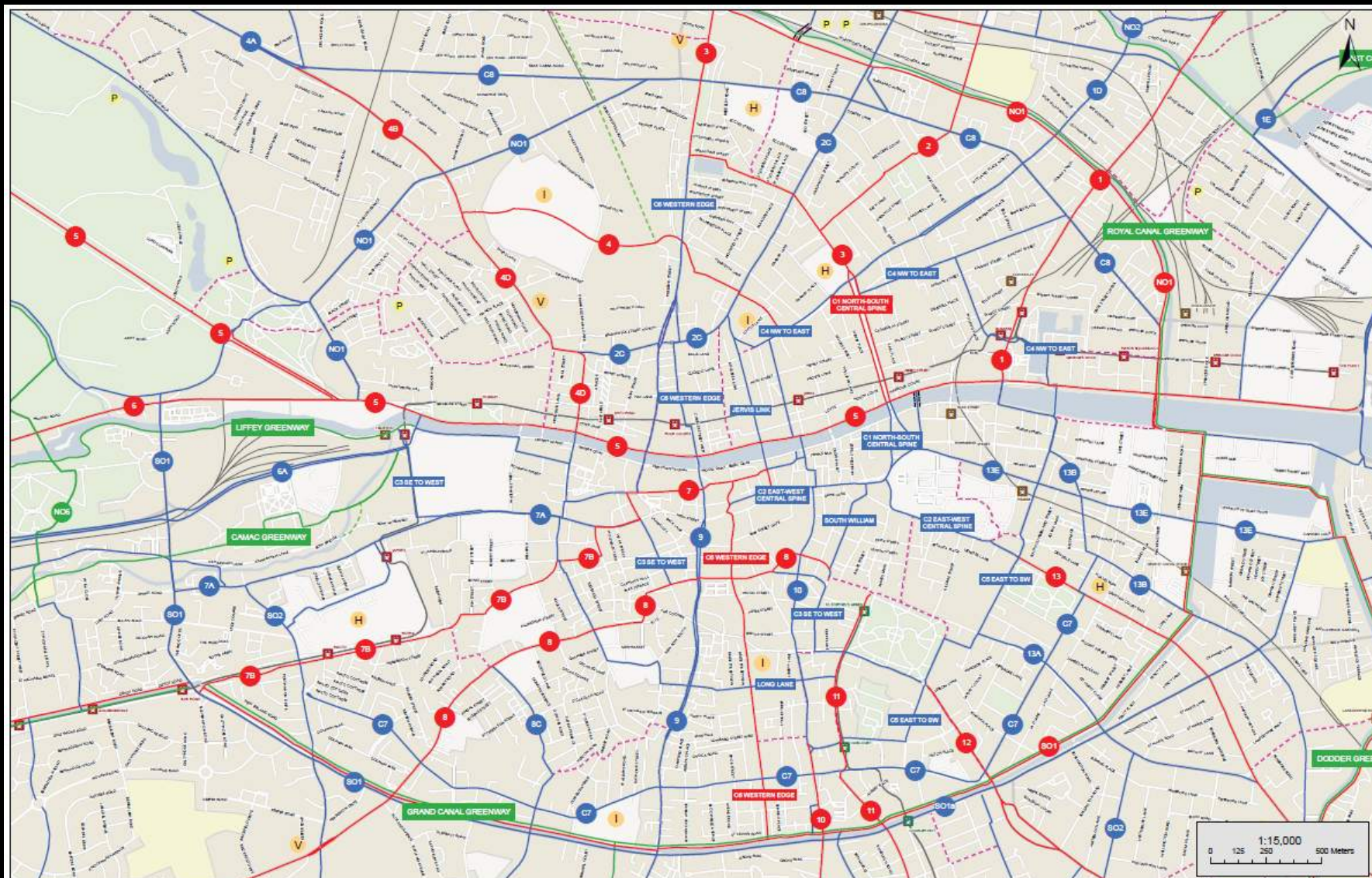


# Justification





# Future Plan



Project:  
CYCLE NETWORK PLAN FOR  
THE GREATER DUBLIN AREA

Title:  
PROPOSED CYCLE NETWORK  
DUBLIN CITY CENTRE  
SHEET N1a

Udarás  
Náisiúnta Iompair  
National Transport Authority

AECOM  
Roughan & O'Donovan

Grand Canal House,  
Upper Grand Canal Street,  
Dublin 4  
Tel: +353 (0)1 236 3100  
Fax: +353 (0)1 236 3100  
www.aecom.com

Date: July 2013  
Org No: N1a Rev A  
Created: LA Approved: JS  
Checked: SMG



# Infrastructure

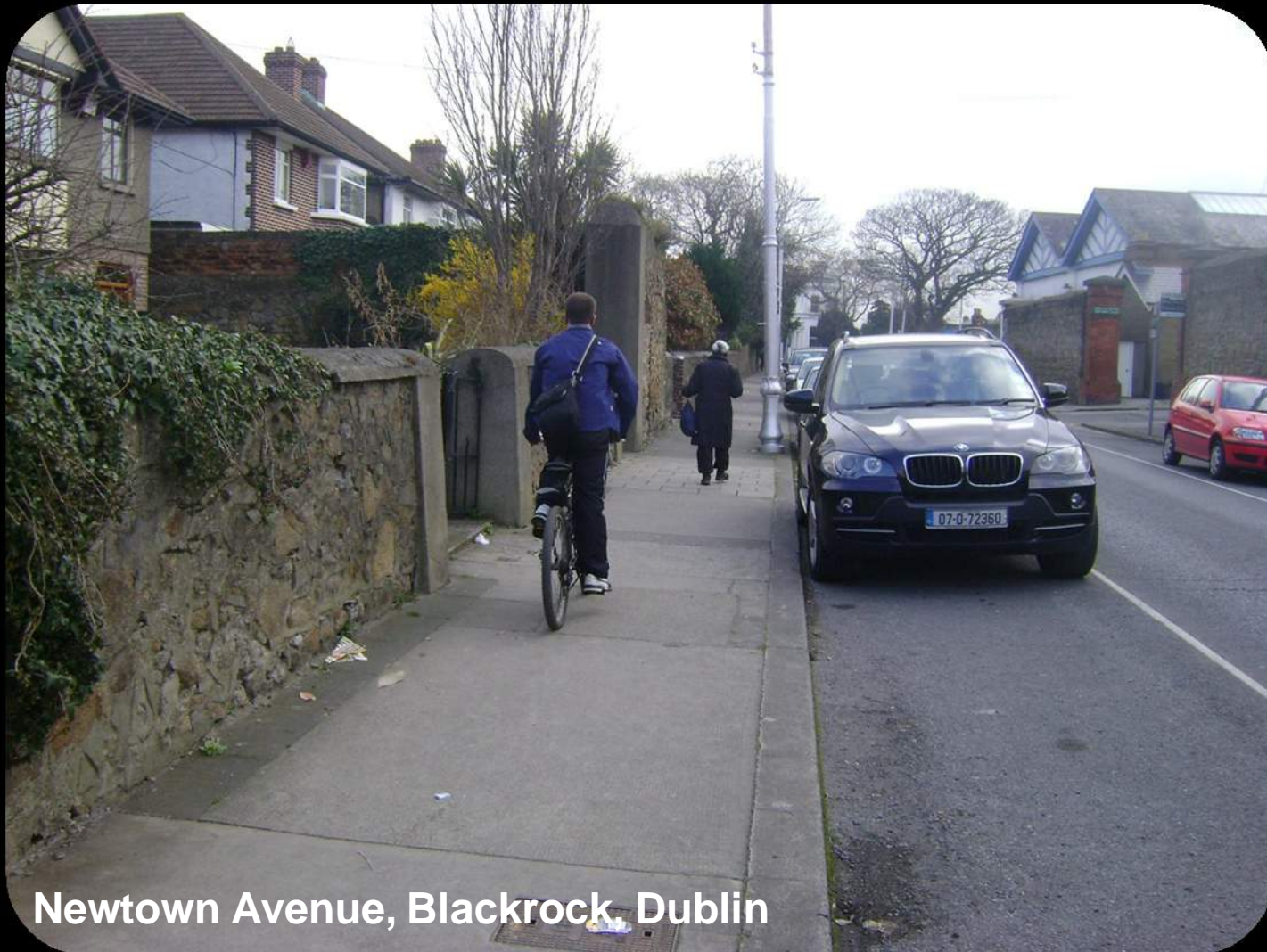


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# Who are we designing for?



# Contra-flow Cycle Lane



Newtown Avenue, Blackrock, Dublin

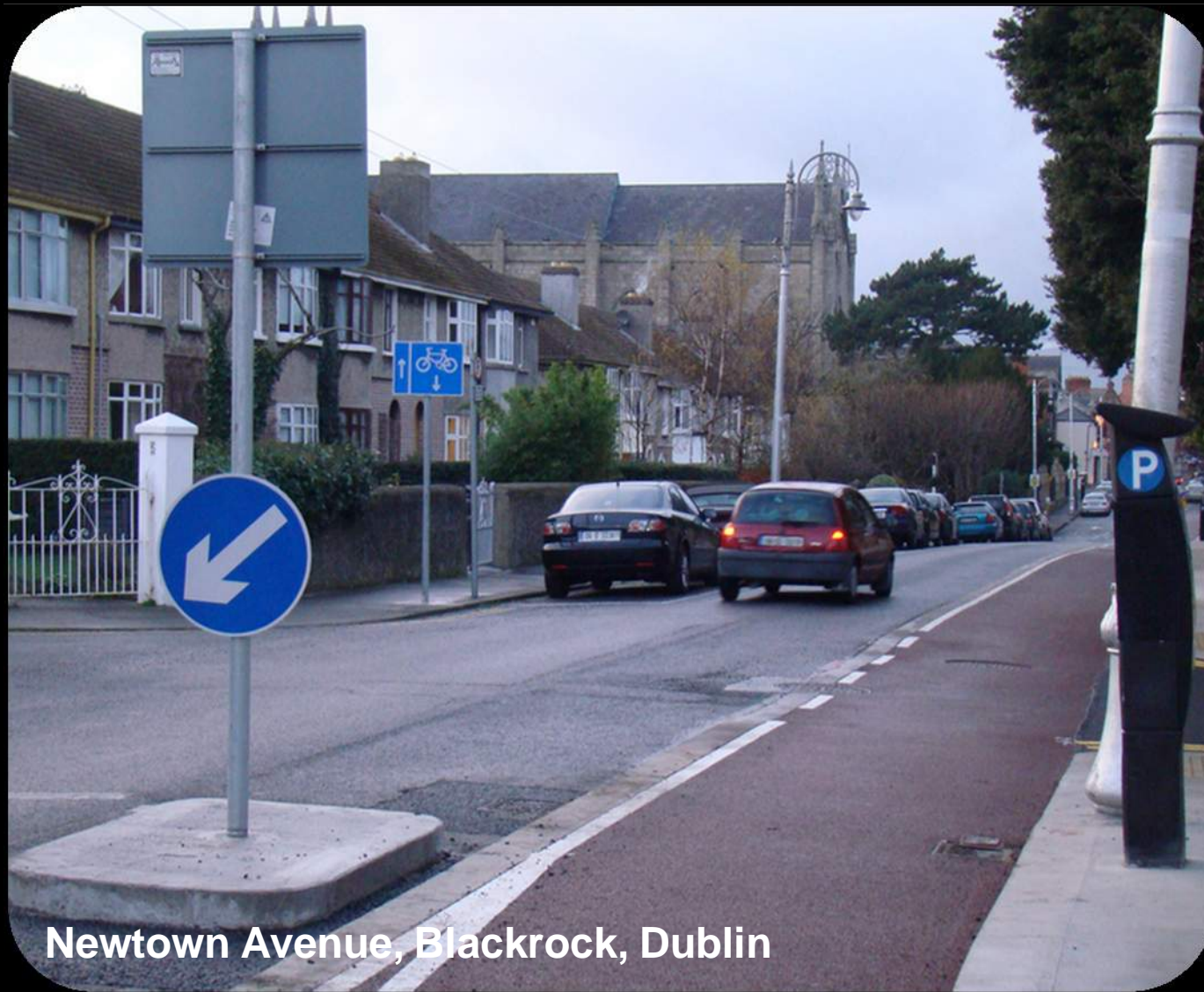


# Contra-flow Cycle Lane



# Contra-flow Cycle Lane

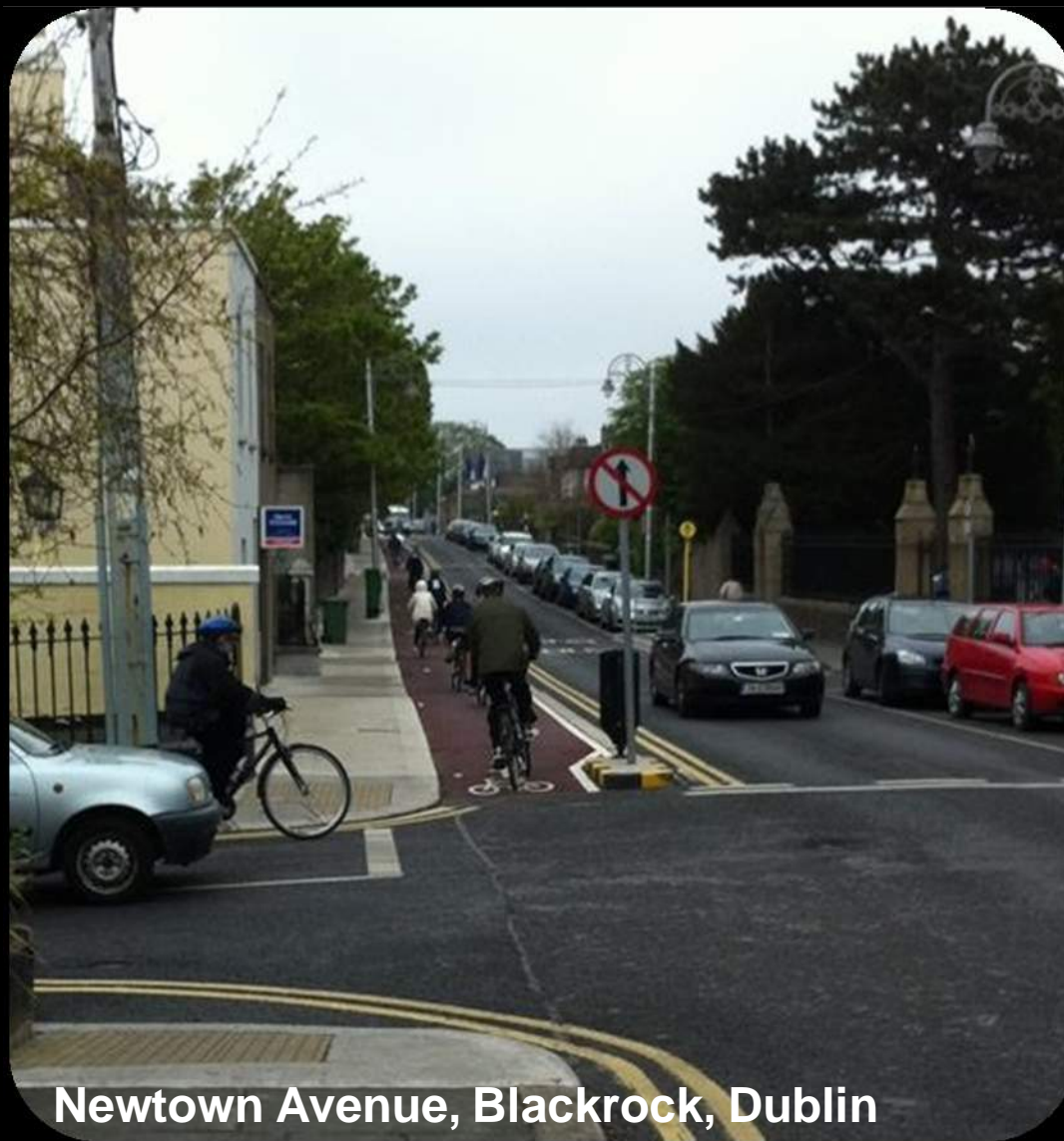
Image from [www.irishcycle.com](http://www.irishcycle.com)



Newtown Avenue, Blackrock, Dublin



# Contra-flow Cycle Lane



Newtown Avenue, Blackrock, Dublin



## Cyclists' €150k lane -- for going the wrong way

0 Comments

 Recommend


0

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0

 +1

0

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AA

RONALD QUINLAN - UPDATED 04 DECEMBER 2012 11:28 AM

Cyclists who illegally went the wrong way up a suburban road have got their own way -- at a cost of €150,000 to the taxpayer.

### ALSO IN THIS SECTION

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[Woman captures cross forming in sky during Holy Week](#)

The National Transport Authority (NTA) is spending the money on a cycle lane that will allow them to cycle against the flow of traffic from Blackrock village to Seapoint in Dublin.

While proposals for the lane were met with nearly as many objections as approvals from local residents and road users when they were first mooted last year, Dun Laoghaire

# Permeability



Grange Downs, Rathfarnham, Co. Dublin

Source: Google Maps



# Permeability





# Permeability





# Permeability





# Permeability





# Segregation



Grand Canal Cycleway, Dublin.

Source: Google Maps



# Segregation



Grand Canal Cycleway, Dublin.

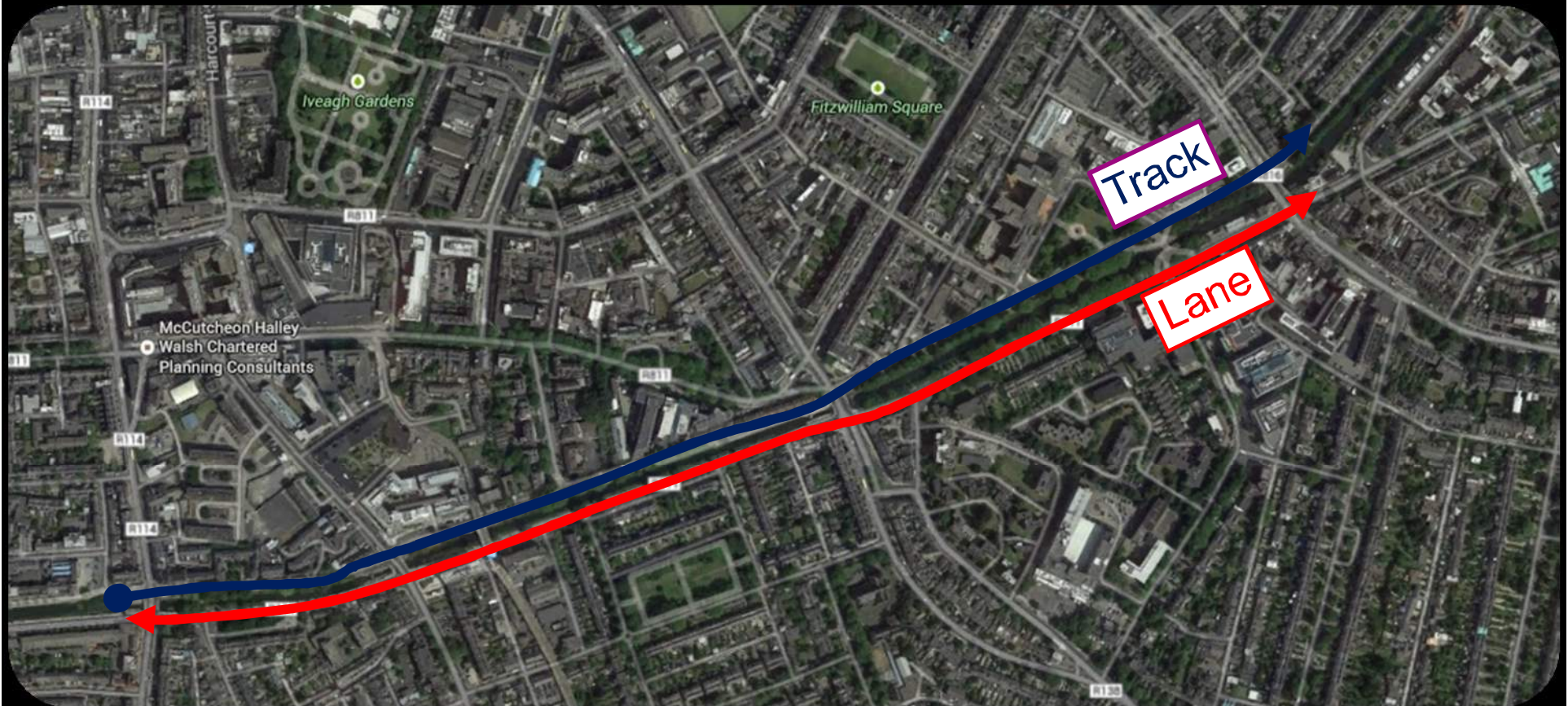
# Segregation



Grand Canal Cycleway, Dublin.



# Segregation or not?



Source: Google Maps

# Which would you rather be on?

🚲 **Grove Road - Lane**



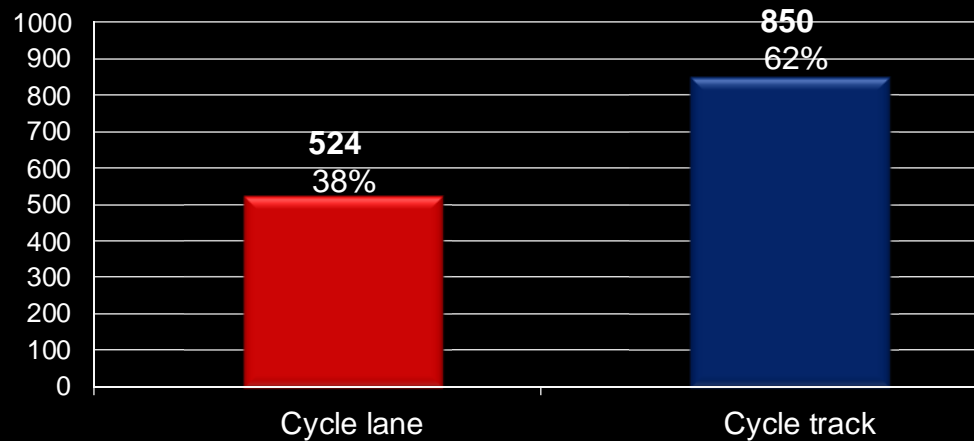
🚲 **Premium Cycle Route - Track**



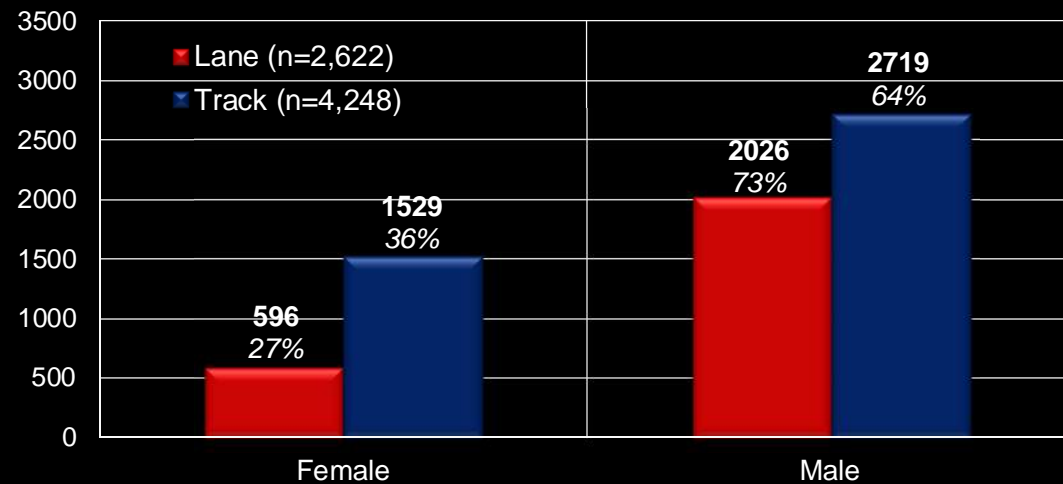
🚲 Eastbound from Rathmines Road to Baggot Street, off peak.

# Who is using the facilities?

Volume split of cycle routes between 8-10am



Gender split of each route

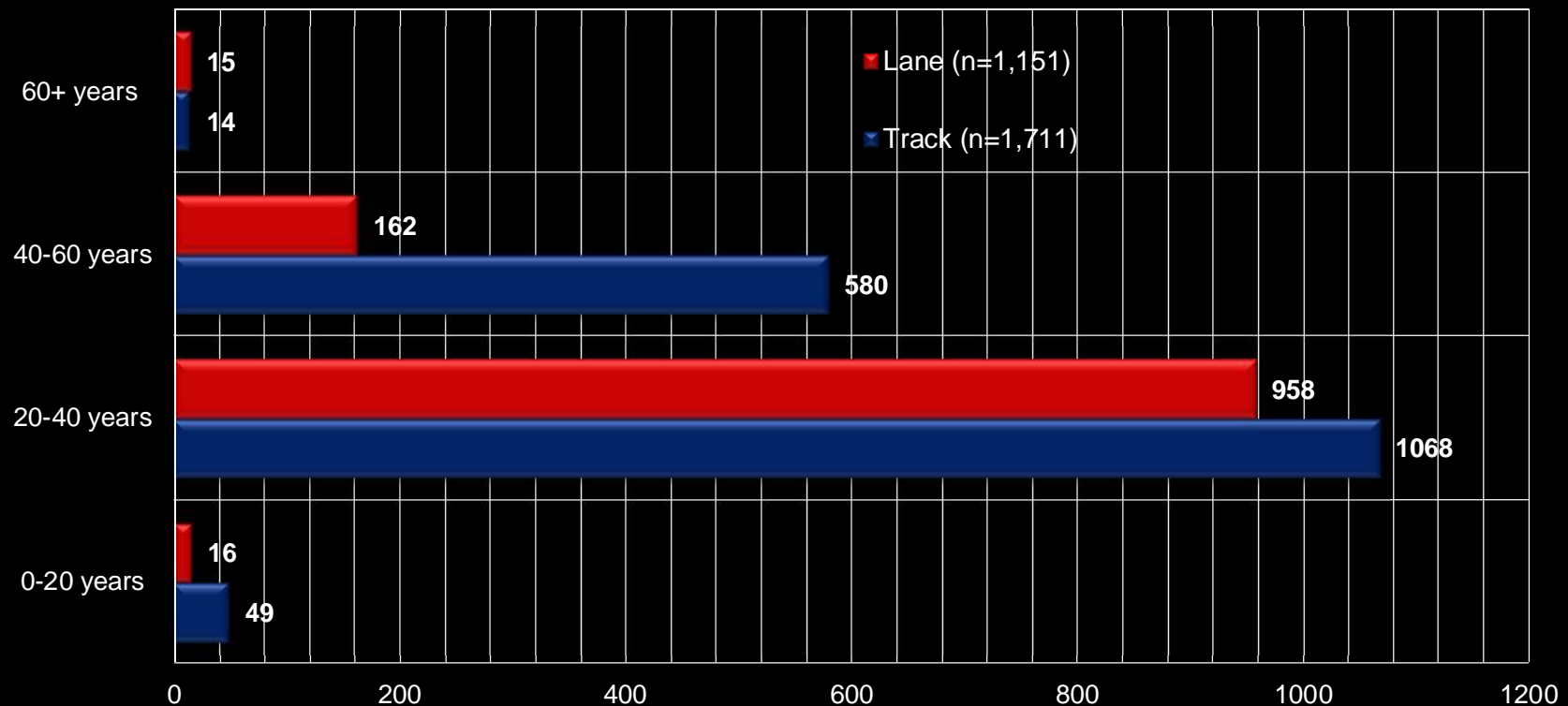


Research by Eoin O'Mahony  
(Aecom) and Matthew  
Richardson (Trinity)



# Who is using the facilities?

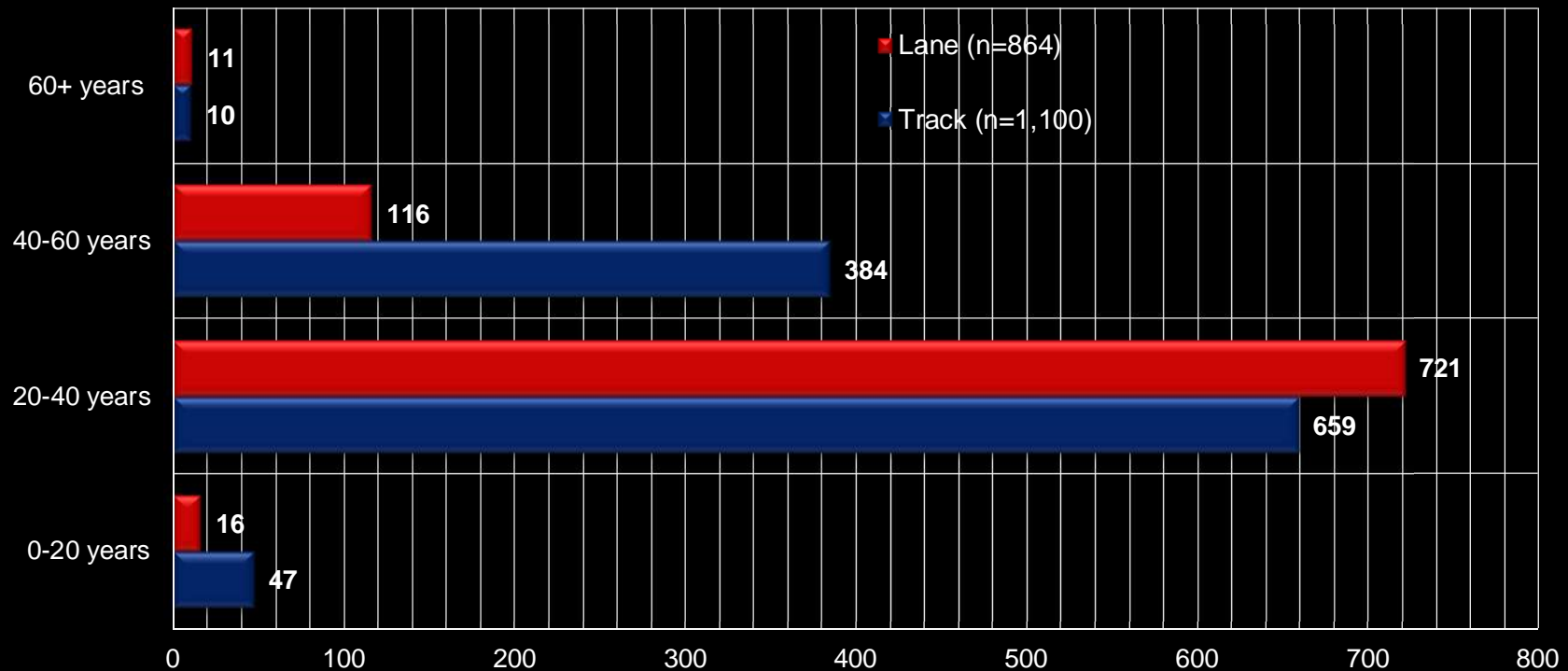
Age Profile of each route



Research by Eoin O'Mahony  
(Aecom) and Matthew  
Richardson (Trinity)

# Who is using the facilities?

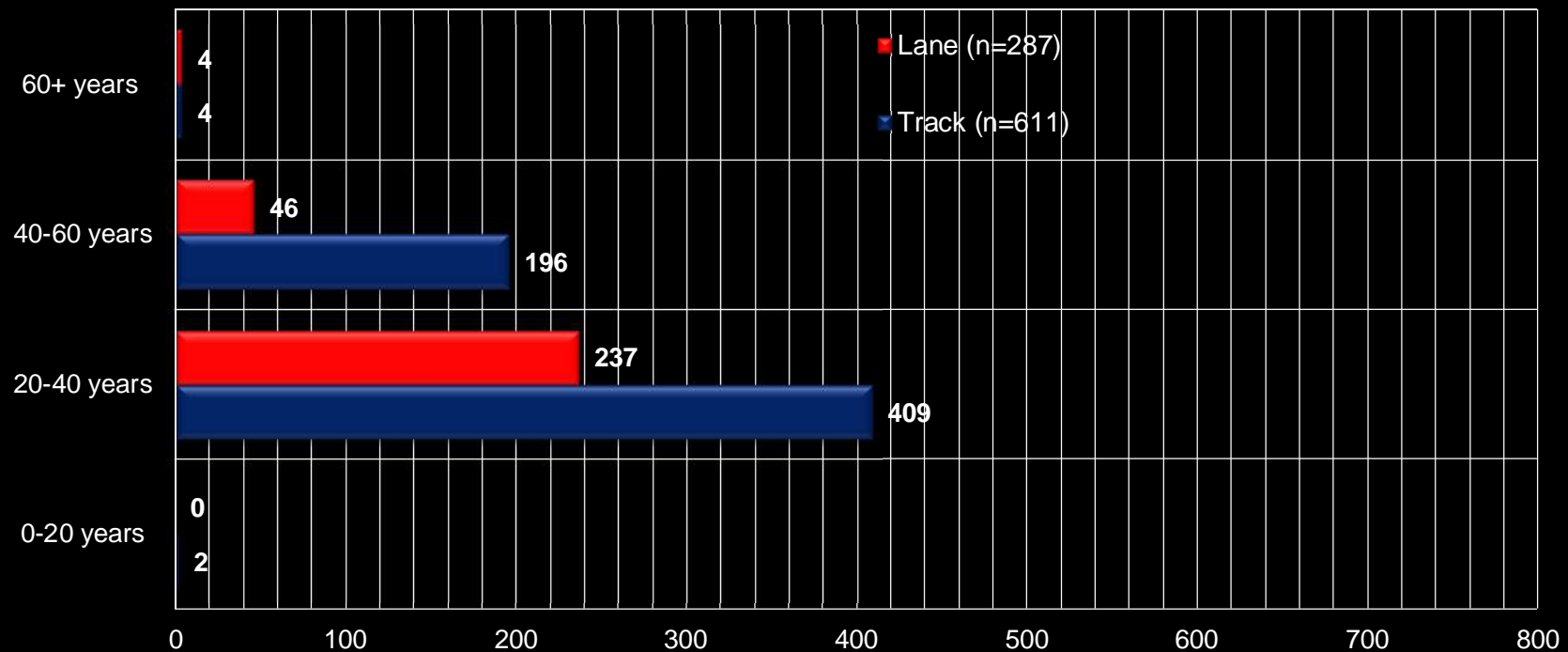
Age profile of **male** users for each route



Research by Eoin O'Mahony  
(Aecom) and Matthew  
Richardson (Trinity)

# Who is using the facilities?

Age profile of **female** users for each route

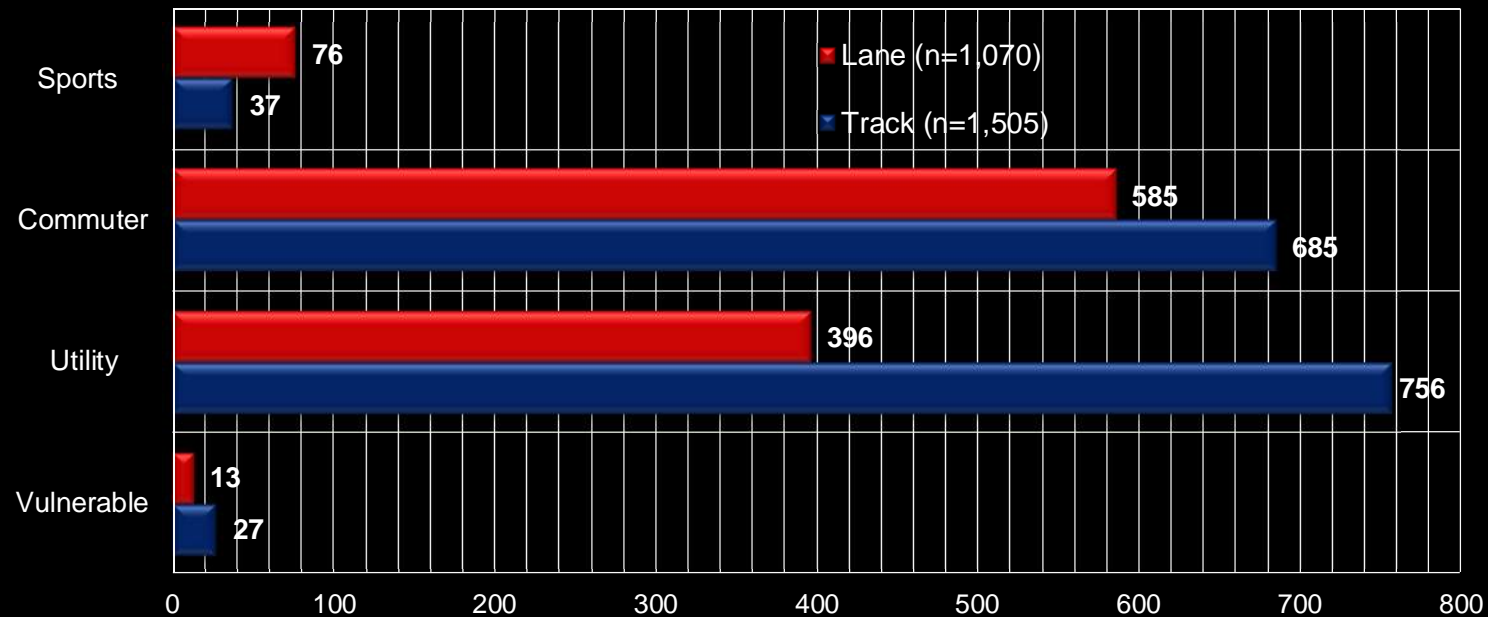


Research by Eoin O'Mahony  
(Aecom) and Matthew  
Richardson (Trinity)



# Who is using the facilities?

User-type profile for each route



# Who is using the facilities?

getbritaincycling.net

ANALYSIS



A traffic light junction along Dublin's Grand Canal Cycle Route

## The lycra look v. cycle chic

Research in Dublin suggests that a wider cross-section of society will only start cycling once segregated lanes are installed, say **Joe Seymour** and **Eoin O'Mahony**

**W**hen you visit Amsterdam and Copenhagen it is very noticeable that cycling is an everyday activity for all, be they young or old, male or female, with citizens riding ordinary bikes in their ordinary clothes.

Conversely, in the UK most cyclists you see are men, many of whom are on expensive sport bikes with matching clothing. These men are commonly known as MAMILs (Middle Aged Men in Lycra).

National statistics confirm this, with the National Travel Survey for 2012 revealing the gender split for cycling is 73% male and 27% female. Therefore, one of the key challenges for cycling in Britain is to widen the participation in cycling to include more women, children and pensioners.

'Cycle chic' or 'bicycle chic' has become the term for cycling in fashionable everyday clothes. While this refers to well-dressed cyclists, it's really about the bicycle being used for its utility function rather than solely as a sports related function. In many ways cycle chic represents the polar opposite to the cycling culture that is symbolised by the MAMIL. It could be argued that the pace of the transition from MAMIL to cycle chic is representative of the health of the cycling culture. So, how do we move from the MAMIL to 'cycle chic'?

### Grand Canal Cycle Route, Dublin

In London the ongoing concerns with cycle safety has increased the demand for more segregated cycle facilities. A study of segregated cycle tracks in Dublin indicates that this might have positive impacts on the diversity of cyclists that use the infrastructure provided. There is clearly a link between the type of cycling infrastructure in a city and the gender and age of those cycling.

Detailed research into the facilities for cyclists alongside the Grand Canal Cycle Route in Dublin was carried out by consultant AECOM. On the south side of the canal, there are on-road cycle lanes while a segregated cycle track opened on the canal's north side in 2012. Both routes link important cycle radial routes to the primary business district in a city that has seen a 70% increase in cycling over the last 10 years.

The 3.6km segregated two-way cycle track has signalised crossings at all junctions it passes through. The route is completely segregated from motorised traffic resulting in a pleasant atmosphere for cycling. While the route is segregated from traffic, the introduction of numerous signalised crossings does cause delay cyclists during peak periods, which can significantly impact on the journey time.

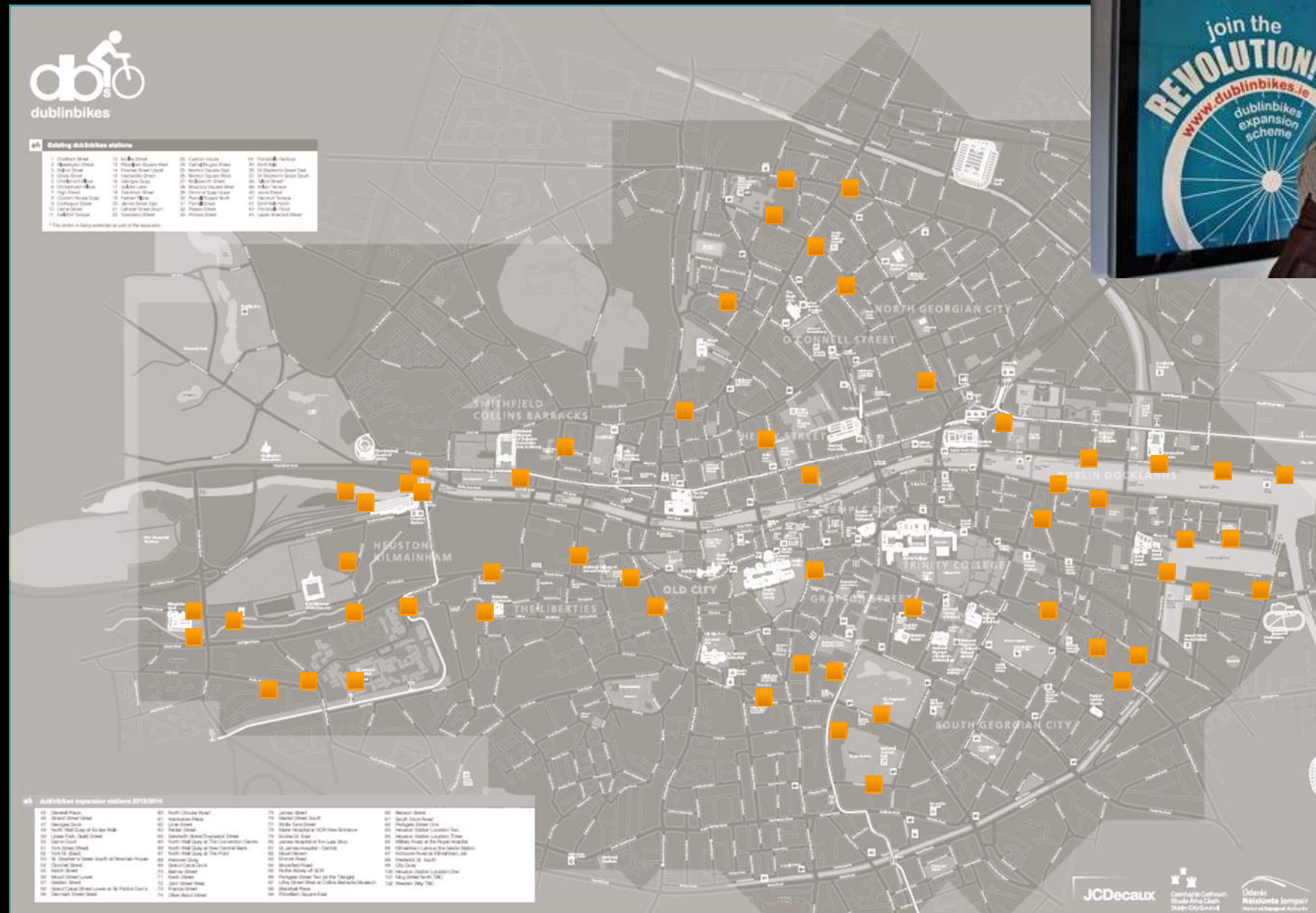
# How is the growth going to continue?



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# db Expansion



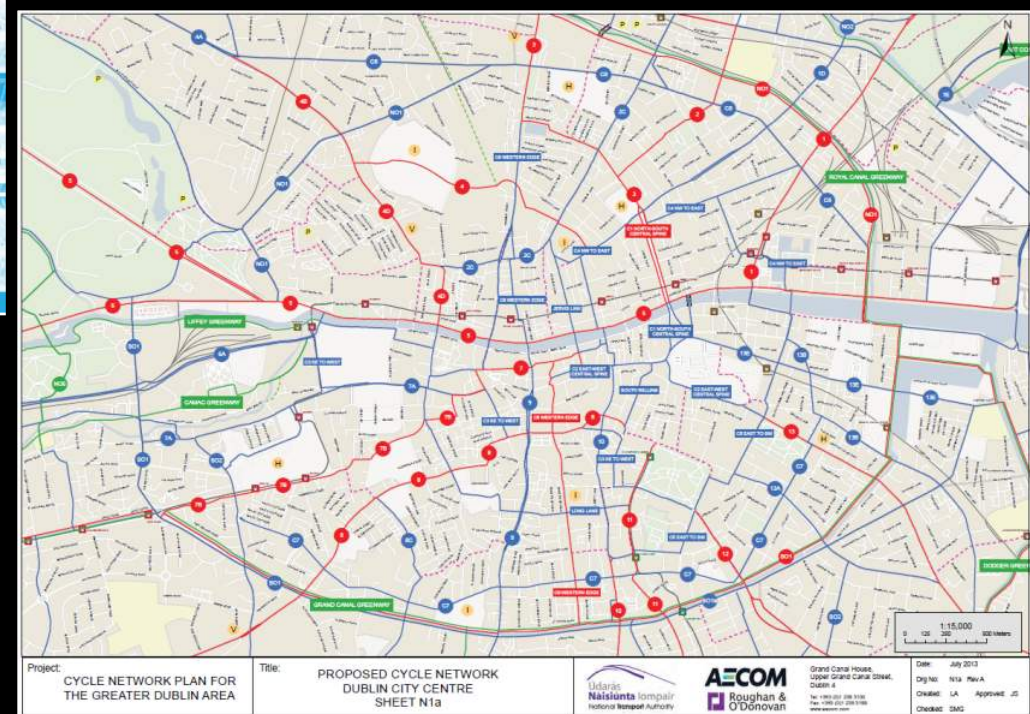
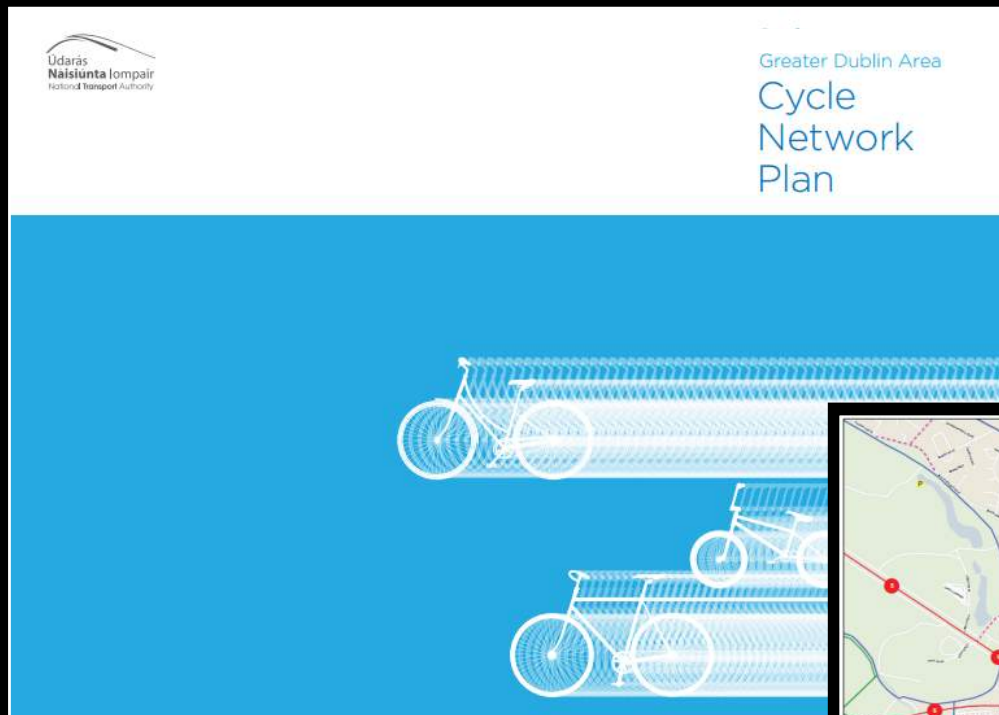
# More space for cycle infrastructure?



Source: Ciaran Cuffe



# Implement the Plan





# Together we will continue to change the perception of cycling in Dublin.



Images from [www.irishcycle.com](http://www.irishcycle.com)

**AECOM**

